MASTERING AI FOR PREPAREDNESS PROFESSIONALS

Prompt Engineering Essentials

October 2024
Stoneriskconsulting.com

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ABOUT US

Your Partner in Resilient Healthcare Operations

We specialize in helping organizations achieve uninterrupted service through exceptional business continuity and emergency management solutions.

Our mission is guided by integrity, excellence, and a commitment to client success, ensuring your organization is well-prepared for any future disruptions.

BaylorScott&White HEALTH

Parkland

DaVita

Collectors

illumina

TARRYTOWN EXPOCARE PHARMACY

NETFLIX

zoom

DIAMOND C

UTSouthwestern Medical Center

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AGENDA

01 Generative AI Overview

02 ChatGPT & Other Gen AI Models

03 Prompt Engineering Checklist

04 Prompts for Preparedness Programs

05 Wrap Up

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QUICK CHAT POLL

Instructions: Post your comment in the chat!

1. What is your "Go-To" Generative AI tool? (e.g. ChatGPT, MS Copilot, etc.)
2. Do you have access to the tool through "work" or "personal only"?

Example:

Shane: "ChatGPT, Personal Only"

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GENERATIVE AI

OVERVIEW

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AI – A BRIEF OVERVIEW

- Machines that can think.
- Machines that can learn.

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AI: FROM POSSIBILITIES TO PRECISION

MACHINE LEARNING

ROBOTICS AUTOMATION

GEN AI

1 Possibilities

- No "right" answer
- Strategy
- Narrative/cases
- Ideation
- Creativity
- Sensemaking

Example: Draft pros/cons analysis based on context and training.

2 Process Improvements

- Get better
- Efficiency
- Standardization
- Reliability Quality Control

Example: Retrieving data and populating forms

3 Prediction

- Anticipate likely answer
- Forecast
- Detect

Example: Meteorology

4 Precision

- Know the right answer
- Forecast points
- Autonomy
- Optimization

Example: ID tumor in image

Adapted from AI: Possibilities to Precision (Dan Finkenstadt)

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GEN AI MODEL CAPABILITIES TODAY

THINK

- Language Detection
- Summarization
- Reasoning
- Learning from experience
- Planning
- Long-form articulation
- Iterative Dialog

DO

- Reading text-in-the-wild
- Visual Recognition
- Reading Charts/Graphs
- Programming (Coding and debug)
- Image Generation
- Speech
- Embodied AI/Robotics Actuation

KNOW

- Internet/Social Media Scraping
- News Media
- Trends and Conversations

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GEN AI MODEL COMPARISON
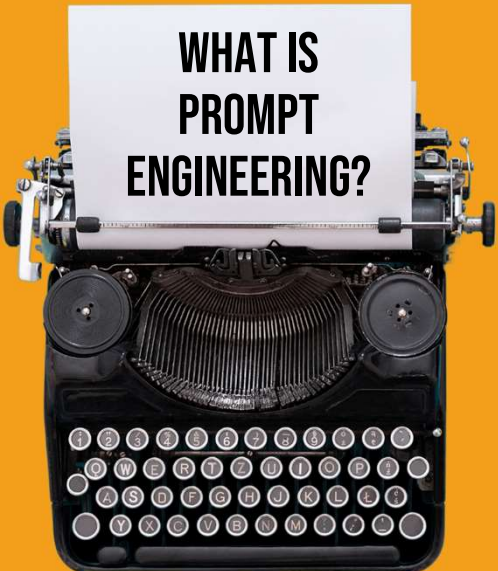
	ChatGPT (OpenAI)	Microsoft Copilot (OpenAI & Microsoft)	Claude (Anthropic)
Models Available	GPT-4 (GPT-4o, GPT-4 Mini)	Powered by GPT-4 (OpenAI model)	Claude 1, Claude 2, Claude 3.5
Use Case	General-purpose for content creation, customer service, coding assistance	Enterprise integration within Microsoft ecosystem	Ethical AI for high-stakes sectors like healthcare and finance
Cost	$20/month for Plus	$20/month for individual Pro, $30/month for Business	Subscription-based, varies by use
Capability	Text, code, image generation, custom GPTs	Text, code, image generation, deep integration with Microsoft	Deep reasoning, ethical focus, contextual understanding
Character Input Limit	8,192 tokens (basic)	18,000 characters in Notebook view	~75,000 tokens
Security	Enterprise-level, privacy controls	Enterprise-level with Microsoft 365 security	High, focuses on ethical alignment and limiting harmful outputs
Saving Chats	Saves chats	Saves chats, integrates with Microsoft Teams	Saved chats, privacy-focused
Integration	API availability for custom apps	Deep integration with Microsoft 365 ecosystem	Limited to select sectors
Corporate Environment	Suitable for broad corporate environments	Designed for Microsoft 365 enterprise users	Tailored for regulated industries, prioritizing safety

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PROMPTING

ESSNETIALS CHECKLIST

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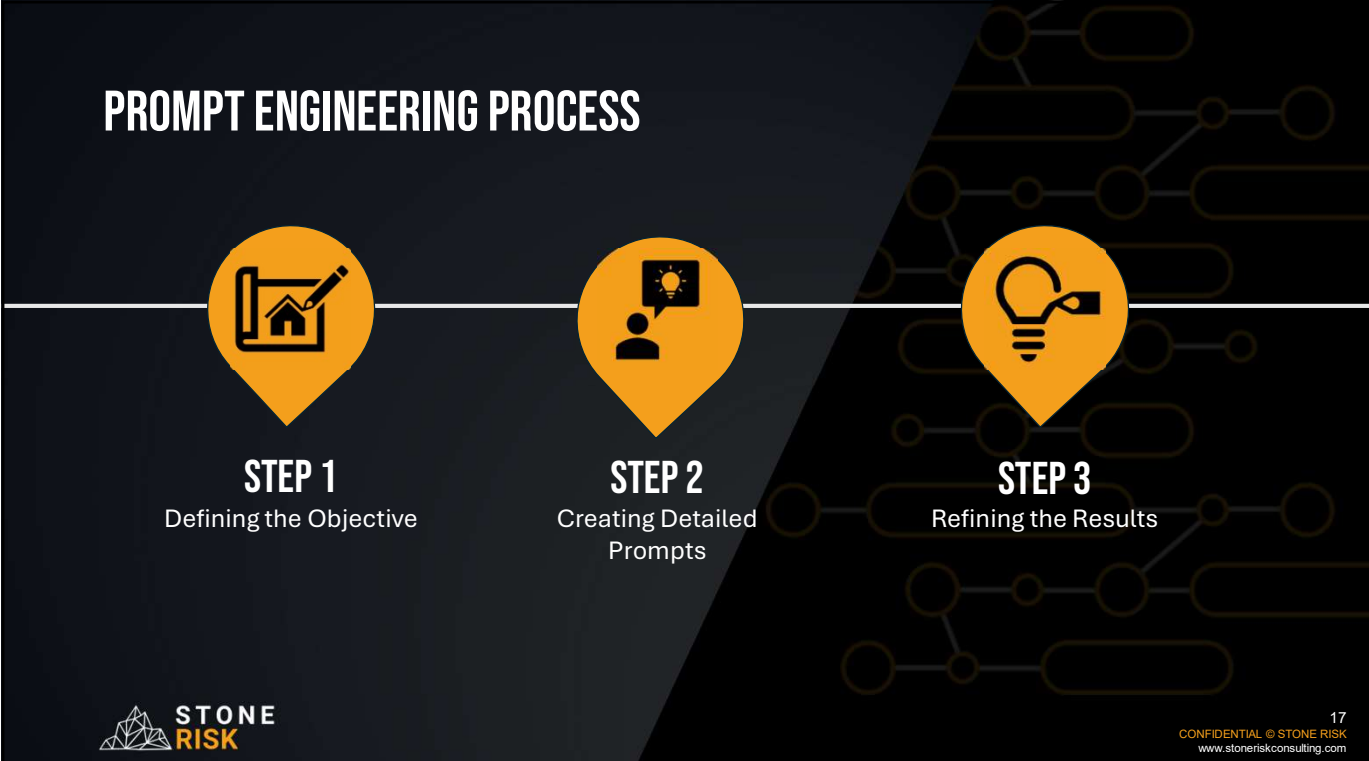
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WHAT IS PROMPT ENGINEERING?

The practice of designing, refining, and optimizing inputs to guide AI tools to produce optimal outputs.

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PROMPT ENGINEERING PROCESS

STEP 1
Defining the Objective

STEP 2
Creating Detailed Prompts

STEP 3
Refining the Results

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6 STEP PROMPT CHECKLIST

❑ [TASK] Clearly define your end goal

❑ [CONTEXT] Tailor your background

❑ [EXAMPLES] Mimic style, structure of output

❑ [PERSONA] Embody a specific expertise

❑ [FORMAT] Bullet points? Checklist? Script?

❑ [TONE] Emotional context

More Important

↓

Less Important

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6-STEP PROMPT FORMULA: [TASK]

• Simple Task Prompt:
  • *"Generate a three-month diet program"*

• Complex Task Prompt
  • *"Analyze the collected user feedback from my newsletter, summarize the top 3 takeaways with a focus on improvement, and categorize the rest based on importance"*

  PRO TIP:
  • Always begin with an action verb like "generate," "write," or "analyze."
  • Be clear and concise to ensure the model understands your requirements

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6 STEP PROMPT FORMULA: [CONTEXT]

- What's the user's background?
- What does success look like?
- What environment are they in?

User Background

What success looks like

"I'm a 250lbs male aiming to lose 20lbs of fat in three months.
I only have time to cook meals once a week for 2 hours on Sundays.
Provide a three-month diet program to assist me."

What is the environment?

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6 STEP PROMPT FORMULA: [EXAMPLES]

- **Examples allow GenAi to mimic the style, structure and tone of anything.**

"You're the hiring manager in a marketing team responsible for writing the job description for a marketing manager job opening.

Your team primarily focuses on increasing brand awareness for Netflix's advertising platform to acquire new partners.

Draft the job description using the format of this existing job description below: [paste example]

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6 STEP PROMPT FORMULA:

[PERSONA]

Persona is about embodying a specific character or expertise in Generative AI models.

For injury rehab:
"You are a physical therapist specializing in athlete recovery. Generate me a 2-month program that helps me recover from my tennis elbow."

For job seekers:
"You are a hiring manager at a Fortune 500 company. Ask me 20 questions that will help me prepare for my future job interview for this position [provide sample of job description]

PRO TIP:
You can get GenAI to respond as a specific famous individual.
Prompt Example: *"Rewrite this blog post in the style of Eminem"*

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6 STEP PROMPT FORMULA:

[FORMAT]

Example: Analyze Tabletop Exercise Feedback

"I've collected feedback from tabletop exercise participants.

Output a table with headers: Original Feedback, Priority, Recommended Improvements

Here's the feedback: **[paste feedback here]"**

PRO TIP:
In addition to tables, other common formats that GenAI can generate include:
Bullet Points | Email Format | Code | Paragraphs | Checklists

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6 STEP PROMPT FORMULA:

[TONE]

Examples of Tone:

1. "Use a casual tone of voice"
2. "Use a formal tone of voice"
3. "Give me a witty output"
4. "Show enthusiasm"
5. "Sound pessimistic"

Tone adds a layer of emotional context to the response. It ensures that the content meets your informational needs and resonate with the intended audience's emotions and expectations.

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THE PERFECT PROMPT

"You are an individual who has adopted a healthier lifestyle over the past year, resulting in a better physical and mental well-being. Inspired by your journey, a few friends have asked to for advice on starting their own health journeys.

Write a text message to share in a group chat with interested friends.

The message should outline the steps you took, share some challenges and how you overcame them, and offer to support them as they embark on their own journeys.

Use motivational and empathetic language.

[TASK] **[CONTEXT]** **[EXAMPLES]** **[PERSONA]** **[FORMAT]** **[TONE]**

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THE BEST PROMPT EVER: THE PROMPT ENGINEER PROMPT

How to use it:

1. Post prompt
2. Initial request
3. Question Response
4. Final request

Prompt Engineer Prompt

"I want you to become my prompt engineer. Your goal is to help me craft the best possible prompt for my needs. The prompt will be used by you, ChatGPT.

You will follow the following process:

1. Your first response will be to ask me what the prompts should be about. I will provide my answer, but we will need to improve it through continual integrations by going through the next steps.

2. Based on my input, you will generate 2 sections:

A) revised prompt (provide your rewritten prompt. It should be clear, concise and easily understood by you)

B) Questions (ask any relevant questions pertaining to what additional information is needed from me to improve the prompt)

3. We will continue this iterative process with me providing additional information to you and you updating the prompt in the revised prompt section until I see we are done."

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ALL STAR

PREPAREDNESS

PROMPTS TO TEST

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IMMEDIATE INTEGRATIONS OF GEN AI INTO BCM PROGRAM

Governance

Scenario Planning

Program Management

Data Analysis

Recovery Planning

Tabletop Exercises

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SCENARIO PLANNING PROMPT

Definition: A method to create different future scenarios for a potential disruption, analyzing each to reveal risks and opportunities.

Reason/Outcome: This prompt helps BCM professionals prepare for diverse outcomes, ensuring a well-rounded response strategy adaptable to various scenarios.

Ideal For: Planning responses to variable risks like cyber threats, supply chain disruptions, or natural disasters, where multiple possible outcomes require flexible, adaptable strategies.

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SCENARIO PLANNING
★★★★★

Prompt Text:

"Apply Scenario Planning to assess [a specific disruption or event].

Define the disruption clearly, including potential triggers, scale, and timeline. Create at least three distinct future scenarios that vary in severity, duration, and impact. For each scenario, analyze how the decision performs in areas like operations, communication, financial stability, and reputational impact. Identify potential risks, opportunities, and required mitigation strategies.

Finally, prioritize the scenarios based on likelihood and impact to develop a targeted action plan."

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THE "PRE-MORTEM" PROMPT

Definition: A proactive approach to identify vulnerabilities by imagining a future failure of a decision and working backward to determine causes and mitigation strategies.

Reason/Outcome: This prompt is used to strengthen plans by uncovering weaknesses before they occur, reducing risk and improving resilience.

Ideal For: Preparing for high-stakes events or decisions, like system rollouts or crisis response plans, where understanding potential failure points is critical for success.

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THE PRE-MORTEM ANALYSIS
★★★★★

Prompt Text:

"Utilize Pre-Mortem Analysis to assess [a specific business continuity decision].

Imagine a future failure of the decision and work backward to identify potential causes and mitigation strategies."

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THE "GOVERNANCE ANALYZER" PROMPT

Definition: This prompt facilitates a comprehensive review of governance documentation, comparing its structure, policies, and procedures against industry standards

Reason/Outcome: This prompt helps professionals align documentation with standards and enhances resilience and compliance by showing strong areas, gaps, and actionable steps to strengthen alignment and compliance.

Ideal For: For pre-audit prep, compliance checks, or policy updates, especially when adopting new standards or preparing for third-party assessments.

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GOVERNANCE ANALYZER
★★★★★

Prompt Text:

"Analyze the provided governance documentation for [Enter topic or governance document name].

Compare its structure, policies, and procedures against the [Insert Standard, e.g., ISO 22301 for Business Continuity Management or the NIST Cybersecurity Framework].

Identify specific areas where the documentation aligns with the standard, as well as areas lacking in detail or requiring updates. Prioritize findings by potential impact on compliance, suggesting actionable recommendations for alignment improvement where necessary."

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IMAGE ANALYSIS PROMPT

Review this image of a IT Data closet. Identify any immediate hazards you notice based on the image utilizing NFPA and NIST standards as your guide.

Examining the image of the IT data closet, here are some immediate hazards based on NFPA (National Fire Protection Association) and NIST (National Institute of Standards and Technology) guidelines:
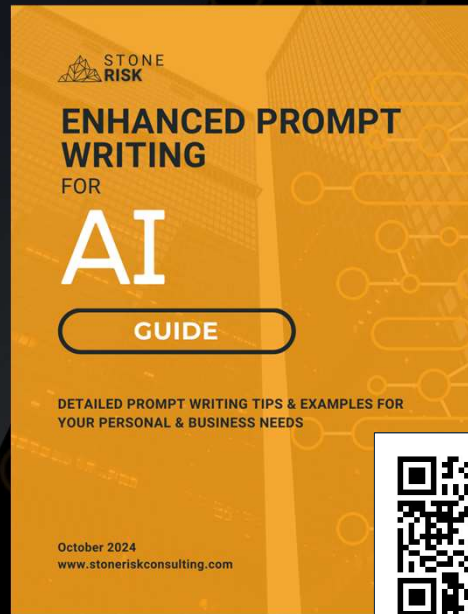
1. **Open Doors:** Leaving server rack doors open can disrupt proper airflow and cooling, potentially causing overheating. NIST recommends maintaining a controlled environment in server rooms, including closed and secure cabinets.

2. **Cable Management:** There appears to be some tangled and exposed wiring. Poor cable management can hinder air circulation and may pose tripping hazards or fire risks. NFPA standards emphasize neat, organized cabling to minimize such risks.

3. **Potential Overcrowding of Racks:** The racks appear densely packed with equipment. Overcrowded racks can limit airflow, contributing to overheating, which increases fire risk. NFPA 75, which governs the fire protection of IT equipment, advises spacing to ensure proper ventilation.

4. **Unsecured Devices and Panels:** Some devices and panels appear unsecured within the racks. According to NIST guidelines, equipment should be properly mounted to prevent it from becoming dislodged, which could cause short circuits or physical damage to other equipment.

5. **Floor Grating:** While the floor grating may aid in ventilation, it can also be a tripping hazard, especially if not properly secured. Additionally, open floors or grating may increase the risk of dust accumulation, which can affect sensitive equipment and potentially create ignition sources.

Following NFPA and NIST standards would involve securing cables, ensuring proper airflow, and eliminating trip hazards. Let me know if you'd like a detailed breakdown of any specific hazard or mitigation strategy.

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ENHANCED AI PROMPT WRITING GUIDE

- High-value & tested ChatGPT prompts & definitions
  - Preparedness Program Prompts (New!!)
  - Business Strategy & Analysis
  - Language & Communication
  - Learning & Expertise
  - Problem Solving
  - Prompt Creation & Refinement
  - Personal Improvement

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ENHANCED PROMPT WRITING
FOR
AI

GUIDE

DETAILED PROMPT WRITING TIPS & EXAMPLES FOR YOUR PERSONAL & BUSINESS NEEDS

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https://www.stoneriskconsulting.com/aipromptguide

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TABLETOP EXERCISE DESIGN WITH ARTIFICIAL INTELLIGENCE COURSE

Instructor Led Course:
- This interactive course is spread over two days, totaling 6 hours, and is packed with insightful sessions, hands-on activities, and practical applications.
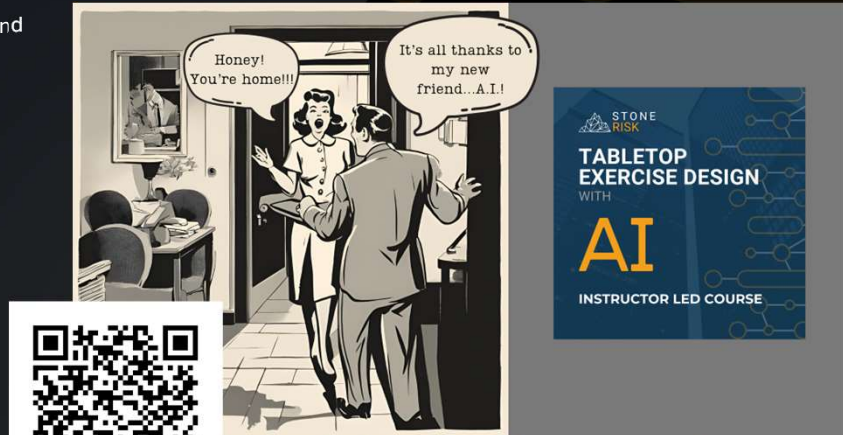
Agenda:
- 1 | AI Models Unveiled
- 2 | Deep Dive into ChatGPT
- 3 | Engineering Mastery
- 4 | News Media Inject Techniques
- 5 | Navigating Challenges

Cost:
- $499

Next Dates:
- November 19-20
- December 10-11

https://www.stoneriskconsulting.com/**tabletopdesignai**

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WRAP UP

- Gen AI is rapidly changing - **Capabilities & Accessibility ↑**

- Prompt Engineering is becoming a **necessary job skill** for preparedness professionals

- Understand & use the **6-Step Prompt Engineer Checklist**

- **Test the waters** with GenAI and your preparedness program

Comprehensive listing of free Artificial Intelligence courses:

https://www.infobip.com/blog/free-online-ai-courses

Contact:

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Want to have a quick chat?
https://calendly.com/shanemathew/quick-chat

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