

# Prompting 101

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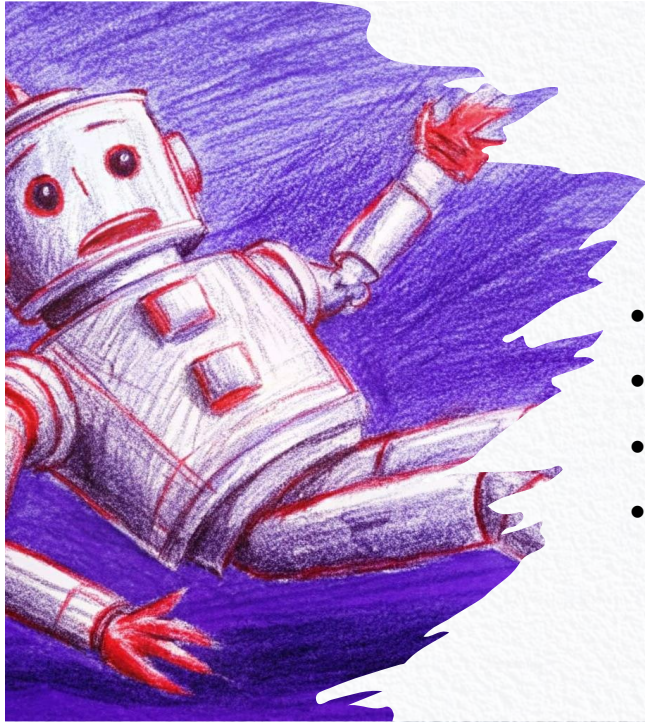
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## Hallucinations & Mistakes

- Counting letters in a word
- LLMs are BAD at math
- Pizza glue
- Drive to car wash

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## Big Money Cases

- Air Canada chatbot
- Fake legal cases
- \$1 Chevy Tahoe
- Homework using Klarna



<https://www.evidentlyai.com/blog/llm-hallucination-examples>

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## Things to Remember

### Prediction vs Knowledge

Lack of grounding in reality

Issues with training data

Prompt ambiguity or pressure

The Shift: Searching to Delegating

<https://www.evidentlyai.com/blog/ai-hallucinations-examples>

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## Components of an Effective Prompt

**PERSONA**

**TASK**

**CONTEXT**

**FORMAT**

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# Example Prompt

PERSONA

CONTEXT

TASK

FORMAT

You are the administrator to a team director.

P

Our team consists of content creators, digital marketers, and product owners. We are gathering for the first time at a three-day offsite in Raleigh, NC.

C

Plan daily activities that include team bonding activities and time for deeper strategic work.

T

Create a sample agenda for us.

F

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## Fix My Prompt



Shuffle

Draw

## Select Playing Card



[losing.games/tools/card-draw](https://losing.games/tools/card-draw)

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## Fix My Prompt Sprint

1



Write an email about budget cuts.



Create an onboarding agenda.



Write a performance review.



Draft a company policy.



PERSONA

TASK

CONTEXT

FORMAT

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## Fix My Prompt Sprint

2



Analyze our competitors.



Write a LinkedIn post.



Brainstorm cost-cutting ideas.



Create a job description.



PERSONA

TASK

CONTEXT

FORMAT

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## Fix My Prompt Sprint



Write a press release.



Design an employee survey.



Write a marketing plan.



Prepare for a client meeting.



**PERSONA**

**TASK**

**CONTEXT**

**FORMAT**

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## Quick Prompting Tips

Use natural language.

Be specific and iterate.

Be concise. Avoid complexity.

Make it a conversation.

## Framework

**PERSONA**

**TASK**

**CONTEXT**

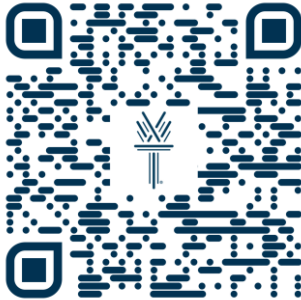
**FORMAT**

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**PROFESSOR T**



**LinkedIn**



**THANK YOU!**

Download the full  
Prompting guide 101

