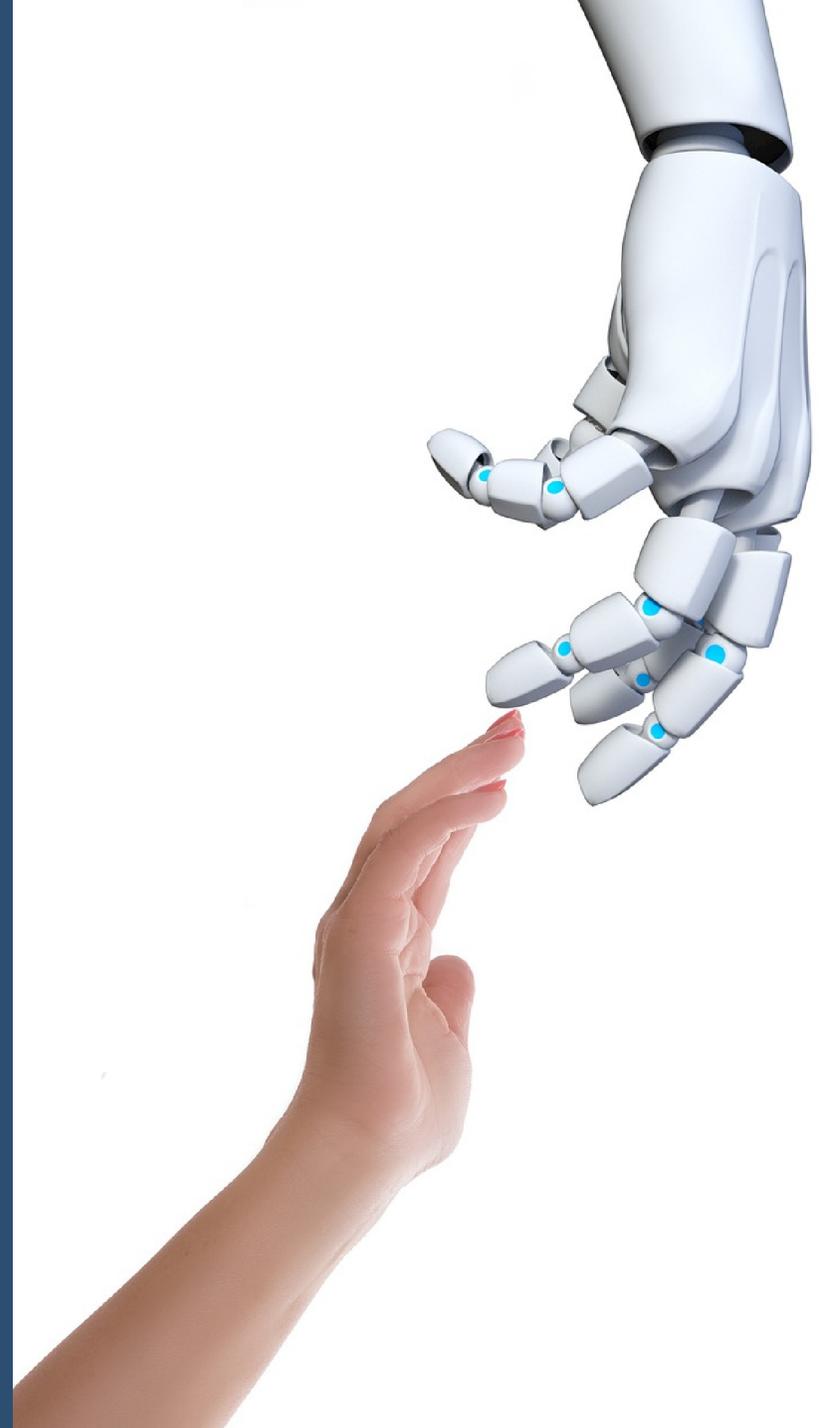# Unleashing Your HI (Human Intelligence) on AI

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1 Introduction

2 Prompting 'Recipes' for Success
- The anatomy of a powerful prompt
- Live demonstration: Transform a basic prompt into a strategic one
- Peer-to-Peer Activity: Improve each other's prompts using the recipe framework

3 Tool Strategies & Application

ChatGPT vs. Claude vs. Gemini

Live demo: Same prompt, different tools

Activity: Brainstorm AI applications

4 Action Planning

Individual action planning

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5 Q&A and Closing

Part 1:
Prompting 'Recipes' for Success

The 'HI meets AI' Concept

- Human Intelligence + AI = Strategic Advantage

  AI will not replace us. It's only as good as our prompts and guidance.

- Best AI outputs come from knowing:
  - What questions to ask
  - How to provide context to produce accurate & useful results
  - When to apply judgement and how to determine 'correctness'
  - When to walk away!

- AI gets you to good enough so you can spend time getting from good to great

The Prompting 'Recipe'

Use these prompt elements to make your prompts more accurate and effective.

Concept	Purpose	Example
Goal	What am I trying to do?	I want to find the best coffee machine for lattes
Context	In what way, or why?	using an at-home coffeemaker
Role	Who would I like to ask about this?	you are an appliance expert at a specialty appliance store
Output	What should the result look like?	provide a bulleted list of machines and a table of pros/cons
Examples	What are some examples of the inputs or outputs?	high end brands like Nespresso, Miele or Breville
Specificity	Exactly what should be included or what search done?	research only luxury appliances that make lattes
Creativity	Is there leeway for interpretation?	search for unique or unusual options
Information Source	Where should the AI look for my information?	look at product manuals and specifications
Expectations	Guidelines for response: concise, professional, funny	a concise response that helps me pick a machine

Prompt 'Recipes' in action

Color coding helps show how the prompt elements can be used in practice, with natural language

Goal, context, role, output, examples, specificity, creativity, source, expectations

Sales Meeting Prep

Generate 3-5 bullet points to prepare me for a meeting with X to sell a sponsorship package. Look at their organization website, individual linked in page, and posts or articles by X. Use simple language and summarize their top 5 business concerns, and 2-4 personal details such as how many kids they have or where they went on vacation last.

Event Survey Analysis

Review the attached survey results for X event. Suggest metrics to use as KPIs. Create a table of average scores for those key metrics. Include at least session satisfaction, speaker satisfaction, and overall satisfaction. Then, summarize all comments, and highlight important positive or negative ones.

Live Demo: From basic prompt to an effective one
ChatGPT

Basic Prompt:

- Write an email to members about the upcoming Consumer Electronics Show.

Better Prompt:

- **Role:** As a marketing professional for the Consumer Electronics Show,

- **Expectations:** draft a compelling email to members announcing the upcoming tradeshow.

- **Goal:** The goal is to drive early registrations. Use an enthusiastic but professional tone.

- **Source:** Use information from the CES site to highlight keynote speakers in this email.

- **Output:** Keep it under 300 words with a clear call-to-action button placement. Make the subject line attention-grabbing and under 50 characters

YOUR TURN!

1   Pair up with someone near you

2   Take turns sharing a work-related prompt you want to create

3   Work together to improve each prompt using the 8 elements
Goal, Context, Role, Output, Examples, Specificity, Source, Expectations

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Quick Share: Best Prompt Improvements

- Which element of the recipe made the biggest difference?

- What surprised you about the improved version?

- How much more specific or actionable did the prompt become?

- **Key Takeaway:** Small additions to your prompts can lead to dramatically better outputs. Use the prompt 'recipe' to systematically improve any prompt.

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Part 2:
Tool Strategies & Applications

Find the Best Tool

Different tools have different strengths

Likely you will use multiple tools regularly

	Best for	Key differentiator
Chat GPT	General conversation, creative writing, coding assistance	Broad knowledge with web browsing
Claude	In-depth analysis, professional writing, complex reasoning, coding	Thorough analytical responses
Gemini	Real-time information, Google ecosystem integration	Direct Google services access
Copilot	Microsoft ecosystem integration, productivity tasks, analysis	Microsoft Office and Windows integration
Perplexity	Broad research and fact-checking, complex multi-step analysis	Real-time web search with citations

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Beyond Text: Other Types of Tools

Images
- Midjourney - High-quality images
- DALL-E - Integrated with ChatGPT
- Canva Magic Studio - Visual content

Productivity
- NotebookLM - Research
- Fireflies - Meeting transcription
- Zapier AI - Workflow automation
- Notion AI - Knowledge management

Video
- Synthesia - AI avatars
- InVideo - Video from text
- Pictory - Articles to videos

Audio
- Descript - Audio/video editing
- NaturalReader - Text-to-speech
- NotebookLM - Podcast generator

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Live Demo:
Same Prompt, Different Tools, Different Results

- ## The Prompt
  Describe the differences between associations in the US and the EU

- ## The Tools
  ChatGPT, Claude, Gemini, Perplexity

- ## What to look for:
  Tone, accuracy, and thoroughness

  Length and formatting variations

  Style differences and choices

YOUR TURN! Brainstorm Creative AI Applications

1. Form groups of 3-4

2. Brainstorm creative AI applications for your assigned topic

3. Write down your favorites!

4. Pick your best to share

Membership & Engagement

Onboarding sequences, personalized communications, member journey mapping

Events & Conferences

Session descriptions, speaker bios, post-event surveys, promotional content

Advocacy

Position statements, policy summaries, talking points for leadership

Education

Course outlines, learning objectives, assessment questions

Share your best ideas!

- Which idea would have the biggest immediate impact?

- Which application surprised you the most?

- What barriers might you face in implementing these ideas?

- Which ideas could you start testing this week?

- **Remember:** Start small, iterate, and scale what works. Pick one application and master it before moving to the next.

Part 3:
Action Planning

Develop Your Personal Action Plan

What will you do this week?

- Set up free accounts for 3+ AI tools
- Create 5-10 prompts for recurring tasks
- Test your best prompt in different tools
- Start a personal prompt library

What will you do this month?

- Build your prompt library to 20+ prompts
- Share successful prompts with colleagues
- Identify one major project to enhance with AI
- Join an AI community or prompt library

Partner Share:

- Turn to your neighbor and share one specific AI application you'll implement this week.
- Exchange emails to keep each other accountable!

Some Additional Resources

Keep exploring and learning, and try to make AI part of your daily work.

- Prompt libraries (starter prompts)

  Anthropic (Claude) - All types of personal and business prompts

  The Prompt Index - Prompt library and several other AI-related tools

  GPTBot.io - ChatGPT's prompt library

  Aiexandria.com - Community prompt database (note spelling!)

- A few AI newsletters (there are hundreds!)

  https://www.aioptimist.org/- Strategic AI news for leaders

  https://newsletter.theresanaiforthat.com/ - Daily drops of new AI tools

  https://www.technologyreview.com/tag/the-algorithm/ - Weekly deep dive on a current AI topic

  https://ai-sprint.beehiiv.com/ - News and inspiration from an AI futurist

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Key Takeaways

Use the 8-element 'recipe' framework to systematically improve your prompts

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Key Takeaways

Different AI tools have different strengths— experiment to find your best fit

Key Takeaways

Start small with one application and build your skills incrementally

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Key Takeaways

Your human intelligence + AI tools = strategic advantage for your association

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Questions?

(Ask about our modular training program to take your association from zero to AI Ready!)

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