

AI Prompt Engineering Cheat Sheet FOR Instructional Designers



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The Basics of Crafting Prompts

A **prompt** is a text input that initiates a conversation or triggers a response from the model. **Prompt engineering** is the process of designing and optimizing input prompts to effectively guide a language model's response.

- **Be Clear and Specific:** Describe exactly what you want the AI to generate. Vague instructions lead to unpredictable results.
- **Adjust Tone:** Use adjectives to indicate the tone, such as formal, informal, friendly, professional, and serious.
- **Iterate:** You may need to adjust and refine your prompts to achieve the desired output. Tweak your prompts based on the responses you receive.



Components of a Well-Designed Prompt



Role or Perspective

Define the role the AI should take. For training, this could be the role of a learner, facilitator, or even a customer. For example:

- "You are a frustrated customer."
- "You are a new manager providing feedback to an employee."

Scenario or Task

Clearly explain the situation or task the AI should simulate. Provide enough detail so the AI can understand the learning context.

- "Simulate a conversation where the manager is providing constructive feedback on missed deadlines."
- "Create a training scenario where a sales representative is handling an objection from a client who is worried about pricing."

Desired Outcome

What's the goal or the desired outcome? Tell the AI what you expect learners to achieve by the end of the interaction.

- "Extract the details about company names, people names, and specific topics."
- "The learner should demonstrate understanding of leadership communication techniques."

Crafting AI prompts is an iterative process, and the more you experiment, the better you'll become at guiding AI to generate valuable, learner-centric content.



Troubleshooting and Fine-Tuning Prompts

Add More Detail

- Before: "Simulate a negotiation between a salesperson and a client."
- After: "Simulate a negotiation where a salesperson is trying to close a deal for a new software product. The client is hesitant because of the price and needs convincing of the value the product will bring."

Define the Tone or Style

You can guide the tone of the response by including instructions on how the AI should respond.

- Before: "Provide feedback to an employee."
- After: "Provide constructive feedback to an employee who missed a deadline. Be supportive, yet clear on the need for improvement."

Specify the Learning Stage

Tell the AI what level of detail or difficulty to include, depending on where the learner is in the training process.

- Before: "Explain how to handle customer complaints."
- After: "Explain to a new hire associate how to handle customer complaints. Include basic techniques for showing empathy and resolving issues."



Sample Prompts for Trainings

Customer Service Training

- Prompt: "Act as a customer calling in to report a billing error. Engage the learner by asking questions about the charges and provide them with information they will need to correct the issue."

Leadership Coaching

- Prompt: "You are a manager preparing for a difficult conversation with a team member who is not meeting performance expectations. Guide the learner through planning and delivering the conversation, offering feedback on their approach."