

Hello and welcome to module three of the Chief AI Officer course. My name is Christian Ulstrup and I'm going to be your instructor for this module titled "Introduction to Prompt Engineering."

I'm going to teach you the basics of what's come to be known as prompt engineering. My objective is to arm you with durable knowledge that will both allow you to make outsized progress with AI assistance, of course, toward your short term goals and arm you with that same knowledge that stands the test of time as the technology improves and evolves.

The goal of this lesson is for you to understand the information at a deep enough level that it doesn't go stale. And let's say one, two, three, four, maybe even five years down the line, you look back and you go, "Wow, I'm really thankful that I took this course and especially this module in the context of prompt engineering. The lessons have stuck with me. I've moved on to new tools. We're on a new version of ChatGPT or whatever it is, but a lot of the same lessons still apply."

So that's my goal here is to really arm you with knowledge that is useful in the short term, but really lasts in the long run.

Why should you care? Why does this matter to you?

It's a great question. Here's the thing. Mastering AI or prompt engineering can help you help your team become more productive, produce higher quality work and reduce process cycle times by up to an entire order magnitude. And then accomplish all this at a fraction of the pre-AI cost.

Now, if things go right, and you become super skilled at prompt engineering, your master prompt engineer, you and your colleagues will be able to consistently delegate energy sapping administrative and clerical tasks that need to get done to machines, allowing you to spend more time and attention on the things that you want to do that give you energy and move the needle for the business. So it's a win for everybody if you get good at this.

Now, another question, why listen to me? I've done custom AI implementations and training for over 20 clients across industries as varied as defense, healthcare services, recruiting, private equity, real estate, marketing, and communications.

All that's to say the technology works, it works across the board, across industries, and I have no doubt that you'll be able to both get some low hanging fruit in the short term, as well as set yourself up for success in the long term by learning how to master prompt engineering.

All right. So I want to talk about the structure of this module.

First, I'm going to explain what prompt engineering even is. Then I'm going to give you some concrete examples and we'll do some teardowns and a breakdown of the concepts to make sense of the examples. And then finally, I'm going to show you a little preview of more advanced techniques, things like developing a thought partnership with AI coding so you can get a little glimpse of where you can go from here on your journey to becoming a prompt engineering master.

Of course, if you have any questions, please direct them to the Chief AI Officer team. We're here to help and guide you along this educational journey.

I'll see you in the next lesson.