

We've just now reached the end of this module on Introduction to Prompt Engineering. And I'm going to summarize everything that we've talked about, give a little reflection, and hopefully leave you with some key insights to think about and put into practice.

Okay, quick reminder again, why should you even care about this in the first place? Just remember, if you master prompt engineering, you can help your team become more productive, produce higher quality work, reduce process cycle times by up to an order of magnitude, really important, and accomplish all this at a fraction of the pre AI cost. If things go right and you become super skilled, you attain that high level of mastery, you and your staff will be able to consistently delegate energy sapping administrative and clerical tasks that need to get done to machines and be confident that they're going to be done at a high level of quality, which really allows you to spend more time and attention on the things that you really want to do, that give you energy and also move the needle for the business. So everybody's better off if you can put in the reps to master these techniques and become a good prompt engineer.

Okay. How do you get the best results from AI via prompt engineering? Remember, it's really just a few steps. One is to set a good goal. Two, tell the computer what you want it to do in natural, plain language. Don't worry too much about formatting and all the magical incantation stuff. Just be clear in your thought and your communication.

And then you check the results. You assess versus the threshold that you set in terms of quality that's acceptable. And you recursively work through this process. Break it into pieces if you need. And then get it more ready through the engineering process until it's ready for partial and then full automation that you ultimately build some kind of software application around it.

So just like I talked about, remember there's a feedback cycle. There's a looping element to this. The medium is both discursive, right? So it innately has this quality of it being useful in a back and forth context. But it also requires that you really use the scientific method to figure out how to get the most out of it, given what your goal is.



So always try something. Check the results. Provide more information through retrieval augmented generation, just provide more context. A few shot learning, provide good examples. Or if you really need to break things down in incremental steps, and then just keep doing that over and over again until you get to the result that you want. That's really it. So it's an iterative process.

And then finally, a few words of wisdom. One. Do things. Go experiment. Don't wait. Don't waste time listening to a prompt engineering gurus, except for me, obviously. But no, seriously, your time is really going to be best spent just like trying things on your own and learning by doing.

Don't wait to do it. Don't plan to do it. Just do it right now. If you have a task, something you need to get done, think to yourself, okay, how can I do this 10 times faster with AI? And as you cultivate that mindset, be shocked to find out just like how much you can actually get done. And the technology is just getting better and you can do more. So just go do things. Don't think about it too much. Don't wait. Go get the reps in.

Delegate to AI when you're doing something that you've done before. Use it as a thought partner when it's something that you've never done before. And then if nobody's ever done it before, you may be able to use it as a thought partner to a certain extent, but you may have to also think naked as I had talked about before, and just not use AI at all to try to make sense of the situation.

And then I also highly recommend to go for a walk. I find that I think a lot more clearly. I can communicate more naturally when I go out for a walk. With the transcription capabilities on your mobile device. This is becoming totally possible. Liberate yourself from your desk, go engineer those prompts outside. It's more enjoyable and you'll probably get better results.

And finally, last but not least, second one's a good segue into this. The prompt engineering paradox is that you need to spend less time with AI the more time you do spend with it. So again, there's this idea that AI is accelerating your progress towards point B, which orients you towards this frontier.



A place that nobody's ever been before that the model has not, is not aware of, has not encountered. You're going deeper into reality to discover things that if you're a business owner, you can commercialize these secrets that are out in the universe that you can bring back and encode into software or technology or capital or whatever it is. And use AI to get that going.

But the point is, the more time you spend with it, the more time you also need to counterbalance your time without it. This is even something I'm continuing to figure out. There's a temptation to use AI for everything. And there's definitely a point at which you can take it too far. And you've realized like, okay, I need to slow down and I need to make sense of all these things that I've done incredibly quickly.

And again, I use this term, think naked. Yeah. Just keep that in mind. Like the more you use it, the more you need to be disciplined about using it. Shouldn't be super surprising. I think people are starting to figure this out with technology in general. Take one day off a week. Don't check your email in the morning. Like all these little things that are habits that folks are, I think, starting to develop some best practices around. Because AI is so powerful, it is important that you completely unplug a regular basis, especially the more you use it. And then the paradoxical point where ultimately thinking naked is where you want to get to. That means you're onto something and then you can bring that back to a state where it can be made useful in the context of the model and the technology and so on and so forth.

All right. Hopefully this has been a useful, valuable introduction to prompt engineering. As you notice, I did not include a lot of these sort of magical incantations that I talked about in the myths section. So this is going to be a bit different or has been a bit different than probably what you would see anywhere else. Part of the reason why is having worked with over 20 clients across all these industries to integrate AI into their businesses.

One of the things that I've learned is the technology itself, the space, the tools, the techniques, they're changing. And I wanted to put together something that you would be grateful, not just in the moment, but years down the line that you watched.

And I hope you enjoyed this. I hope it stimulated some interesting thoughts and I hope you're energized about just going out into the world and doing things and start getting those prompt engineering reps in. Let us know if you have any questions and good luck.