# Transcript: " *Prompt engineering.”*

 *[Text appears that reads: “Prompt engineering.”]*

Then, a laptop appears. The screen shows text commands.

**Voiceover:** The way we interact with AI has transformed.

A command prompt screen changes to the Copilot web page.

**Voiceover:** We've moved beyond simple commands and queries to a more sophisticated method of communication known as prompt engineering.

*[Text reads: “Prompt engineering is the art of crafting prompts that guides an LLM-based generative AI to produce a desired response.”]*

A block of marble is shown next to a statue.

**Voiceover:** Prompt engineering is the art of crafting prompts that guides an LLM-based generative AI to produce a desired response.

*[Text reads: “A prompt is the input you give to a generative AI experience, like Microsoft Copilot, telling it what you want it to do and how.”]*

**Voiceover:** A prompt is the input you give to a generative AI experience, like Microsoft Copilot, telling it what you want it to do and how.

Circles appear. One is labeled “Instruction”, the other is labeled “Context.”

**Voiceover:** It consists of two main components: Instruction and context. The instruction is the written part of the prompt that states the task and the objective.

The word “Instruction” appears above an envelope.

A letter comes out of the envelope. A magnifying glass hovers over the letter, then a checkmark appears on it.

**Voiceover:** It should be clear and specific, so Copilot knows exactly what you expect from it.

The word “Context” appears above the envelope.

*[A sticker on the envelope reads: “Audience, desired tone, relevant, appropriate.”]*

**Voiceover:** The context provides information for the response such as the intended audience and the desired tone.

A checkmark appears on the envelope. It folds itself into a paper plane and flies away.

**Voiceover:** It should be relevant and appropriate, so it can tailor its response to your needs.

*[Text appears onscreen that reads: “Once a prompt is submitted, Copilot reads text in chunks called tokens, which can be as short as a single character or a word.”]* Certain words and letters are highlighted.

**Voiceover:** Once a prompt is submitted, Copilot reads text in chunks called tokens, which can be as short as a single character or a word.

A loading screen appears.

**Voiceover:** This is important because every model has a limit on the amount of text it can process at once.

The loading bar stops.

**Voiceover:** This is why it's important to keep our prompts concise and to the point.

The Copilot web page appears.

**Voiceover:** Let’s look at this using Microsoft Copilot.

*[Text reads: “Step one, understanding the prompt. A well-constructed prompt consists of two essential elements: the instruction and the context.”]*

**Voiceover:** Step 1: Understanding the Prompt. A prompt is your direct line of communication with Copilot. It's how you instruct it to assist you in your tasks. A well-constructed prompt consists of two essential elements: the instruction and the context. Instruction: This is what you're asking Copilot to do. It should be concise and explicit.

Phrases are typed in the Copilot text field: *[Draft an email to a client. Generate a project management plan.”]*

**Voiceover:** For instance, "Draft an email to a client," or "Generate a project management plan." Context: This gives Copilot the necessary background to customize its response to your needs.

*[The text field reads: “Draft a polite email to our client asking about future deadlines and possibility of an extension.”]*

**Voiceover:** It includes details like the target audience, desired tone, level of detail, and any specific guidelines or limitations.

*[Text appears that reads: “Step 2: crafting your prompt.”]*

**Voiceover:** Step 2: Crafting Your Prompt. When you're prepared to engage with Copilot, launch the webpage and select the appropriate style for your task.

The option More Creative is clicked.

Then, text is written in the text field that reads: *[“Please create a comprehensive, professional guide for adult learners on how to effectively network in the industry, with a focus on digital platforms.”]*

**Voiceover:** "Please create a comprehensive, professional guide for adult learners on how to effectively network in their industry, with a focus on digital platforms." Breaking down the example. Instruction: "Create a comprehensive, professional guide". Context: "for adult learners on how to effectively network in their industry, with a focus on digital platforms" Step 3: Submitting the Prompt.

*[Text appears that reads: “Step 3: submitting the prompt.”]*

**Voiceover:** After crafting your prompt, submit it.

The submit button is clicked.

*[Copilot's response reads: “Sure, I'd be happy to help with that. Here's a comprehensive guide for adult learners on how to effectively network in their industry using digital platforms. Effective networking for adult learners, a guide to digital platforms.*

*One: understanding the importance of networking. Networking is crucial for career growth, providing opportunities for mentorship, collaboration, and job prospects. It helps you stay updated with industry trends and can lead to new business opportunities.*

*Two: setting clear goals.”]*

**Voiceover:** Copilot will then dissect the instruction and context into tokens and produce a response grounded in its interpretation. Tokens are the segments of text that the model uses to comprehend and formulate responses. They can be complete words or fragments of words.

The text is zoomed in on. Two parts of the word “Networking” are highlighted in different colors.

**Voiceover:** For example, "network" is one token, while "networking" may be divided into "network" and "ing" based on the model's tokenization method.

*[Text appears that reads: “Step 4: reviewing the response or output.”]*

A magnifying glass hovers over the onscreen text.

**Voiceover:** Step 4: Reviewing the response or output.

**Voiceover:** Once Copilot delivers its output, examine it to verify it aligns with your objectives. If it doesn't quite hit the mark, you can refine your prompt and resubmit it to achieve a more precise outcome. This process helps you collaborate more effectively over time.

A woman sits at a laptop.

**Voiceover:** As we advance in LLM-based generative AI, the art of prompt engineering becomes increasingly important. It's not just about asking, but how we ask it.

The Copilot web page is shown.

**Voiceover:** By understanding and effectively using prompts, we can harness the full potential of generative AI experiences like Microsoft Copilot.

A man smiles at his laptop. A checkmark appears on an icon above it.

**Voiceover:** The key to a successful interaction lies in the clarity of your instruction and the relevance of your context.