my name is Chelsea Donahue. I work at the Keenan Institute of Private Enterprise, which is the outward facing arm of UNC's Kenan Flagler Business School. My role involves promoting the translational research products that we produce that focus on how emerging technologies drive business value creation and benefit consumers and society more broadly. A lot of writing, but also a business development function that looks to establish partnerships between faculty and businesses in the triangle, where faculty research is having a direct impact on strategic decisions being made by our executive partners and being productive and efficient are key elements in my role.

Let's use the roll out of Generative A.I. student use guidelines that have been developed by the UNC A.I. Committee as an example, to introduce the use of Generative A.I. for collaboration and brainstorming, writing and content creation and information gathering and synthesizing. As I walk through the example, I will provide tips on how to get the most out of your prompting.

I think the best advice is to treat Generative A.I. like a colleague. You are collaborating and building ideas together and as the user you have control of the final product.

Looking at this prompt, after you receive the initial response from the chat bot, you can ask it how to write a better prompt or what other details it needs from the user to produce the best output.

As an example, if I could ask if I want to develop session titles for an upcoming conference, what prompts should I share with ChatGPT in order to get the best results? more specific you can be with additional results, edits, or tweaks, the more useful the output will be.

In my first prompt, I asked ChatGPT to create an outline for a brainstorming session around the roll out of student use guidelines for Generative A.I. As I mentioned, you can view ChatGPT as a collaborative team member. Whether or not you will use the suggestions it can serve as a tool to get you and your team started and you can continue to refine your prompts as you get a better idea of how you want to focus your efforts.

Be specific only giving the chat bot one task at a time. If the initial response isn't quite what you're looking for, build on its output by rephrasing the prompt, adding more detail or clarify laying the context. Once you are provided with your initial outline, you can use ChatGPT to offer specific examples of ways in which you may execute the ideas that are generated.

The more context you can give to any generative A.I. tool, the more useful the output will be. I would suggest creating a document that includes the details of who you are, what you do, and what your school or business units, brand or voice sounds like, so that you can copy and paste that information into the chat bot whenever you start a conversation.

Keep in mind that nothing proprietary should ever go into one of these models. This can be easy to forget when you are using a Generative A.I. tool in your writing, but it can help to think of the chat bot as an external clients in this way. After you receive the initial response from the chat bot, you can ask it how to write a better prompts or what other details it needs from the user to produce the best output.

The more specific you can be with additional results, edits or tweaks, the more useful the output will be after I either choose to use or further refine the FAQs provided. I could then ask ChatGPT to write an email to the Dean of the Business School requesting a meeting to discuss the anticipated FAQs.

Ahead of our planned rollout of Generative A.I. student Use guidelines in the fall semester. The initial email was quite long, so I asked ChatGPT to make it more concise. Ideally one paragraph.

At times, you may need to use a thesaurus to find the word that increases your chance of getting what you want out of the chat bot. If your initial prompt does not yield the result you wanted, finding the right word or phrasing can unlock what you are trying to achieve. Pay special attention to the verbs that you are choosing.

Choose verbs that clearly express your intent. That way, A.I. has a better chance of fully understanding your request. A prompt including the phrase condensed. This is stronger than rewrite this to be shorter. If I felt the email was too formal, I could then ask ChatGPT for a more casual tone. If you're using ChatGPT to generate copy or captions, as many of us will make sure to tweak its tone so that the content resonates with your target audience.

You can ask ChatGPT to change the reading level and tone after it provides an initial response. Generative A.I. tools can also be used for research and information gathering. As you heard from Maggie. You can use these tools to expedite literature reviews and facilitate data analysis. But this enhanced productivity goes beyond research and can help with preparation ahead of a meeting when there is a large amount of information that needs summarizing.

When writing a prompt, it can be helpful to include a specific, concrete description of the persona you want the chat bot to take on. Talk to ChatGPT Like you were talking to an employee to help accomplish your specific goal or task. Begin your prompt with Act as a Professor or Act as a Marketing Professional, followed by a description of the desired outcome.

As an example, I prompted Microsoft Bing with Please put yourself in the shoes of a business development professional.

I have a meeting with the H.R. Team at SAS about research from one of our faculty members on the disconnects between Gen Z and senior executives on what Gen Z needs and wants out of work. I need to understand a bit about the organizational structure of SAS. What does their workforce look like and do they have any programing directed toward their Gen Z workforce.

Generative A.I. can also enhance your own writing. It can proofread, provide suggestions on how you might better phrase sentences or structure a paragraph, refine or summarize your work, or change the tone as you shift your content for a specific audience. With practice, Generative A.I. can become an indispensable tool for collaboration, writing, research, meeting, efficiency, and personal organization. These tools must always be complemented with human oversight and critical thinking and thinking of these tools as a colleague with whom you can collaborate will unlock opportunities to enhance your creativity and save time.