

Think Smart, Prompt Smarter

A Guide to Modern AI



Jiri Pik

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The Instructor



Jiri Pik

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Came to SG on Tech.Pass in 2022 and made SG his home

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Format of the workshop

- **8 hands-on GenAI projects** tailored to your questionnaire; covers all key skills.
- **Model solutions provided** → teams critique, improve, and benchmark quality.
- **After each project:** 1-minute team share-out of solution, challenges, questions, and lessons learned.
- **Interaction-first:** ask often, collaborate—higher engagement = better retention.
- **Pattern-driven exercises:** reusable problem-solving patterns you can plug into real workflows.
- **Coverage & support:** most questionnaire needs addressed; bring the rest to Q&A/tea breaks (or a follow-on module).
- **Tools:** ChatGPT and Microsoft Copilot.



Agenda

Time	Program
09:10 to 10:00	Project 1
10:00 to 10:40	Project 2
<i>10:40 to 11:00</i>	<i>Tea Break</i>
11:00 to 11:40	Project 3
11:40 to 12:15	Project 4
<i>12:15 to 13:30</i>	<i>Lunch</i>
13:30 to 14:15	Project 5
14:15 to 15:00	Project 6
15:00 to 15:30	Project 7
<i>15:30 to 15:50</i>	<i>Tea Break</i>
15:50 to 16:20	Project 8
16:20 to 16:35	IMDA's Presentation
16:35 to 16:50	Next Steps & Action Plan

Review – Prompt Engineering – Microsoft’s Prompt Structure

GCSE

WHAT
do I want?

WHY
do I need it?

WHERE
to look?

HOW
do I need it?



Goal

What response do you want from Copilot?



Context

Why do you need it and who is involved?



Source

Which information sources should Copilot use?



Expectations

How should Copilot respond to meet your expectations?

Review – Prompt Engineering – Microsoft’s Prompt Structure

Keep iterating to improve your prompts

You are an HR Manager who needs to prep for an upcoming Candidate hiring interview for a new position within the IT department for an AI Engineer. Create a prompt that will help you prepare for the interview.

Good

Help me prepare for an upcoming candidate interview for a new AI Engineer role in our IT department by creating a list of questions

Goal

Better

I’m an HR Manager who needs to prepare for a candidate interview for our new AI Engineer role in IT. Please prepare a list of appropriate questions for the candidate, so that I looked prepared during the interview

Context

Best

I’m an HR Manager who needs to prepare for a candidate interview for our new AI Engineer role in IT. Please review the candidate’s resume here: [/\[resume file\]](#) and the position detail here: [/\[position doc\]](#) and provide me a comprehensive list of questions that I can use to determine the candidate’s fit against the position


Source

Expectations

Review – Prompt Engineering – Motivation

KPMG wrote 100-page prompt to build agentic TaxBot

Produces advice in a single day instead of two weeks – without job losses

 [Simon Sharwood](#)

Wed 20 Aug 2025 // 04:58 UTC

The Australian arm of consultancy firm KPMG wrote a 100-page prompt to create an agentic system that prepares tax advice far faster than humans.

Speaking at analyst outfit Forrester's APAC Technology & Innovation Summit on Tuesday, KPMG chief digital officer John Munnelly said the firm's "life changed" when ChatGPT debuted in late 2022, because he quickly understood it was a tool the consultancy could not ignore.

[KPMG wrote 100-page prompt to build agentic TaxBot • The Register](#)

Project 1 – Full Warm-Up Case Study: AI-Enhanced Marketing Email & Campaign (GCSE Applied)

Assignment

Download from <https://rkt.sg/tsps/01a>

End at 10:00

45:00

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 Breaktime for PowerPoint by Flow Simulation Ltd.

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Project 1 – Skills Mastered

Goal Setting

- Defined clear objectives & deliverables for AI-driven marketing.

Context Mapping

- Built customer personas & triggers for targeted campaigns.

Source Integration

- Leveraged testimonials, product specs, and market research for stronger messaging.

Expectation Management

- Crafted outputs in multiple tones, under strict word limits, with structured assets.

Advanced Prompting

- Combined reasoning (personas, triggers) with creativity (names, visuals).

Multimodal Application

- Produced cohesive campaigns blending text + imagery (ads, emails, prompts).

Review – Zero Shot Prompting

Definition:

Giving an AI model a task without providing any examples. The model relies only on the instructions in your prompt for straight-forward transforms (summary, translate, rewrite).

Key Points

- **Fast & Simple:** No prior examples needed.
- **Versatile:** Works across text, code, translation, summarization, and more.
- **Dependent on Clarity:** The clearer your wording, the better the output.

Example

Prompt: “Summarize this article in 3 bullet points.”

Project 2 – The AI War Game for SME


Assignment

Download from <https://rkt.sg/tsps/02k>

End at 10:25

25:00

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Project 2 – The AI War Game for SME – The Crisis

Assignment

Download from <https://rkt.sg/tsps/02ke>

End at 10:40

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Tea Break

We resume at 11:00

Project 2 – Skills Mastered

Strategic Thinking

- Applied *The Art of War*, *The Prince*, and *Blue Ocean Strategy* to modern AI adoption.
- Developed concise strategic summaries & executive memos.

Analytical Skills

- Built comparison frameworks (power, risk, morale, positioning).
- Evaluated competitor, regulatory, and labor dynamics.

Executive Communication

- Crafted persuasive board memos & 3–4 slide pitches.
- Delivered morale speeches to reassure employees.

Crisis Adaptability

- Responded to “shock cards” (regulation, competitor threat, labor strike, cyber breach, geopolitical subsidy) in real time.
- Learned to pivot outputs under pressure.

Collaboration & Role Specialization

- Worked in parallel team roles (researcher, analyst, consultant, communicator, leader).
- Integrated deliverables into a cohesive board presentation.

Persuasion & Influence

- Balanced morale with ROI, responsibility, and competitiveness.
- Practiced motivating employees while securing board approval.

Review – Few-/Multiple-Shot Prompting (“Learn by Example”)

- **What:** 2-5 input→output pairs show the pattern; model matches it on new input.
- **When to use:**
 - You need stylistic consistency (email tone, brand voice).
 - Precise structured outputs (tables, JSON).
- **Strengths:** Big boost in accuracy & format fidelity without model fine-tune.
- **Trade-offs:** Prompt grows with each example → higher token cost; stale examples can mis-lead.
- **Rule-of-thumb:**

Task Type	Examples Needed
Simple Classification	2-3
Custom Format / Style	4-5
Complex reasoning	5-7 (then prefer CoT)

Project 3 – AI Strategy Sprint

Assignment

Download from <https://rkt.sg/tsps/03s>

End at 11:40

40:00

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Project 3 – Skills Mastered

Prompting Excellence

- Practiced **zero-shot vs. few-/multi-shot prompting**, seeing how examples transform results.
- Learned to refine tone, style, and impact of outputs through iterative prompting.

Creative Communication

- Generated compelling speech headlines for a keynote.
- Built competitor SWOT-style briefs to differentiate positioning.

Audience Insight

- Designed 5 culturally relevant audience personas for Vietnamese SME leaders.
- Incorporated local values (hierarchy, respect, recognition) into communication.

Analytical Thinking

- Performed **sentiment analysis** of audience feedback in Vietnamese.
- Structured insights into labeled tables with reasons.

Strategic Reflection

- Identified where examples most improved results.
- Learned how to apply “learn by example” prompting in daily work (emails, reports, pitches).

Review – Chain-of-Thought Prompting (“Show your work”)

- **What:** Ask the model to reason step-by-step before giving the answer.
- **When it excels:** Arithmetic word problems, logic puzzles, multi-hop Q&A, policy analysis.
- **How to trigger:** Append “Let’s think step by step.” / “Ask me yes/no questions” or provide 1-2 worked examples.
- **Strengths:** Dramatically lowers logical errors; transparent reasoning for review.
- **Limitations:** Verbose output; may reveal internal reasoning you prefer to hide in production.
- **Quick pattern:**
 - Q: <problem>
 - A: Let's think step by step.
 - ...
 - Final answer: <concise reply>

Project 4 – AI Strategy Sprint


Assignment

Download from <https://rkt.sg/tsps/04o>

End at 12:15

35:00

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Project 4 – Skills Mastered

Structured Reasoning

- Practiced **Chain of Thought prompting** to generate step-by-step logical outputs.
- Learned to make AI show reasoning before delivering final answers.

Application of Mental Models

- Used **De Bono's 6 Thinking Hats** for structured analysis.
- Applied **First Principles Thinking** to design creative hooks.
- Leveraged **SWOT & Inversion** to strengthen strategy and avoid pitfalls.

Creative Communication

- Crafted persuasive **taglines and stories** to capture investor attention.
- Balanced logic, data, and emotion in pitch delivery.

Strategic Presentation Skills

- Designed a 3-slide pitch deck (Problem → Solution → Opportunity).
- Strengthened arguments by pre-empting investor rejection.

Crisis Handling

- Simulated **tough investor objections** and created strong rebuttals.
- Practiced defending innovation under skepticism.

Lunch

We resume at 13:30



Project 5 - AI-Powered Quarterly Business Review

Assignment

Download from <https://rkt.sg/tsps/05y>

End at 14:15

45:00

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Project 5 – Skills Mastered

- **KPI math & data wrangling:** totals/averages, MoM/QoQ deltas, anomaly spotting.
- **Exec-grade visualization:** line & grouped-bar charts; scatter with trendline; Pareto/80–20.
- **OCR→analysis:** extract churn tables from images, clean, rank, and chart top drivers.
- **Account diffs & revenue impact:** detect adds/updates/deletes; quantify MRR change and upgrades/downgrades.
- **Natural-language analytics:** ask NLQs for correlations, efficiency, and “best month” insights.
- **Insight writing framework:** Pattern → Evidence → Implication → Recommendation.
- **Executive storytelling:** concise narrative with seasonality/driver commentary; decision-oriented QBR agenda.
- **Slide automation:** convert Word outline to PowerPoint with placeholders and speaker notes.

Review – Writing Texts: Mind Mapping & Tent Pole Sentences

Mind Mapping:

- Visualize your thoughts and organize ideas quickly
- Use tools (digital or pen & paper) to sketch main points and branches
- I recommend using Xmind
- ChatGPT can generate mind maps (text-based) and outline main points

Mental Model: Tent Pole Sentences

- Key sentences that structure your paragraphs or arguments
- Use them as anchors; let ChatGPT expand or refine each
- Example: Tent Pole Sentences about SG - Ask ChatGPT to expand these to an article
 - *Singapore is a vibrant global city-state renowned for its economic success, multicultural society, and world-class infrastructure.*
 - *Strategically located at the crossroads of Asia, Singapore is a major financial hub with a strong focus on innovation, technology, and trade.*
 - *Despite its small size, Singapore boasts lush green spaces, a renowned food scene, and a reputation for safety, cleanliness, and efficient governance.*

Project 6 – 45-Minute Project: Writing a Professional Article with Generative AI Tools


Assignment

Download from <https://rkt.sg/tsps/06u>

End at 15:00

45:00

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Project 6 – Skills Mastered

- **AI-assisted transcription & note-taking** from video to capture mind-mapping rules and key ideas.
- **Topic research & subtopic selection** with evidence snippets ready for citation.
- **Visual structuring with mind maps** to turn research into a clear outline.
- **Tent-pole sentence outlining** to scaffold each section before drafting.
- **Drafting with ChatGPT:** expand outline into a cohesive first draft.
- **Prompt engineering:** strong verbs, specificity, role prompts, and iterative refinement for credible, data-backed prose.
- **Style analysis & emulation:** build a reusable Style Guide + “Style Emulation Prompt” for professional tone and structure.
- **Professional rewrite:** headings, bullet lists, active voice, quantified claims, and scan-friendly paragraphs.
- **Executive adaptation (AOS):** decision-first brief (TL;DR, key metrics, risks→mitigations) tailored to a time-pressed leader.

Project 7 – AI-Powered Business Planning Project: Food Delivery Startup

Assignment

Download from <https://rkt.sg/tsps/07b>

End at 15:30

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Project 7 – Skills Mastered

- **Rapid market scanning with Deep Research** to extract 5 data-backed urban delivery trends and implications
- **1-page venture design using the 24-Step Disciplined Entrepreneurship framework** (customer, value prop, TAM, GTM, ops, competition), supported by the 24-Step board screenshot on p.3
- **Outlier/feasibility testing** via crisp decision memos that flag bold or risky assumptions
- **Bias & blind-spot audits** to surface hidden risks (regulatory, labor, customer diversity) and cognitive pitfalls
- **Multi-lens critique with a Virtual Board of Directors** (e.g., Sun Tzu, Oprah, Musk) to pressure-test strategy from diverse perspectives
- **Scenario simulation & contingency planning** across macro shifts (recession, tech breakthroughs, regulation, competitor moves, consumer trends) using personas and competitor archetypes



Tea Break

We resume at 15:50

NEWSLETTERS · CFO DAILY

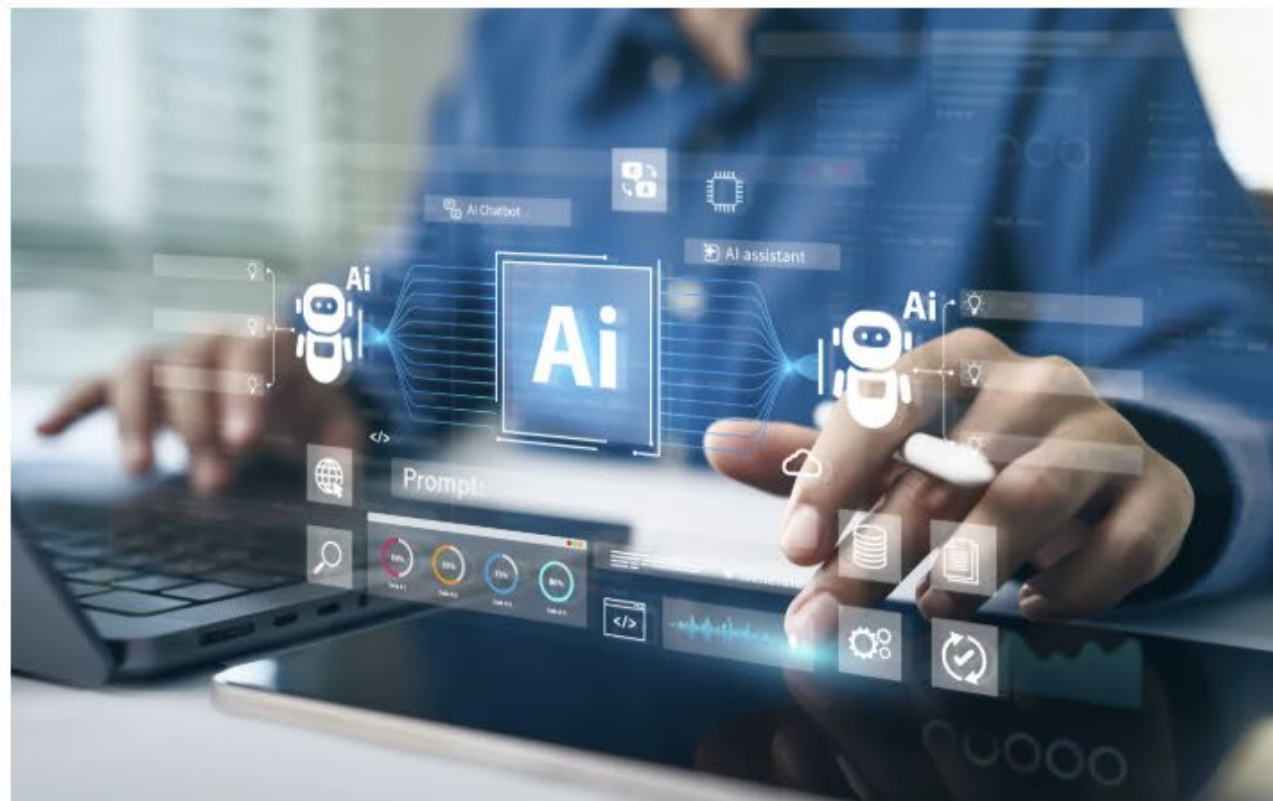
MIT report: 95% of generative AI pilots at companies are failing



BY SHERYL ESTRADA

SENIOR WRITER AND AUTHOR OF CFO DAILY

August 18, 2025 at 6:54 AM EDT



GETTY IMAGES

[MIT report: 95% of generative AI pilots at companies are failing | Fortune](#)

Project 8 - AI-Powered Business Planning Project: Food Delivery Startup


Assignment

Download from <https://rkt.sg/tsps/08d>

End at 16:20

30:00

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Project 8 – Skills Mastered

- **Task decomposition:** break a role into 10–25 atomic tasks (verb + object).
- **Automation playbooks (FULLY):** 1–5 step how-to, ChatGPT + Copilot (Word/Excel/PowerPoint/Outlook) prompts, output formats, quality checks.
- **Human-in-the-Loop (PARTLY):** define who-does-what-when, speed-up prompts, risks & guardrails (privacy, hallucinations, compliance).
- **Non-automatable tasks:** articulate why (nuance/trust/criticality) and add supportive AI uses (briefs, checklists, first drafts).
- **ROI modeling:** baseline vs AI-assisted time, hours saved/month, simple savings formula to build the business case.

What we accomplished today

Context: You built practical skills across 8 hands-on projects and pattern-based prompting that plug straight into work.

- Framed problems clearly (GCSE), iterated prompts, and stress-tested strategies.
- Practiced zero-/few-shot, chain-of-thought; moved from text to data
- Built automation playbooks and simple ROI models ready for pilots.

Pick 2 quick-win pilots (next 7 days)

Context: Use the workshop's "Quick Wins" to launch immediately.

- Drafting & summarizing: meeting notes → 1-pager; policy → slide pack.
- Multi-language marketing snippet (EN↔ZH/VN) with a lightweight review loop.
- Account diffs/QBR refresh: auto-charts + insight blurb.
- Word→PowerPoint automation for a recurring update.
- Mini-checklist (today): Owner, success metric, sample input, guardrails, first review date.

30-60-90 day rollout plan

Context: Keep scope small, increase reliability, then scale.

- Days 1–30: Validate two pilots; freeze prompts; create a 1-page SOP.
- Days 31–60: Add human-in-the-loop QA; publish usage tips; baseline time saved.
- Days 61–90: Expand to 3–5 teams; add templates; set monthly review cadence.

Success metrics & ROI (decide now)

Context: Tie results to time, quality, and adoption; you already practiced KPI math, insight writing, and ROI modeling

- **Time saved:** $(\text{baseline mins} - \text{AI mins}) \times \text{tasks/month} \times \text{hourly rate}$.
- **Quality:** 1–5 rating by recipient; defect rate (edits/rework).
- **Adoption:** # of users, # of runs, % SOP compliance.
- **Example target (30 days):** 30% time-to-draft reduction; $\geq 4/5$ quality; 10 active users.

Team, guardrails, and tools

Context: Light governance beats later cleanup; align with the workshop's Responsible AI guidance.

- **Roles:** Pilot owner, QA reviewer, data steward, IT enabler.
- **Guardrails:** No sensitive data in open prompts; cite sources for external claims; human sign-off for customer-facing assets.
- **Tools access:** Confirm ChatGPT/Copilot seats, shared prompt library, slide & doc templates.

Operating rhythm (make it visible)

Context: Borrow the project cadence you used today and make it weekly.

- **Weekly 15-min stand-up:** blockers, sample output, metric update.
- **Prompt changelog:** version, owner, before/after sample.
- **Showcase:** monthly 15-min 'best prompt' demo; share templates.

Commitments & resources (close the loop)

Context: You already have the slide links and assignments—use them as seed assets.

- **In-room commit (2 min):** pick 2 pilots, assign owners, set first review date.
- **Resources:** course slides & QR, project handouts.
- **Support:** internal champions channel; monthly office hours.

Access to the Slides

These slides are available from <https://rkt.sg/tsps/pres>.

Just scan the below QR Code

