rocketedge

🚀 AI Strategy Sprint – Learn by Example

Scenario

You are preparing to launch a **high-stakes motivational keynote on "Innovation & Growth"** for business leaders in Vietnam.

Your task: use **ChatGPT with Few-/Multi-Shot prompting** to craft powerful materials that go beyond bland corporate language and **truly inspire an audience**.

👉 Remember: *The quality of examples you give = the quality of ChatGPT's work.*

Task 1 – Speech Headline Challenge (10 mins)

Step 1 – Zero-Shot Prompt:

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Generate 3 headlines for a motivational speech about innovation.
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Step 2 – Few-Shot Prompt (Inspirational Examples):

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Here are 3 examples of powerful, awe-inspiring motivational speech headlines:
1. "Dare to Dream. Dare to Do."
2. "From Vision to Victory."
3. "The Impossible Is Just the Beginning."

Now generate 3 NEW English headlines for a motivational speech about innovation, in
the same style.
```

Deliverable:
Pick the **most powerful headline** to open your keynote.

Task 2 – Competitor Speech Brief (10 mins)

You want to stand out from other speakers at the same event.

Step 1 – Zero-Shot Prompt:

Summarize 1 other keynote on innovation at a business leadership conference.

Step 2 – Few-Shot Prompt (Format Example):

Here is a sample competitor speech brief:

Speaker: Jane Tan – "Innovating in Uncertain Times"
- Strength: Practical tips for SMEs
- Weakness: Lacks emotional appeal
- Opportunity: Strong relevance post-pandemic
- Threat: Similar talks saturate the market

Now summarize a competitor speech on innovation in the SAME format.

Deliverable:
A short SWOT-style brief of a competitor speech.

Task 3 – Audience Personas (10 mins)

Your speech must resonate with different types of listeners.

Step 1 – Few-Shot Prompt:

Here is a sample audience persona:

Persona: Ambitious Alex
- Role: Young SME founder
- Values: Growth, creativity, recognition
- Behaviors: Attends networking events, follows thought leaders on LinkedIn

Now create 5 different audience personas for Vietnamese SME executives attending an innovation keynote.
Each should have Name, Role, Values, and Behaviors.

Step 2 – Multi-Shot Refinement:

Revise the 5 personas by adding this cultural factor:
- Respect for hierarchy and seniority is very important in Vietnam.

Deliverable:
A list of **5 typical audience personas** with cultural context.

Task 4 – Sentiment Analysis of Feedback (5 mins)

You have collected feedback comments from test audiences (provided in the dataset 📁 vietnamese_customer_reviews.csv) available from https://rkt.sg/tsps/03csv.

Columns:
- review_id – ID of the feedback
- review_text – Audience review (Vietnamese)
- rating – Score (1–5)

Step 1 – Zero-Shot Prompt:
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Classify the sentiment of this feedback:
"Sản phẩm rất tuyệt vời, tôi thích thiết kế và chất liệu."
Label it as Positive / Neutral / Negative.
```

Step 2 – Few-Shot Prompt:
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Examples:
"Sản phẩm rất tuyệt vời, tôi thích thiết kế và chất liệu." → Positive
"Dịch vụ giao hàng chậm, tôi không hài lòng." → Negative

Now classify these reviews from the dataset in the same style:
1. Chất lượng ổn nhưng giá hơi cao so với thị trường.
2. Sản phẩm thân thiện với môi trường và rất bền.
3. Màu sắc không giống hình ảnh quảng cáo.
```

Step 3 – Multi-Shot Prompt (Structured Output):
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Format:
review_id | review_text | Sentiment | Reason

Example:
6 | Giá hợp lý, chất lượng tốt, chắc chắn sẽ mua lại. | Positive | Good quality +
fair price

Now classify these:
7. Hỗ trợ khách hàng nhiệt tình, giải quyết vấn đề nhanh chóng.
8. Đóng gói sơ sài, sản phẩm bị trầy xước nhẹ.
10. Không đáng tiền, tôi sẽ không mua lại lần nữa.
```

Deliverable:
A completed table showing audience sentiment.

Task 5 – Reflection (5 mins)

Group Questions:

1. Which task showed the biggest difference between zero-shot and few-shot?
2. How did examples change the **tone and style** of ChatGPT's outputs?
3. Where could you apply "learn by example" prompting in your own daily work (emails, reports, pitches)?

Key Takeaway:

👉 *If you want ordinary, give no examples. If you want extraordinary, give great examples.*