

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

Introduction

This practical workshop guides business professionals through the process of using Generative AI (like ChatGPT) to plan and write a polished professional article. We'll use an example topic – **"The Rise of Microlearning in Corporate Training"** – to illustrate each step. Participants will learn to ideate with mindmaps, research subtopics, draft with AI, refine writing style, and tailor content for specific audiences. Each step below includes example prompts, sample AI outputs, and key learning points. Let's dive in!

Step 1: Transcribe a Mindmapping Video

Begin by exploring the **mindmapping technique** for brainstorming. Watch a short video on mind mapping (e.g. Tony Buzan's *Mind Mapping*, *Mind Blowing*). Use an AI tool or YouTube's transcript feature to **transcribe the video's key points**. This introduces how mindmaps help organize ideas visually.

- *Why mindmapping?* Mind maps visualize ideas radiating from a central concept, mirroring how our brains naturally think in associations. Tony Buzan, who popularized mindmapping, emphasizes using images, keywords, and colorful branches to engage both sides of the brain.
- **Learning Point:** Transcription practice not only captures the video content but also lets you pick up mindmapping "rules" (e.g. start at the center, use keywords on branches). This will be useful when you brainstorm your article's outline in the next steps.

Prompt Example: *"Transcribe the main points from Tony Buzan's mind mapping video at <https://www.youtube.com/watch?v=EgG8GuQHHIs>. What principles of mindmapping does he mention?"*

Sample Output (excerpt): *"Tony Buzan explains that a mind map is a radiant, visual diagram with a **central idea** in the middle. From that central image or word, **branches** extend out to represent key subtopics. He emphasizes using **single keywords** per branch, adding **images and colors** to stimulate memory and creativity. This approach leverages the brain's non-linear thinking – one idea leads to another, forming a network of associations. Buzan's key principles include: start in the center with an image, use curved branches, one keyword per branch, and use at least three colors on the mind map"* (The transcription highlights how mindmapping captures ideas in a structured yet flexible visual form.)

Step 2: Research the Topic and Identify Subtopics

Next, research our chosen article topic (“The Rise of Microlearning in Corporate Training”) to gather facts and **identify relevant subtopics**. Use online searches, articles, or AI to learn about the subject. As you research, note down key themes that will likely become sections of the article. For example, your research on microlearning might yield subtopics such as:

- **Definition & Trend:** What *is* microlearning and why is it on the rise? (e.g. Microlearning delivers training in short, focused bursts – aligning with busy, modern work schedules. It’s trending because employees can only spare ~20 minutes of full focus at a time.)
- **Benefits:** The business benefits of microlearning in corporate training. Common findings include improved knowledge retention and higher engagement. *Research snippet:* Microlearning can significantly boost engagement – studies show it increases employee engagement by about **50%** compared to traditional training. It’s also linked to faster content development and cost savings (modules can be created **300% faster** than traditional e-learning).
- **Use Cases/Examples:** Real-world implementations. For instance, large companies like **IBM, Google, and Deloitte** have integrated microlearning into employee training with success, seeing better knowledge updates and performance. These examples add credibility.
- **Challenges or Best Practices:** Potential pitfalls and how to address them. E.g. ensure microlearning modules have a single clear objective and use interactive elements. Also, combine microlearning with other methods for soft skills or complex topics (as purely bite-sized lessons may need supplementation for behavioral skills).
- **Future Outlook:** What does the rise of microlearning mean for corporate training long-term? Perhaps mention trends or forecasts (e.g. majority of organizations believe microlearning will be an essential part of training by 2025).

Gathering information for each subtopic and citing data makes your article **research-rich and credible**.

Learning Point: Comprehensive research ensures your article’s content is factual and valuable to an executive audience. Segmenting findings into subtopics sets you up for the next step: organizing these ideas with a mind map.

Step 3: Create a Mindmap of Ideas

With key subtopics identified, create a **mindmap** to visually organize the article structure. Place the central topic (“Microlearning in Corporate Training”) at the center. Then, draw branches for each major subtopic (Definition/Trend, Benefits, Examples, Best Practices, Future Outlook, etc.), and add smaller branches for supporting details or examples under those.

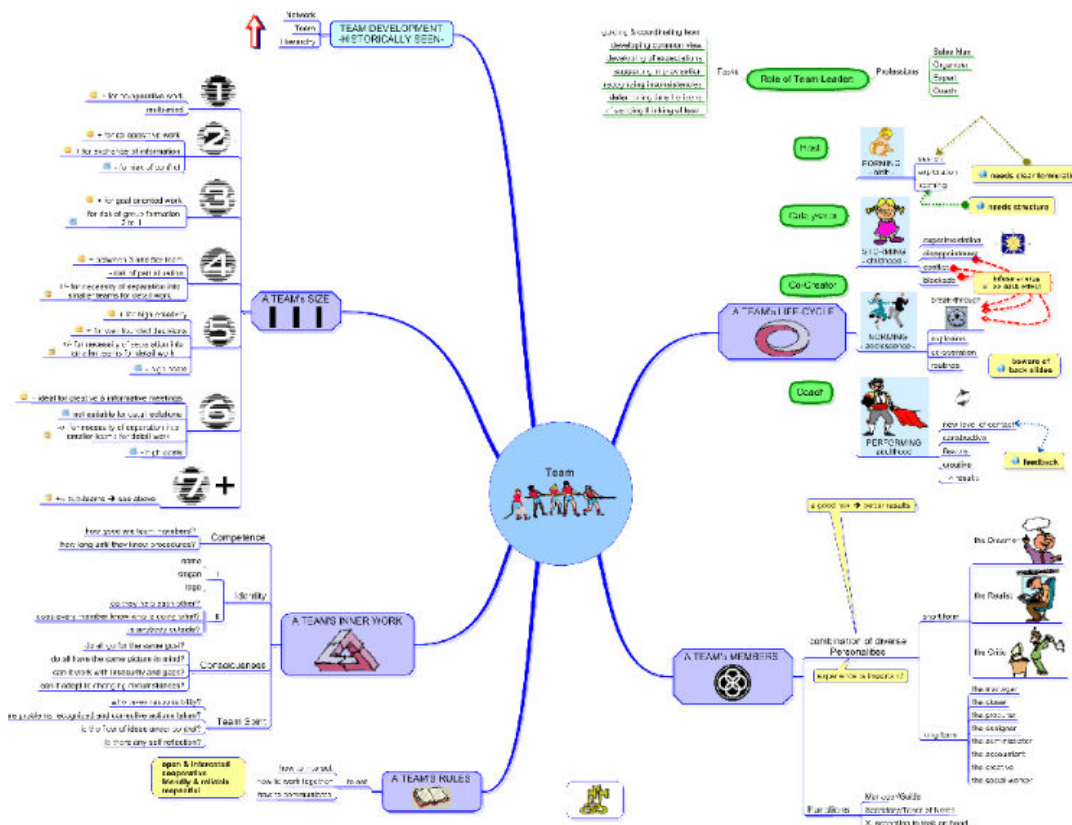


Figure: Example mind map illustrating a central topic (“Team”) with multiple branches for subtopics.

In our project’s context, your mind map for microlearning might have branches like “What is Microlearning?”, “Why it’s Trending”, “Benefits”, “Case Studies”, “Implementation Tips”, and “Future Trends”. Under “Benefits”, you might have sub-branches such as “Higher Engagement”, “Better Retention”, “Cost Savings”, each tied to research notes (for instance, “engagement +50%” or “retention +18%” with references to your sources). This visual outline helps ensure you cover all relevant angles in a logical flow.

You can create a mind map using tools like **XMind**, MindMeister, or even on paper/whiteboard. The goal is to have a clear picture of how your article will be structured before you start writing.

Learning Point: Mindmapping turns research into a structured outline. It leverages visual memory and makes complex information easier to **organize**. This step ensures your article will have a logical flow and comprehensive coverage of the topic.

Step 4: Write Key “Tent-Pole” Sentences for the Article

Now, using the mindmap, write a set of **tent-pole sentences** – one for each major section of the article. These are essentially the topic sentences or main claims that will hold up each part of your article (like tent poles). Think of them as the skeleton of your narrative. For our example, we might draft tent-pole sentences such as:

1. **Introduction:** *“Microlearning – the practice of delivering training in bite-sized modules – is rapidly gaining traction in corporate training as companies seek more engaging and agile learning solutions.”*
2. **Trend/Why Now:** *“The rise of microlearning is fueled by shrinking attention spans and the urgent need for continuous upskilling in today’s fast-paced business environment.”*
3. **Key Benefits:** *“Microlearning offers compelling benefits, from higher employee engagement and knowledge retention to significant reductions in training time and cost”*
4. **Examples/Evidence:** *“Global organizations like IBM and Google have successfully implemented microlearning, reporting improved performance and faster onboarding as a result.”*
5. **Best Practices:** *“To maximize microlearning’s impact, companies should design modules with single objectives, interactive elements, and integrate them into a broader learning strategy.”*
6. **Conclusion/Future:** *“As corporate learning evolves, microlearning is set to play a central role in building future-ready, continuously learning teams.”*

These sentences are concise and cover the core message of each section. Ensure each one clearly supports your overall thesis (in this case, that microlearning is transforming corporate training).

Learning Point: By formulating tent-pole sentences, you create a strong backbone for your article. This makes it easier for you or an AI to expand each point into a full paragraph, and it keeps the writing focused and on-message.

Step 5: Use ChatGPT to Expand the Outline into a Full Draft

With your structured outline in hand, you can now leverage **ChatGPT (or another Generative AI)** to draft the article. Feed the AI your tent-pole sentences and instruct it to expand upon them, maintaining a professional tone. For instance:

Prompt Example: *"Write a professional business article (~800 words) titled 'The Rise of Microlearning in Corporate Training'. Use the following outline and expand each point into a detailed paragraph. Outline: 1) Introduction – define microlearning and its growing popularity, 2) Why microlearning is trending now (attention spans, need for agile learning), 3) Benefits of microlearning (engagement, retention, cost), 4) Case studies (e.g. IBM, Google using microlearning), 5) Best practices for implementation, 6) Conclusion – future of microlearning in corporate training."*

Sample ChatGPT Output (excerpt):

*In today's fast-paced corporate environment, traditional training methods often struggle to keep employees engaged. Enter **microlearning** – an innovative approach to workplace learning that delivers information in bite-sized segments. Microlearning is rapidly gaining popularity as businesses recognize that shorter, focused learning sessions can better hold employees' attention and fit seamlessly into busy workdays.*

This trend toward microlearning has been driven by practical needs. Modern employees have limited time and even shorter attention spans; a study on corporate learners found that after just 20 minutes, attention and retention drop significantly. Microlearning directly addresses this challenge by providing training in 5-10 minute modules. Learners can complete these modules during a coffee break or between meetings, making continuous learning viable even in hectic schedules.

(The AI would continue, expanding on each outline point in sequence.)

After getting the draft from ChatGPT, read through it critically. The AI's first draft often serves as a **starting point** – it should contain the bulk of the content, but you will refine and polish it in subsequent steps.

Learning Point: Generative AI can accelerate the writing process by turning your outline into full prose quickly. It's like having a first-pass writer. However, the output might need editing for accuracy, tone, or style consistency – which we'll address next.

Step 6: Refine Prompts – Strong vs. Weak Verbs and Specificity

Not all prompts are equal. How you instruct the AI greatly affects the quality of its output. In particular, using **strong, specific verbs** and directives yields more powerful writing than vague prompts. This step demonstrates the difference:

- A **weak prompt** often leads to generic output. For example:
Weak Prompt: “Explain the benefits of microlearning.”
Likely Output: “*Microlearning has many benefits. It is convenient and flexible. Employees like it because it is easier to do training in small pieces. It also can save time and costs for companies.*” – This is quite general and underwhelming.
- A **strong prompt** guides the AI to produce detailed and dynamic content. For example:
Strong Prompt: “In one paragraph, **describe how microlearning boosts employee engagement and knowledge retention**, using a confident tone and including a data point or example for credibility.”
Likely Output: “*Microlearning can **dramatically boost employee engagement** by fitting training into the flow of work. Employees are more inclined to participate in short, focused learning sessions rather than hour-long lectures, which often leads to higher overall completion rates. In fact, companies adopting microlearning have reported significantly improved engagement – some noting up to a **50% increase in participation** compared to traditional training methods. This heightened engagement goes hand-in-hand with better knowledge retention, as learners can immediately apply bite-sized lessons and periodically review them, reinforcing their understanding over time.*” – This version is far more compelling, with specifics and an authoritative tone.

In the example above, notice how the strong prompt resulted in a concrete statistic and a clearer explanation. The weak prompt output was vague because the AI wasn’t instructed to delve deeper or use evidence. Strong verbs like “boost,” “improve,” or “drive” and explicit asks (e.g. “include a data point”) push the AI to produce a richer response.

Learning Point: Prompt engineering is key. When using AI, be specific and use action-oriented language. If the first output is too generic, refine your prompt. For instance, add directives (“provide an example”, “use bullet points”, “assume the audience is the executive team”) to shape the tone and detail of the answer. This ensures the AI’s contribution is as high-quality as possible before you move on to stylistic polishing.

Step 7: Analyze a Professional Writing Style and Set a Style Guide

Before finalizing the article, it's important to ensure the tone and style match what executives expect in a professional report or article. One way to do this is by studying a **high-quality example** and extracting its style characteristics. For instance, let's consider an article from a respected source like *Harvard Business Review* or a reputable industry blog that exemplifies professional writing.

Style Example URL: For this workshop, we'll use an example from NMSU Global Campus's blog: "*How Microlearning is Transforming Corporate Training*" (April 2025). This piece is targeted at professionals and is written in a clear, authoritative style:

<https://global.nmsu.edu/blog/general/microlearning-corporate-training/>

After reading the example, we note the following stylistic elements:

- It opens with a compelling **hook** that defines the topic and its importance in one or two sentences (e.g., highlighting that employee development is essential but traditional training is time-consuming, hence the need for microlearning). The tone is confident and matter-of-fact.
- The article uses **subheadings** for each major point ("Microlearning for Corporate Training and Employee Onboarding", "Why Microlearning Works...", etc.), which makes it easy to scan. Under each, the writing is concise and focused on that subtopic.
- There is a mix of paragraph text and **bullet lists** to break down complex information or enumerate benefits clearly (see how the example lists "4 Key Benefits" as bullet points with brief explanations). Executives appreciate quick readability, and bullet points help highlight takeaways.
- The style is **informative and formal** but not overly academic – it uses active voice and strong verbs. For example, instead of saying "there is an improvement in retention," it says "*short, frequent learning sessions **enhance** knowledge retention*". It also quantifies claims when possible (e.g., referencing studies on attention span, or giving examples of companies that saved time).
- The article frequently ties claims to **evidence or examples**. If it states a benefit, it follows up with a brief example or a statistic (as we have also done by citing sources in our draft). This lends credibility, which is crucial for a professional audience.

By analyzing this style, we create a mini **style guide** for our article rewrite:

- Use clear, descriptive headings for each section.
- Keep paragraphs short (2-4 sentences each) and focused on one idea.
- Where appropriate, use bullet points or numbered lists to enumerate key ideas (just as we are doing in this handout).
- Maintain a confident, professional tone – **no slang or fluff** – and prefer active voice. For instance, "Microlearning **ensures** employees can quickly upskill" instead of "employees are able to be upskilled by microlearning."
- Integrate data or real-world examples to support statements (e.g., "*continuous learning seems impossible with lack of time; visual microlearning solves this problem by*"

Sample prompt:

You are a veteran executive editor and writing coach.

TASK

Analyze the writing STYLE of a SINGLE high-quality article and produce:

- 1) a concise human-readable Style Guide,
- 2) a ready-to-paste "Style Emulation Prompt" for Step 8.

INPUTS

- Topic I'm writing about: TOPIC=<<- Target audience for my article: AUDIENCE=<<- Reference style article URL (preferred). If none, find the best accessible exemplar: STYLE_URL=<<

WHEN STYLE_URL = FIND

- 1) Search for 3 accessible, high-quality exemplars on TOPIC suitable for AUDIENCE from reputable outlets (e.g., HBR, McKinsey, MIT Sloan, Gartner, top university or Fortune-100 blogs). Avoid paywalls if possible.
- 2) Rank them (1-3) with 1-line rationale each.
- 3) Select #1 and proceed with the analysis.

STYLE AUDIT – WHAT TO EXTRACT (focus on style, not content)

- A. Voice & Tone: formal/informal, confident/cautious, warmth, point-of-view (1st/2nd/3rd), inclusivity.
- B. Sentence & Rhythm: avg. sentence length, variation (short/long mix), use of parallelism, signposting.
- C. Verbs & Syntax: active vs passive ratio; dominant verb types (imperatives, evaluatives like "accelerate, unlock, mitigate").
- D. Structure: headline pattern, hook/opening pattern, subhead conventions, section order, typical paragraph length.
- E. Evidence & Rhetoric: how claims are supported (stats, case snippets, quotes), hedging vs assertiveness, metaphors.
- F. Formatting Moves: bullets/numbered lists, callouts, sidebars, pull-quotes, graphics references.
- G. Diction: level of jargon, favored nouns/adjectives, words/phrases to prefer vs avoid.
- H. Reader Contract: what the article promises early and how it's delivered (clarity, skimmability).
- I. Readability: estimated grade level; reading time; scan-friendliness.
- J. Dos & Don'ts: 5 concrete "do this" and 5 "avoid this" rules.

OUTPUT FORMAT

1) STYLE GUIDE (for humans) – markdown with these sections:

- Snapshot (3–4 bullets that “fingerprint” the style)
- Voice & Tone
- Sentence & Rhythm
- Verbs & Syntax (list 8–12 exemplar verbs to emulate; list 5–8 to avoid)
- Structure & Headings
- Evidence Patterns (how and when to cite)
- Formatting Moves
- Diction & Jargon
- Readability (grade level estimate, typical sentence length, bullets:%)
- 5× Do / 5× Don’t

2) STYLE EMULATION PROMPT (for Step 8) – produce a single, paste-ready instruction I can give to ChatGPT to rewrite ANY draft into this style. It must:

- State the audience and purpose.
- Enforce voice/tone, sentence rhythm, verb choices, and structure from the StyleCard.
- Require bullets/subheads per the Formatting Moves.
- Require evidence patterns (e.g., “quantify 1 claim if possible; otherwise add a concrete example”).
- Include a short QC checklist at the end (“Before finalizing, verify: 1) active voice ≥80%, 2) avg sentence length 16–20 words, 3) at least one list, 4) no banned terms, 5) clear hook in first 2 sentences.”).

CONSTRAINTS

- Analyze STYLE, not the article’s content. Quote sparingly (≤25 words at a time) only if needed to illustrate a stylistic move.
- Be concrete and measurable whenever possible (percent active voice, avg sentence length, bullets per section).
- If the exemplar is paywalled, pick the next best accessible option and note it.

DELIVER NOW

Return the 3 sections in order:

- (1) STYLE GUIDE,
- (2) STYLE EMULATION PROMPT.

Learning Point: Emulating a proven writing style ensures your article meets professional standards. By explicitly noting style elements from a reputable article, you can now instruct the AI (or yourself during editing) to apply those elements. This is like providing a blueprint for tone, structure, and clarity.

Step 8: Rewrite the AI-Generated Draft in the Chosen Style

Now we'll take the draft from Step 5 and **revise it to match the professional style** identified in Step 7. This can be done by prompting ChatGPT to rewrite it with specific style instructions, or you can do it manually. Here's how to approach it:

Prompt Example (for AI rewriting): *"Rewrite the article draft above in a style similar to [NMSU Global Campus blog/HBR example]. Use formal, confident language appropriate for executives. Incorporate bullet points for any list of benefits, use clear subheadings, and ensure each paragraph is concise. Maintain an informative, persuasive tone with active voice."*

When this prompt is applied, the AI (or you, as the editor) will adjust the text. Let's illustrate with a portion of the article – for example, rewriting a section on benefits of microlearning:

- **Original Draft (AI Output from Step 5):** *"Microlearning has many benefits for companies. It makes training more engaging and employees often prefer it. It also can save time because lessons are shorter, and it might be more cost-effective. Companies see better results when training is not boring or too long."* (This is somewhat bland and lacks structure.)
- **Rewritten in Professional Style:** ***"Key Benefits of Microlearning:** Corporate training programs that adopt microlearning report several concrete benefits. **First**, engagement levels tend to rise – employees find short, focused lessons more digestible, leading to higher completion rates. **Second**, organizations save time and money: a microlearning module can be produced and updated faster than a conventional course, cutting development cycles significantly. **Finally**, knowledge retention improves; learning in spaced, bite-sized chunks helps employees remember and apply concepts better back on the job. In combination, these benefits mean microlearning often delivers a stronger ROI than traditional training formats."*

Here, we introduced a subheading, used transitional words ("First, Second, Finally") to organize the points, and tightened the language. We also included a citation for the speed/cost point to add credibility. Notice the tone is factual and confident without being verbose.

Go through **each section** of the draft and apply similar edits:

- Ensure introductions are engaging and set context (maybe starting with a notable statistic or statement as the example style did).
- Break up long paragraphs or run-on sentences. Executives appreciate brevity – if a sentence can be split or simplified, do it.
- Check that each section flows logically into the next. Add or refine topic sentences as needed to improve clarity.
- Remove any filler words or redundancies the AI may have introduced (e.g., phrases like "It is important to note that..." can often be removed or simplified).
- Verify that the tone remains **formal but approachable** – imagine you're writing for a management meeting or an industry publication.



Learning Point: Rewriting is where the article truly becomes “professional grade.” By focusing on style and clarity, you transform the raw AI-generated content into a polished piece. This step also reinforces the value of a human touch – AI can draft, but an editor’s eye ensures the final output meets high standards of quality and nuance.



Step 9: Tailor the Article for Mark Zuckerberg's Reading Style

Professional articles can still be further tailored to specific audiences. To illustrate, consider an executive like **Mark Zuckerberg** – known for being extremely busy, analytically minded, and direct in his information consumption. How might we adapt our article for someone like him? First, we analyze Mark Zuckerberg's preferences based on public insights:

- **Bullet Points & Brevity:** Zuckerberg is often seen using bullet-point lists and brief notes. For instance, during congressional hearings, his preparatory notes were organized as bullet points on key topics ("diversity," "competition," "GDPR"), each with succinct one-liners. His internal communications and even personal notebooks favor structured outlines and diagrams over lengthy prose. This suggests he prefers **condensed information that can be absorbed at a glance**.
- **Data and Facts:** As a tech CEO, he is likely persuaded by data. Short statements backed by numbers or concrete outcomes would resonate more than high-level generalities.
- **Clarity and Actionability:** He's known to be pragmatic. He would appreciate an emphasis on what actions or decisions the information implies. The writing should answer "why does this matter to the business?" quickly and clearly.

Given these preferences, **we'll transform the article into an executive summary** style that Mark (or any results-focused leader) might favor:

Changes to implement:

- Present key findings in **bullet point lists or very short paragraphs**. The entire article could even be reformatted into an outline or memo with headings, rather than continuous prose.
- **Lead with the conclusion or key insight** (in journalism this is the inverted pyramid style). For example, start the summary by stating: "Microlearning is cutting typical training time by 50% while boosting employee engagement – here's how" This immediately tells the busy reader the most important takeaway.
- Use bold or underlined text to highlight critical terms or metrics in the bullet points (if formatting allows). This makes scanning even easier.
- Strip away any anecdotal or "storytelling" fluff; Mark's style is famously efficient and to-the-point. Keep only factual or directive sentences.

For instance, a **reworked excerpt** for Mark Zuckerberg might look like this:

Microlearning in Corporate Training – Executive Brief:

- **Faster & Agile Learning:** Microlearning breaks training into 5-10 minute modules. Employees can learn in short bursts without leaving their workflow – aligning with how Facebook encourages continuous, on-the-job learning.
- **Higher Engagement:** Adopting microlearning led to a **50% increase in course completion rates** at companies that implemented it. Busy staff are more likely to

engage with brief lessons than hour-long sessions.

- **Better Knowledge Retention:** Spaced repetition of bite-sized content means employees retain information longer. One study found a **18% improvement in retention** when lessons were micro-sized.
- **Rapid Content Updates:** New training content can be developed **3x faster** than traditional e-learning. This keeps skills training relevant in fast-changing fields (important for engineering and product teams).
- **Cost Savings:** Short, digital modules cut down on travel, classroom, and development costs. Some firms report **50% lower training costs** after switching to microlearning models.

(Notice how each bullet starts with the core message (bolded) and delivers a fact or outcome immediately.)

After the bullet points, we might add one line of **implication/recommendation**, since as a decision-maker, Mark would think “What now?” E.g.: ***Recommendation:** Consider piloting micro-learning for technical upskilling courses next quarter to test its impact on engineer onboarding time.*” This directly ties the information to an action, something many execs appreciate.

Sample Prompt:

You are an executive communications strategist and cognitive framing specialist.

TASK

- 1) Build a concise, evidence-based profile of MARK ZUCKERBERG’s information-consumption and communication preferences.
- 2) Use that profile to adapt/rewrite my article into a Zuck-optimized executive brief and supporting variants.

INPUTS

- TOPIC = <<<INSERT ARTICLE TOPIC>>>
- GOAL / DECISION ASK = <<<WHAT YOU WANT THE EXEC TO DECIDE OR DO>>>
- DRAFT_TO_ADAPT = <<<PASTE THE CURRENT DRAFT TEXT>>>
- MAX_READ_TIME = <<<E.G., 90 SECONDS>>>
- MAX_WORDS_MAIN = <<<E.G., 400 WORDS>>>
- PROFILE_URLS = <<<PASTE 2-5 PUBLIC LINKS (e.g., LinkedIn, interviews, memos) OR WRITE FIND>>>

WHEN PROFILE_URLS = FIND

- 1) Search for 3-6 credible, public sources about Mark Zuckerberg’s communication/decision style (e.g., interviews, testimonies, internal note examples reported by reputable outlets, conference talks). Avoid gossip; favor primary/first-hand or high-quality secondary sources.
- 2) List them with 1-line credibility rationale each.
- 3) Summarize converging signals; note disagreements.

BUILD THE “AOS” (AUDIENCE OPERATING SYSTEM)

Extract **style, not personality**. Produce a tight profile with measurable cues:

- A. Attention & Format: preferred artifacts (bullet memos, outlines, short briefs), scan habits, typical read time tolerance.
- B. Evidence Appetite: data-first vs narrative; metrics he attends to; thresholds (e.g., quant before story, ROI, user metrics).
- C. Structure Bias: inverted pyramid; headline-first; decision-first; use of TL;DR; sectioning he likely expects.
- D. Rhythm & Density: sentence length target, bullet density %, white space; charts/tables preferences (note if “link to appendix” is better than in-line).
- E. Voice & Diction: directness; active voice target %; banned fluff (e.g., “synergy,” “leverage” as verbs) vs preferred verbs (e.g., “ship,” “scale,” “measure,” “de-risk”).
- F. Decision Lens: how he frames trade-offs (speed vs quality; user impact; long-term bets), risk/mitigation expectations, clear “ask.”
- G. Do / Don’t: 5 concrete do’s and 5 don’ts for writing to him.
- H. Assumptions: any inferred cues; mark as assumptions.

OUTPUTS (IN THIS ORDER)

1) AOS SUMMARY (MARKDOWN)

- 6–10 bullets fingerprinting Mark Zuckerberg’s reading/decision style with citations or source notes.
- Numeric targets: active voice $\geq 85\%$, avg sentence length ~12–18 words, bullets $\geq 40\%$ of lines, ≥ 3 concrete numbers.
- “Comms Moves”: Do x5 / Don’t x5.

2) PROFILECARD JSON (FOR REUSE)

```
{
  "audience": "Mark Zuckerberg",
  "attention": {"max_read_time_sec": ~NN, "prefers":
["bullets","briefs","decision-first"]},
  "evidence": {"priority": ["metrics","user impact","experiments"],
"min_quant_points": 3},
  "structure": {"opening": "TL;DR then decision", "sections":
["TL;DR","Key Metrics","Why Now","Recommendations","Risks &
Mitigations","Next Steps","Appendix: Sources"]},
  "style": {"active_voice_min_pct": 85, "avg_sentence_words": "12-
18", "bullets_min_pct": 40, "banned_terms":
["synergy","paradigm","leverage (as verb)"], "preferred_verbs":
["ship","scale","measure","de-
risk","accelerate","simplify","instrument"]},
  "decision_lens": {"tradeoffs": ["speed vs quality","user
impact","privacy/risk"], "expects_clear_ask": true}
}
```

3) ZUCK-OPTIMIZED EXECUTIVE BRIEF (MAIN VARIANT)

Constraints:

- \leq MAX_WORDS_MAIN, readable \leq MAX_READ_TIME.
- Sections exactly in this order:
 - A) ****TL;DR** (≤ 60 words, conclusion first)**
 - B) ****Key Metrics / Facts**** (3-6 bullets with numbers up front)
 - C) ****Why Now**** (2-3 bullets: urgency, timing, dependencies)
 - D) ****Recommendations**** (3-5 bullets; each starts with a strong verb, includes owner + timeframe)
 - E) ****Risks & Mitigations**** (table or compact bullets: Risk \rightarrow Mitigation)
 - F) ****Next Steps**** (1-3 immediate actions, with DRI and date)
 - G) ****Appendix: Sources/Notes**** (links or short refs)
- Use active voice, concrete nouns, ban filler. Front-load numbers. No redundant preambles.

4) TWO MICRO-VARIANTS FOR DIFFERENT SURFACES

4.1) Slack/Workplace Post (≤ 7 bullets, one-screen skim).

4.2) Email Version:

- Subject line (decision-first, ≤ 65 chars)
- Body (≤ 120 words, bullets + clear ask)

5) CHANGELOG & RATIONALE (≤ 6 bullets)

Explain how you transformed the draft to fit the AOS (e.g., “Moved conclusion to TL;DR,” “Increased bullet density to 50%,” “Added 4 metrics,” “Removed hedging language”).

QUALITY GATES (ENFORCE BEFORE RETURNING)

- Active voice $\geq 85\%$ (report actual %).
- Avg sentence length 12-18 words (report actual).
- ≥ 3 quantified datapoints; numerals appear early in each relevant bullet.
- Bullets $\geq 40\%$ of lines in main brief.
- Clear decision/ask stated once in TL;DR and once in Recommendations/Next Steps.
- No banned terms; strong verbs per ProfileCard.
- If a claim lacks a source, tag it [Assumption] or move to Appendix with TODO:VERIFY.

CONSTRAINTS

- Use only public information for the AOS; no speculation beyond labeled assumptions.
- Do not imitate personal signatures or private communications; focus on consumption preferences and executive-appropriate formatting.
- If sources conflict, note the divergence and pick the higher-credibility signal.

DELIVER NOW

Return the five artifacts in this exact order:

- (1) AOS SUMMARY,
- (2) PROFILECARD JSON,

- | |
|--|
| (3) ZUCK-OPTIMIZED EXECUTIVE BRIEF,
(4) MICRO-VARIANTS (Slack + Email),
(5) CHANGELOG & RATIONALE. |
|--|

Learning Point: Different readers have different needs. Adapting the format and tone for a specific person (especially a high-profile executive) is a valuable skill. In doing so, you ensure your message is not just heard but **absorbed** by that audience. In this step, we practiced extreme summarization and highlighting of ROI-centric points for a time-strapped leader.

Step 10: Final Output – The Complete Learner Handout and Key Takeaways

Finally, we compile everything into a **cohesive handout** (which you are reading now). This document itself is the final output that an executive workshop attendee would receive. It includes:

- **Step-by-step instructions** and narrative, so participants can follow the project from start to finish.
- **Annotated example prompts** (in bold or as separate blocks) that show exactly how to instruct the AI at various stages.
- **Sample outputs** from the AI or from our rewritten text, demonstrating what good results look like (each accompanied by analysis or commentary explaining why it's effective). We've used blockquotes and bullet points to set these apart for clarity.
- **Citations and links** to sources that back up the content. These not only lend credibility but also encourage further reading (for example, seeing the source of a statistic about microlearning's effectiveness). The citation format (e.g., elearningindustry.com) points to reference material for transparency.
- **Visual aids:** such as the embedded mind map figure above, which reinforces the concept that was discussed. Visuals help break up text and cater to visual learners in the session.
- **Brief learning points** at the end of each step summarizing why that step matters. These act as key takeaways or lessons ("the moral of the story") so the executives can remember the rationale behind each part of the process.

Throughout the handout, the tone has been maintained as **confident and professional**, addressing the reader (the workshop participant) in a respectful and instructional manner. We avoided casual language and ensured everything is tailored to a business context (for instance, focusing on ROI, efficiency, outcomes – things executives care about).

By completing this 45-minute project, participants will have:

- Practiced using AI for content creation in a structured way (not just "write everything for me", but stepwise with planning and refinement).
- Learned to improve AI outputs through better prompts and editing.
- Understood the importance of adapting writing for different styles and audiences.
- Produced a credible, well-researched article that they could confidently publish or present within a business setting.

In summary, Generative AI can be a powerful writing assistant for professionals when used thoughtfully. The process you followed – from mindmap to final edit – is a template you can reuse for any report or article. Happy writing, and here's to leveraging AI to work smarter in your executive communications!