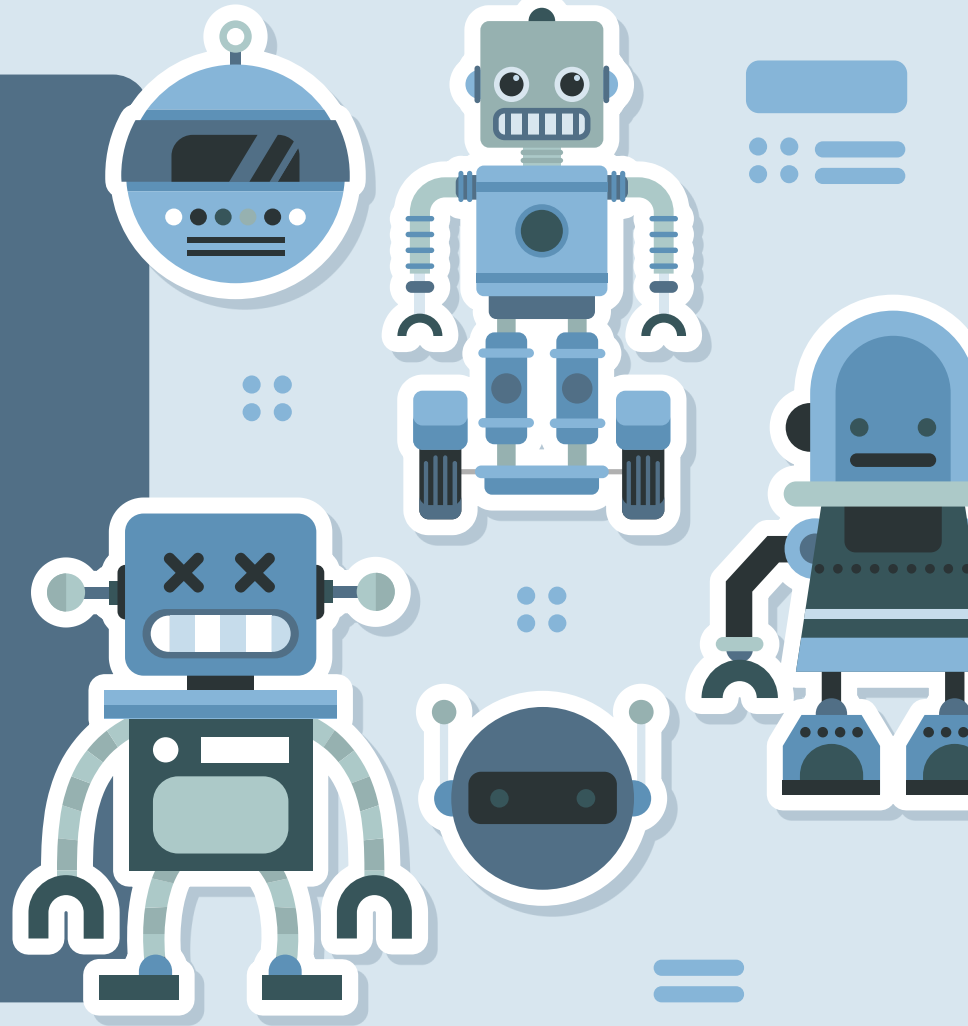


Prompt Engineering For L&D

Unlocking power through purposeful prompting.





Josh Willcock



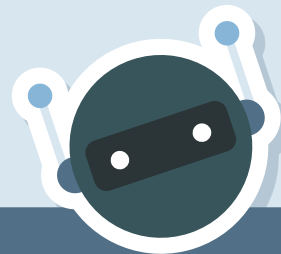
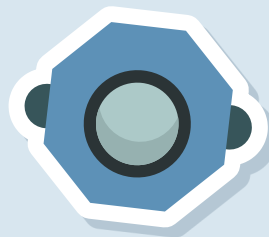
Charity Learning Consortium
Head of Technology

jwillcock@charitylearning.org
<http://linkedin.com/in/joshwillcock>





Table of contents



01

WhatsApp

Swap prompt ideas, share resources & more.



02

How AI thinks

What happens after you press enter?



03

What is a prompt?

Are you asking, suggesting or instructing?



04

Hallucinations

What's happening when AI goes rogue.



05

How to build

Are you asking the right questions?

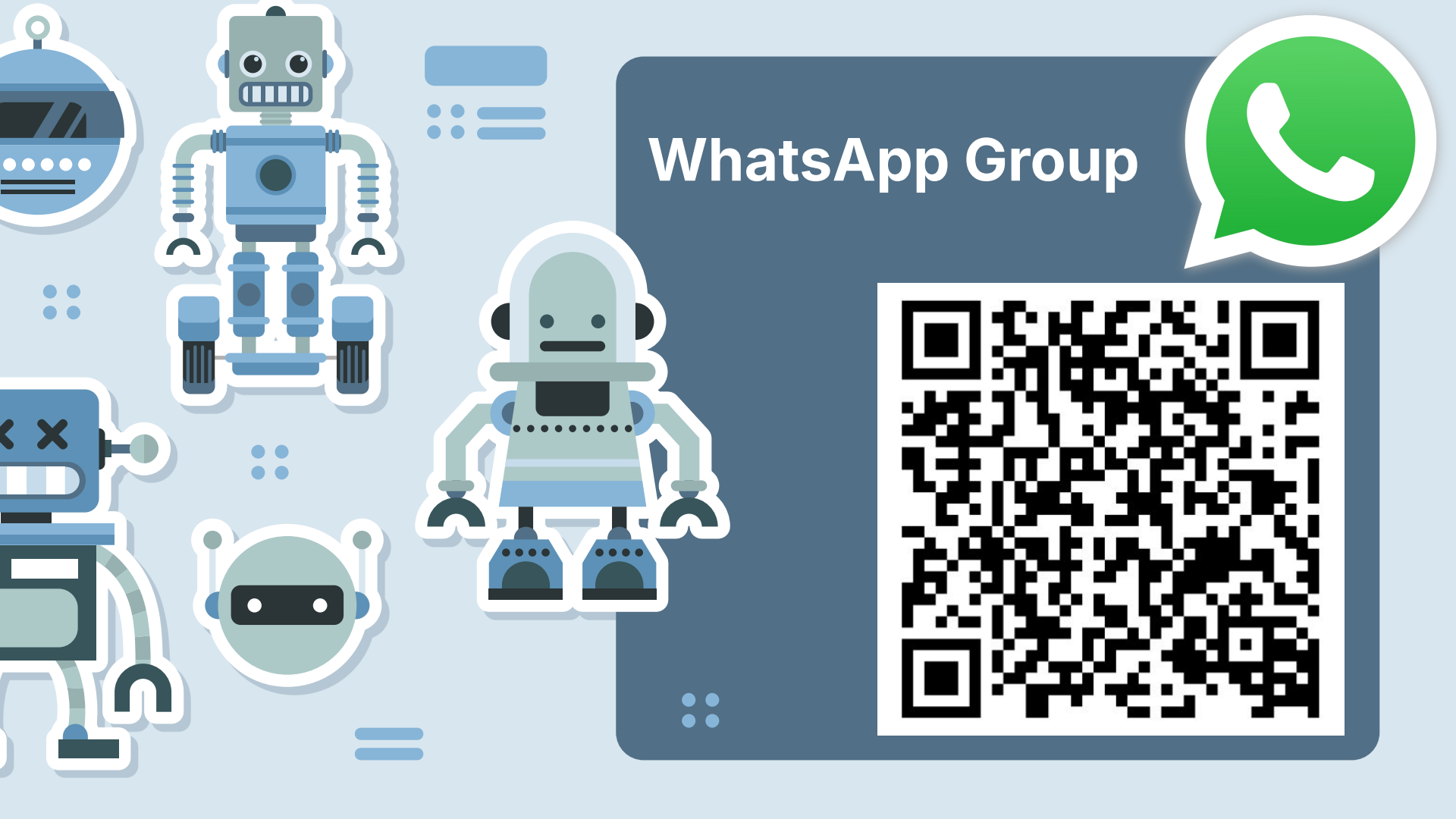


06

Build better

How can we make the responses even better?





WhatsApp Group

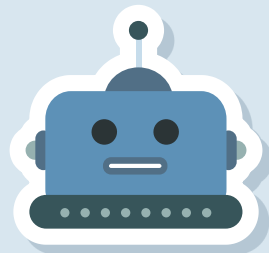


How AI Thinks



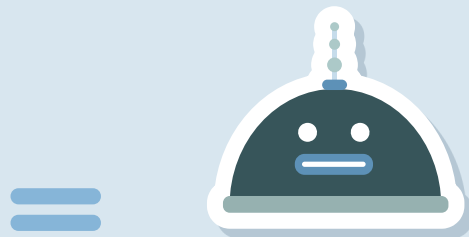
The Prompt

AI reads the information you give it and uses that as its input information.



Tokenization

It splits up the input into tokens - parts of words, spaces, punctuation

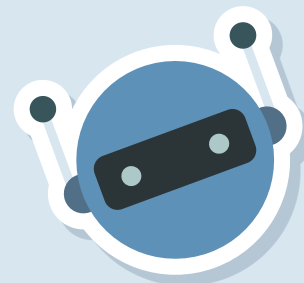
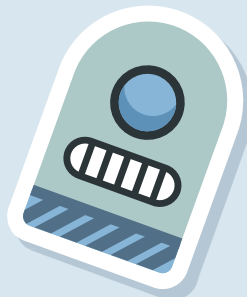
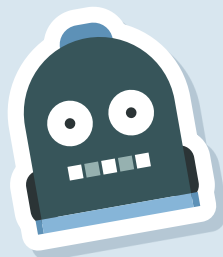


Vector Maths

Converting each token into a list of numbers representing meaning and context to other words.



How AI Thinks



Neural Processing

Looks at the sequence & predicts what should come next, weighing words and their links.



Next Prediction

It establishes which word is most likely to come next using attention mechanisms, adds it to the vector maths and works on the next word.



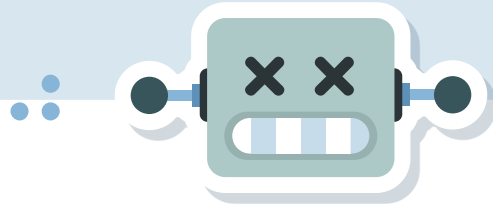
Text Response

Converts the list of predicted words back into a human readable format.



How AI Thinks

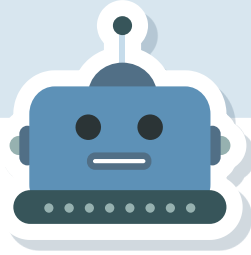
The Prompt



The apple does not fall far from the ?

How AI Thinks

Tokenization



The apple does not fall far from the ?

[The] [apple] [does] [not] [fall] [far] [from] [the] [questionmark]

How AI Thinks

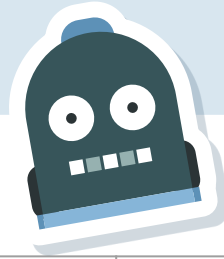
Vector Maths



Token	pos	token_emb	position_emb
The	0	[0.1257, -0.1321, 0.6404, 0.1049]	[0.0,0.0,0.0,0.0]
apple	1	[-0.5357, 0.3616, 1.304, 0.9471]	[2.0,0.4,0.1,0.02]
does	2	[-0.7037, -1.2654, 0.6233, 0.0413]	[3.0,0.6,0.15,0.03]

How AI Thinks

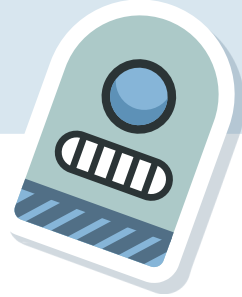
Neural Processing



Token	pos	token_emb	position_emb
The	0	[0.1257, -0.1321, 0.6404, 0.1049]	[0.0, 0.0, 0.0, 0.0]
apple	1	[-0.5357, 0.3616, 1.304, 0.9471]	[2.0, 0.4, 0.1, 0.02]
does	2	[-0.7037, -1.2654, 0.6233, 0.0413]	[3.0, 0.6, 0.15, 0.03]

How AI Thinks

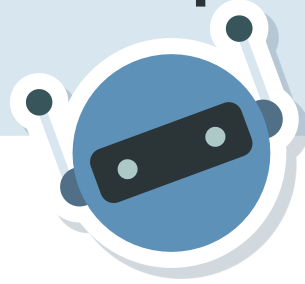
Next Prediction



Token	possibility
Helicopter	0.00000027
Tree	0.10004087
Parent	0.00400001

How AI Thinks

Text Response



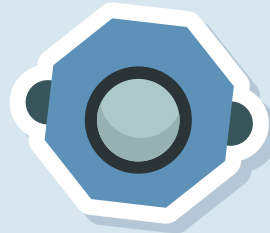
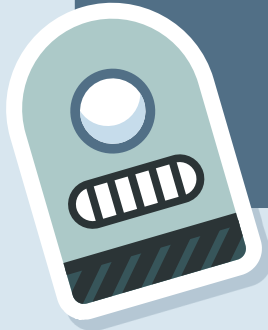
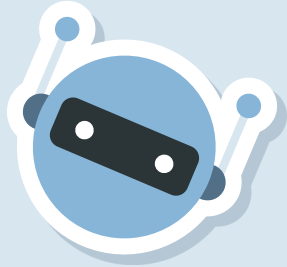
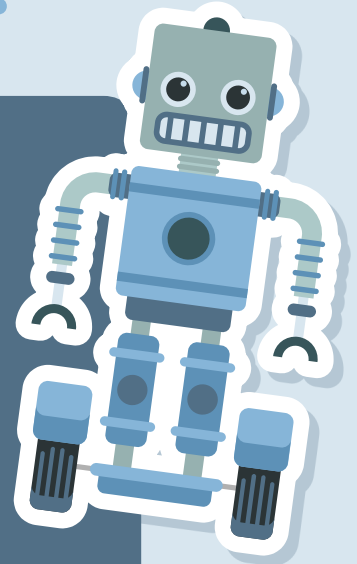
...The questionmark means they are asking a question. The sentence ends with tree normally, not a question mark... I should suggest that, and offer a further prompt...

“The phrase is the apple never falls far from the tree. Did you want a recipe for an Apple Crumble?”

Prompt

In AI: A prompt is the input you give an AI system to tell it what you want it to do.

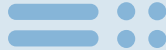
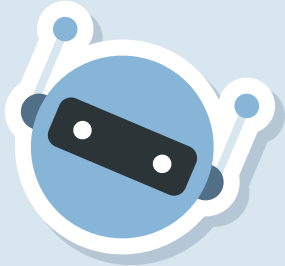
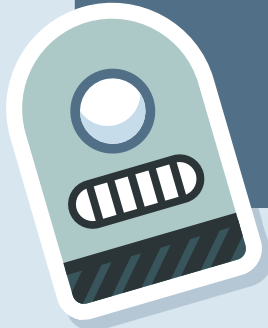
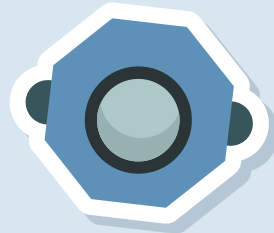
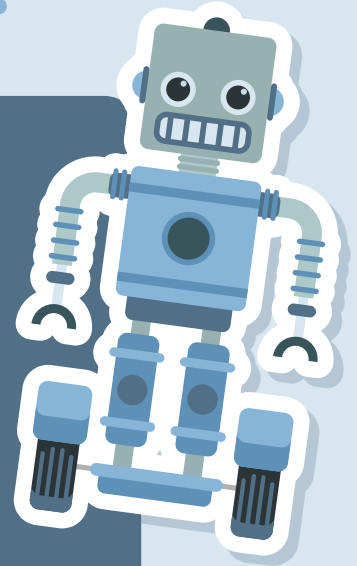
In L&D: An encouragement to (a hesitating speaker) say something.



Engineering

In AI: Applying scientific and mathematical principles along with creative thinking to design, build and maintain something.

In L&D: Applying scientific and mathematical principles along with creative thinking to design, build and maintain something.





Prompt Engineering

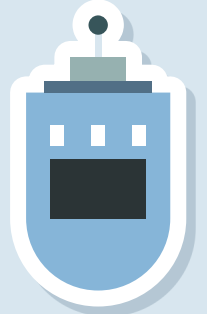
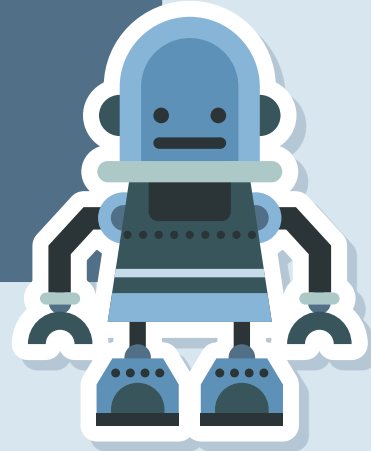
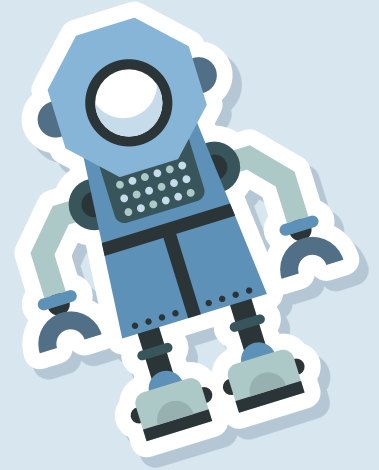
In AI: Scientifically and methodically building and improving the inputs to optimise efficiently the hidden compute and output from AI.

In L&D: The deliberate design and phrasing to shape how people think, feel or respond..

“What was the high point of
your week”

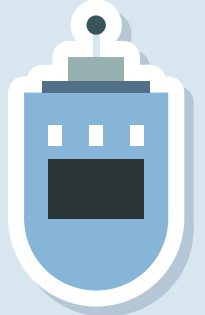
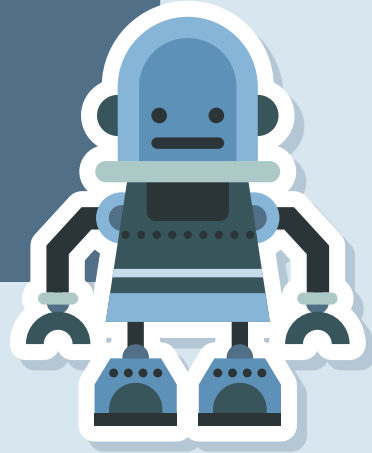
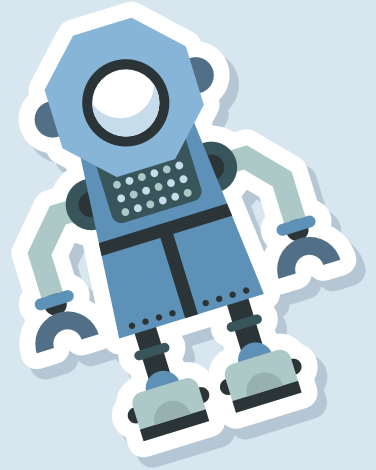
“How was your week?”

— Someone Famous



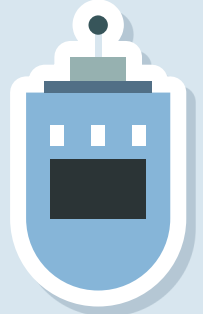
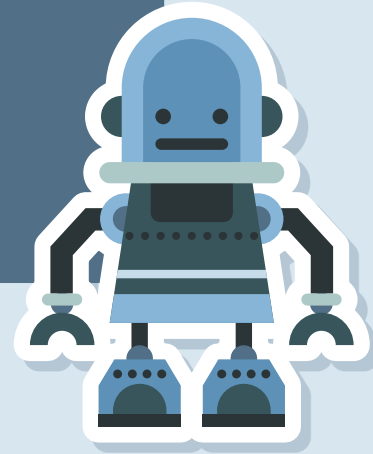
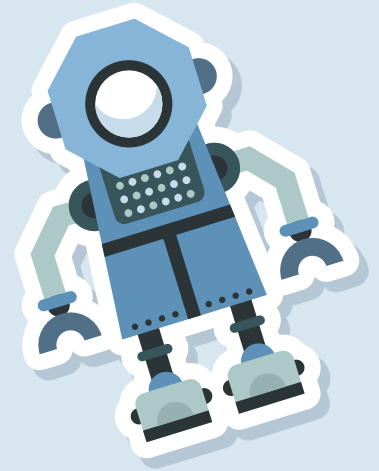
“Name one thing you’d change about this training and why?”

“Did you like the course?”
— **Someone More Famous**



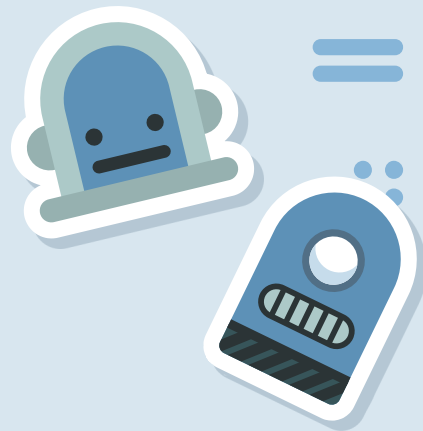
“What’s one thing I can do differently next time to make this easier for you?”

“Did that make sense?”
— **Someone Really Famous**



We already do this!

Refining & adjusting a prompt to improve the answer is something we are experts in.
L&D, Doctors, Police, Car Sales, some of us very young....

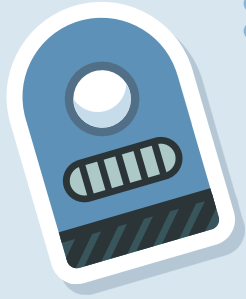
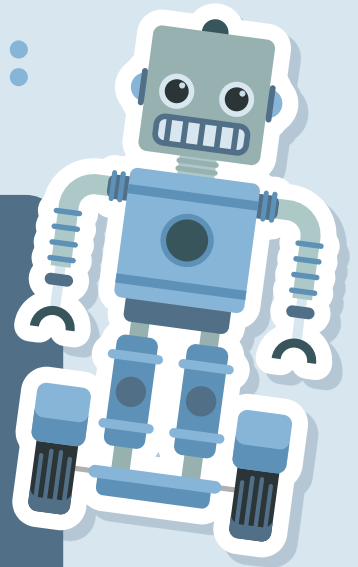
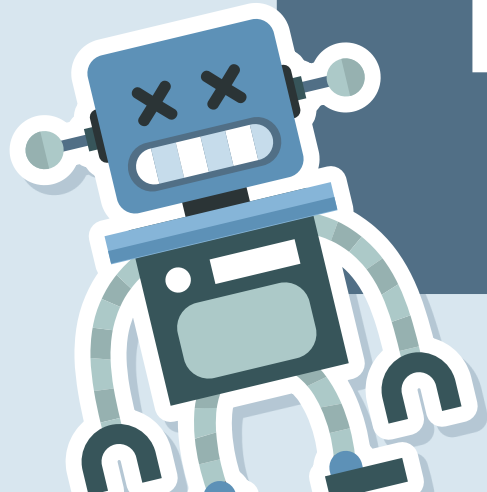


“Dad, I know you love me. I’m **really** hungry, can I have a second biscuit please?”

“Can I have a biscuit?”

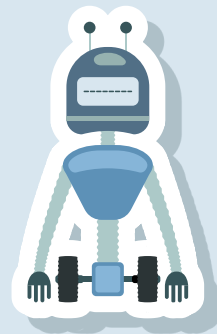
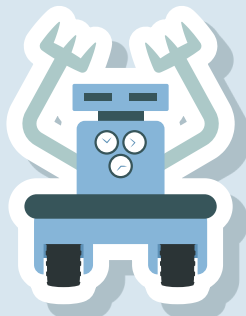
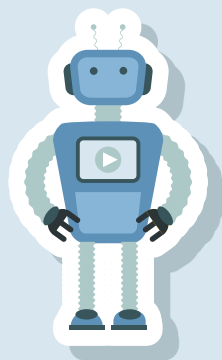
- **Definitely not me.**

AI Hallucinations



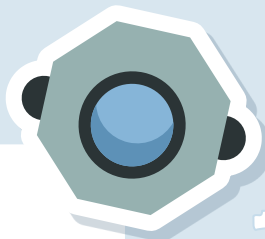
AI The Prediction Machine

Remember how earlier I said AI would just keep predicting what sensibly should come next?
One then two then three then for then five...





Who is the president?



USA

President Trump

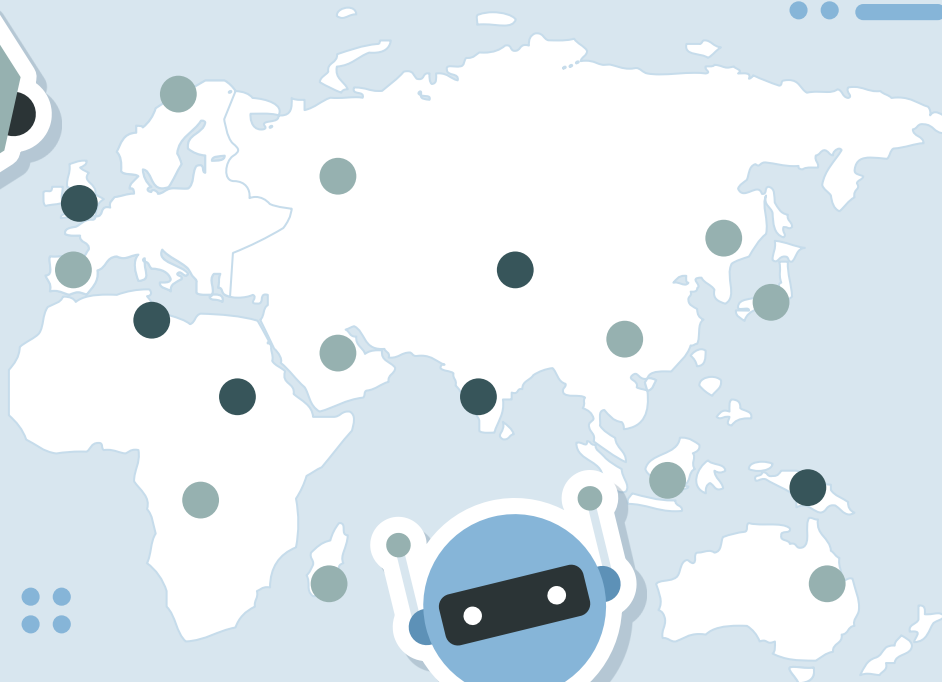


France

President Macron



UK

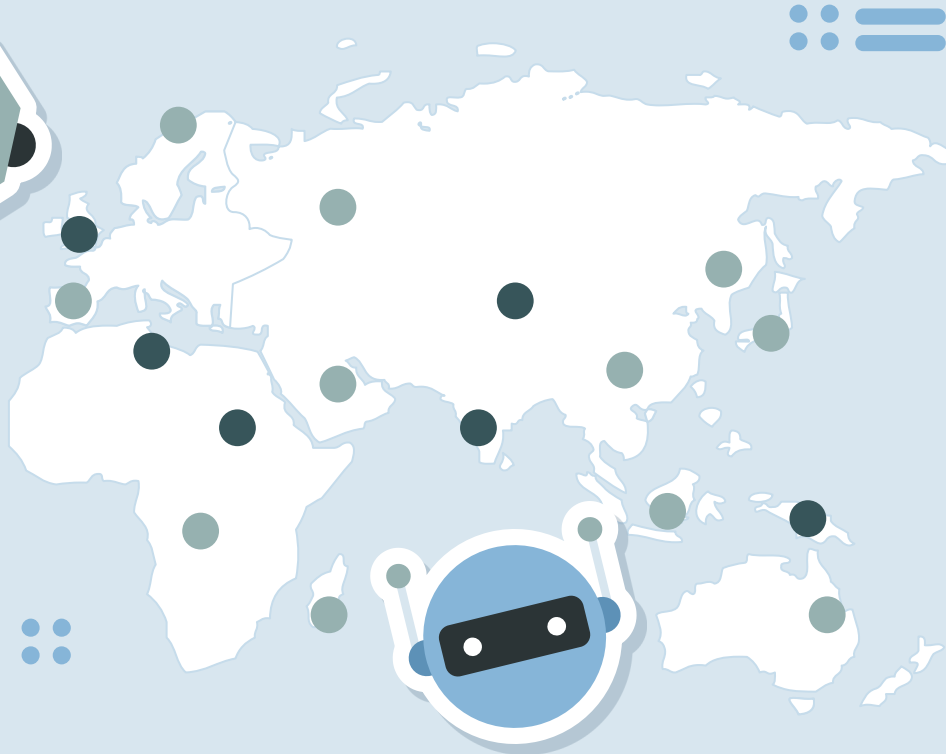


Who is the president?

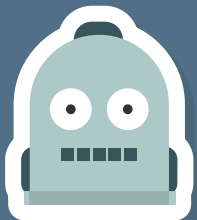
● **USA**
President Trump

● **France**
President Macron

● **UK**
President Starmer

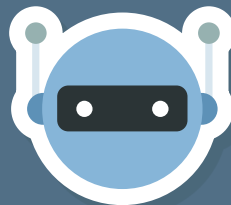


Why AI Hallucinates



Generalisation

Most countries have presidents.



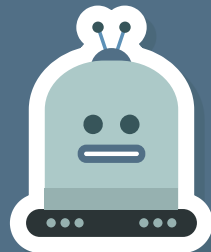
Probability

Wrong is better than I don't know.



Context drift

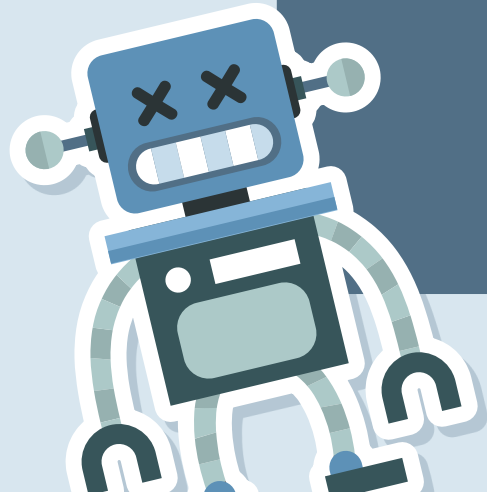
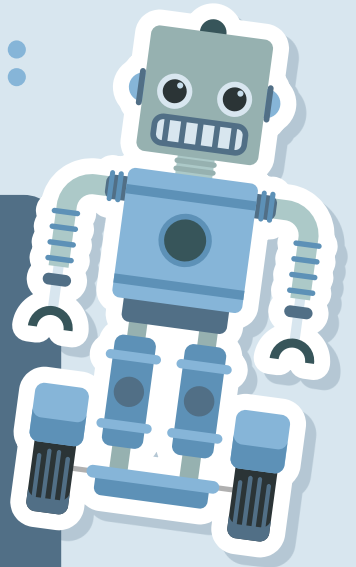
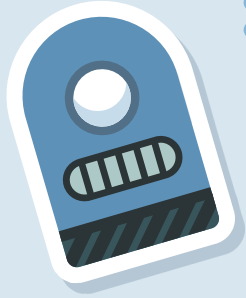
The humans must be confused, I'll try.

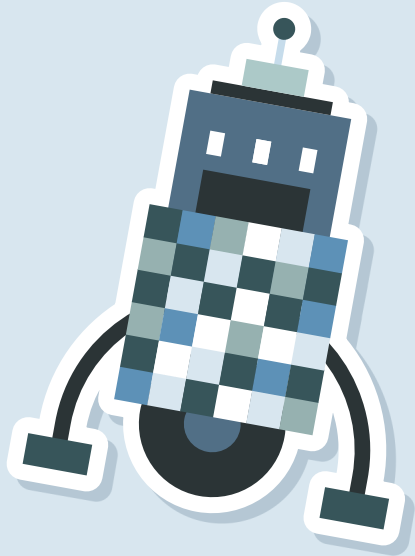
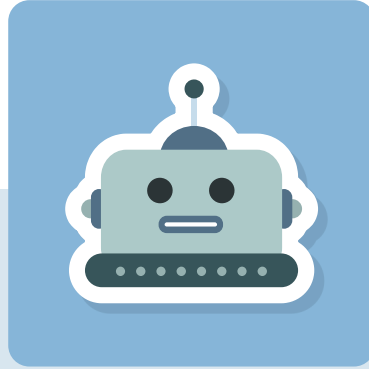


Ambiguous

They probably meant leader, right?

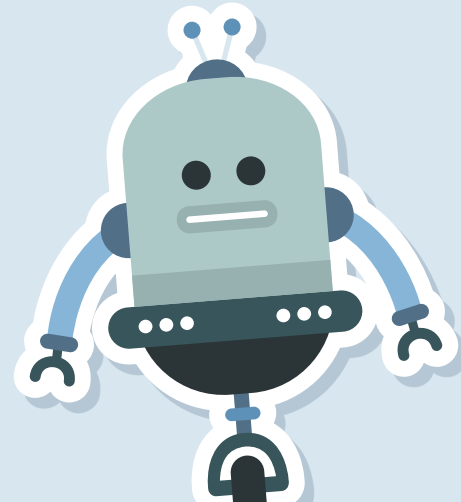
This is why
prompt
engineering
matters





Starter Prompt

“Create training on diversity for our staff”.





Thought for 10s

Great — below is a complete, ready-to-run diversity training package you can deliver to your staff. It's written in British English, uses a professional but friendly tone, and is designed so a facilitator can pick it up and run it with minimal preparation. I've included an agenda, slide-by-slide content, facilitator notes, interactive activities, participant handouts, assessments, evaluation forms and suggested success metrics. You can customise any part for your organisation's sector, policies and examples.

Diversity, Equity and Inclusion - Staff Training

Format options

- Short workshop: 2.5 hours (awareness + activities + action planning)
- Half-day workshop: 4 hours (more practice, role plays)
- Full-day programme: 7 hours (deep dive, policy alignment, team action plans)

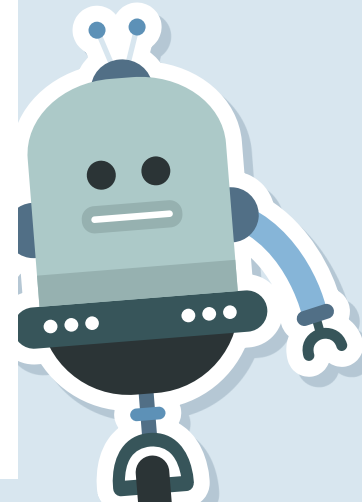
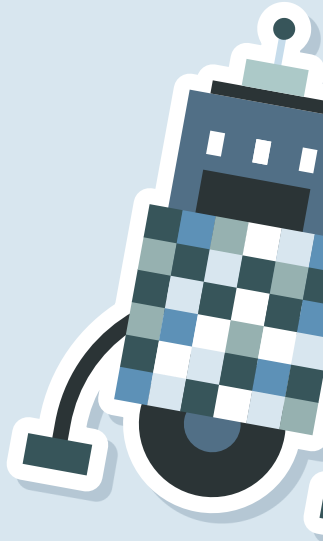
Recommended group size

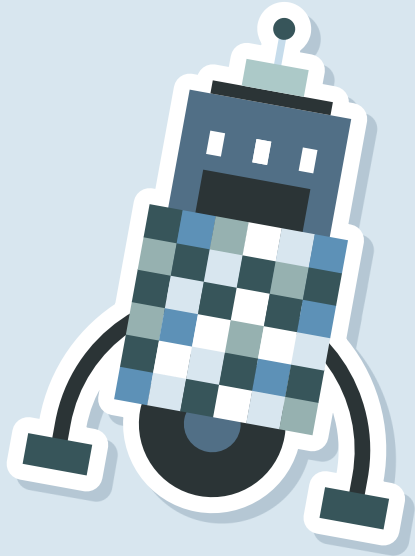
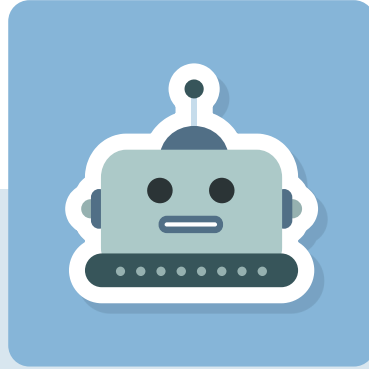
- 8 to 25 participants for optimal interaction. Larger groups can be run with breakout rooms.

Learning objectives

By the end of the session participants will be able to:

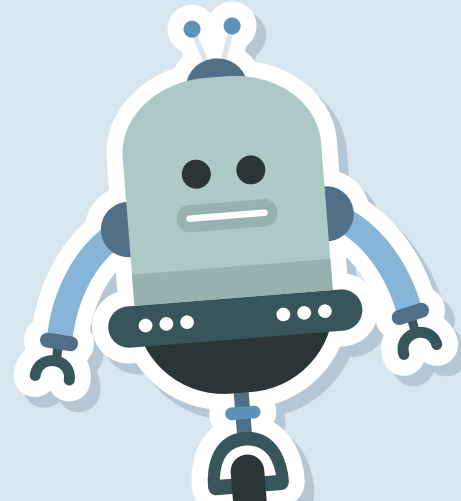
- Define core terms: diversity, equity, inclusion, belonging and unconscious bias.
- Recognise how bias and exclusion can show up in everyday workplace interactions.
- Practise inclusive behaviours in common work situations (recruitment, meetings, feedback).





Better Prompt

“I have been asked to create a learning resource to supplement our existing training on Diversity. I work for a Charity based in London (UK) we specialise in helping people who need glasses and our current resources do not take glasses into account. Could you come up with 10 suggested headings for this new document?”.

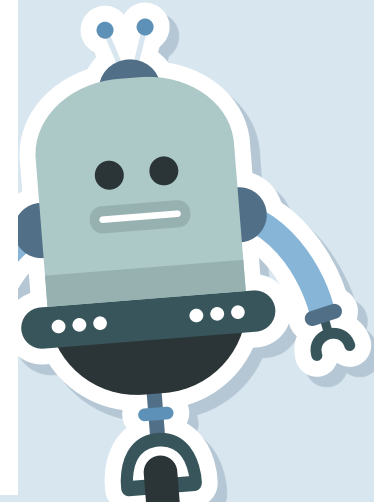


I have been asked to create a learning resource to supplement our existing training on Diversity. I work for a Charity based in London (UK) we specialise in helping people who need glasses and our current resources do not take glasses into account. Could you come up with 10 suggested headings for this new document?

Thought for 10s

Great — here are 10 suggested headings you can drop straight into the new diversity resource. I've kept each heading concise and included a one-line note on what to cover under each so you can expand them into sections quickly.

1. Introduction - why considering glasses matters for inclusion
 - Briefly explain purpose and scope, and why eyewear should be part of diversity practices.
2. Understanding vision needs and types of eyewear
 - Overview of common vision conditions, prescription glasses, reading lenses, sunglasses, and specialised eyewear.
3. Barriers people who wear glasses commonly face
 - Physical, social and practical barriers (eg. fogging with masks, poor lighting, lack of frame-friendly PPE).
4. Accessible communications and materials
 - Guidance on fonts, contrast, layout, large-print options and digital accessibility for people with reduced vision.
5. Service delivery - making appointments and consultations glasses-friendly
 - Practical adjustments for clinic layouts, seating, ↓ amination protocols and remote consultations.
6. Workplace adjustments for staff and volunteers who wear glasses





Better Prompts



Task

The action it needs to do.



Context

Background information it should consider.



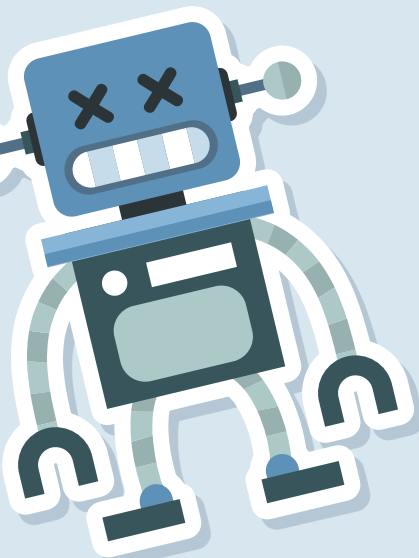
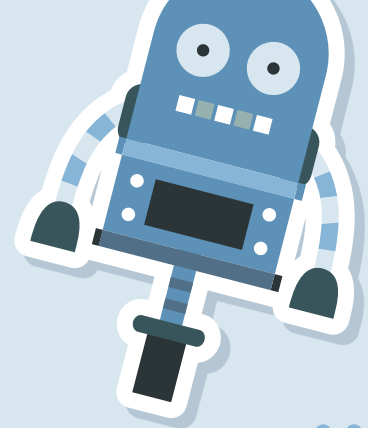
Persona

Who AI should act as (teacher, coach, etc).



Format

The shape of the output (table, list, etc).



Microcontent Ideas?



"Create a 5-bullet role-aid for managers on how to run a 15-minute coaching conversation. Include 3 quick example questions."

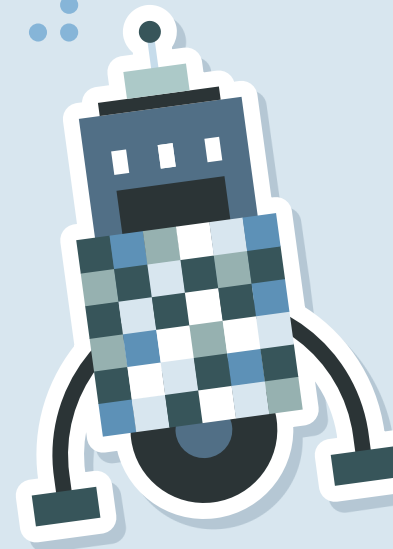
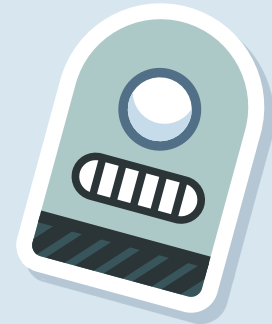
Audience - Managers

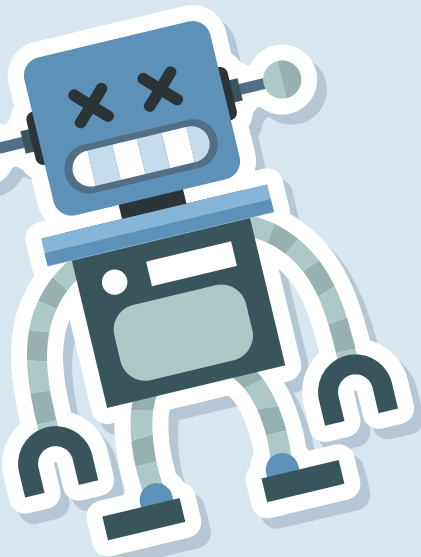
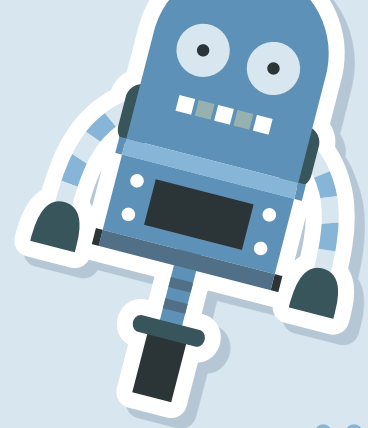
Purpose - Aid

Scope - 5 Bullet Points

Activity - Task & Time Boundary

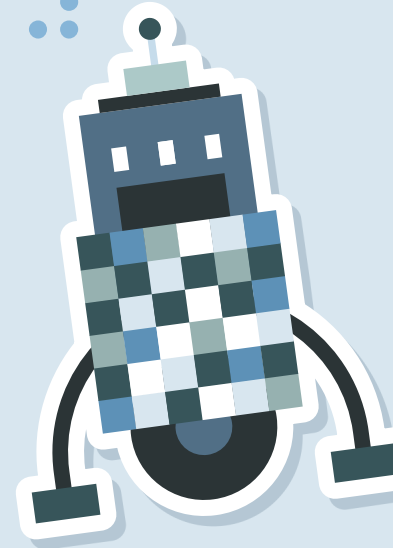
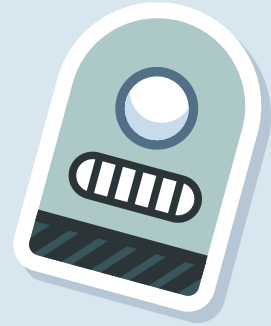
Avoids Vague words "Helpful" or "Good"

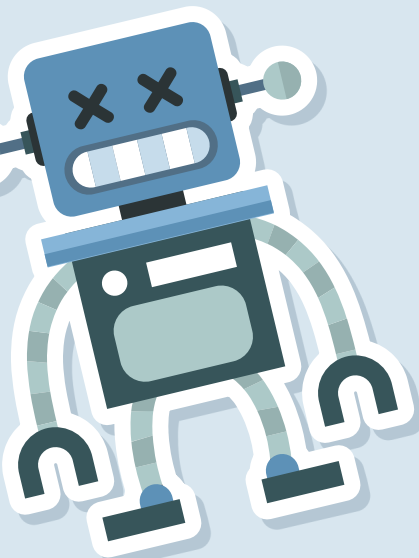
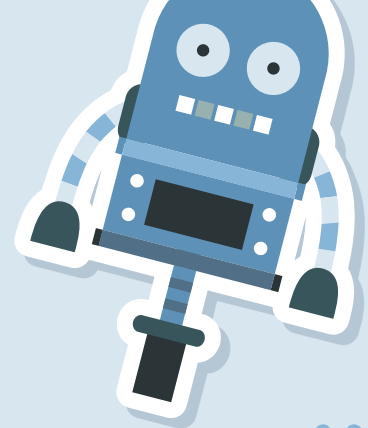




Microcontent Ideas?

Acting as an L&D professional, create a 5-bullet point aid for frontline managers with **0-2 years experience** on how to lead a focused 15-minute coaching conversation **aimed at improving performance**. Each bullet must start with an **action verb**, be **one sentence**, and include an **approximate time allocation**. Include 3 open behavioural example questions and a one-line follow-up/action record template the manager can copy into the LMS. **Tone: concise and supportive. Output in markdown.**





Learner Support?



"Write a friendly 3-step troubleshooting script for a learner who cannot access a course in the LMS. Include one escalation phrase for unresolved issues."

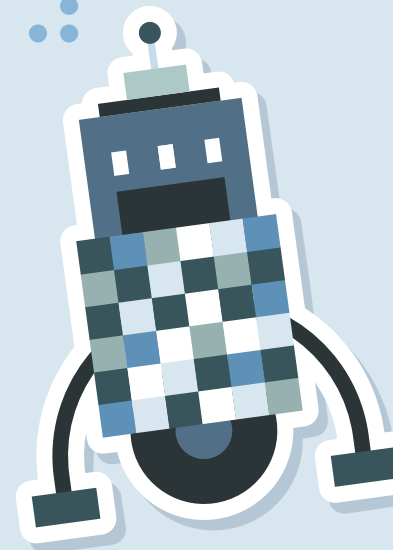
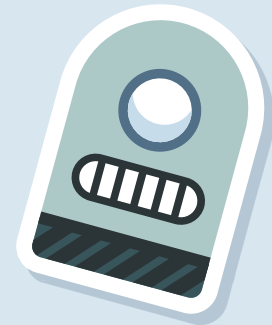
Audience - Learners

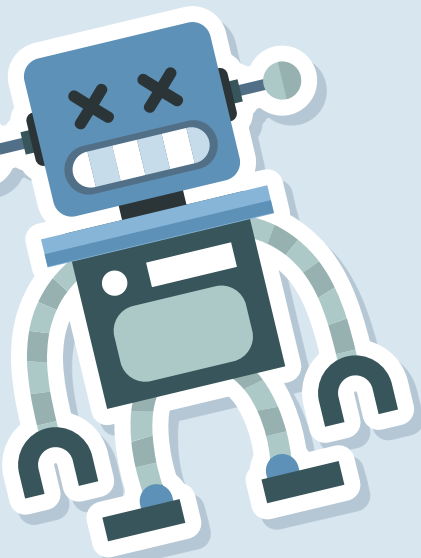
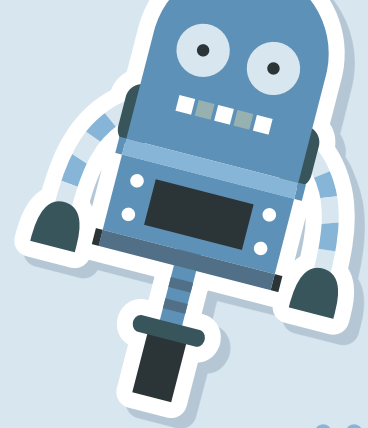
Purpose - Troubleshooting

Scope - 3 step script

Activity - Access a course in LMS

Considered what AI cannot help with - escalation route.



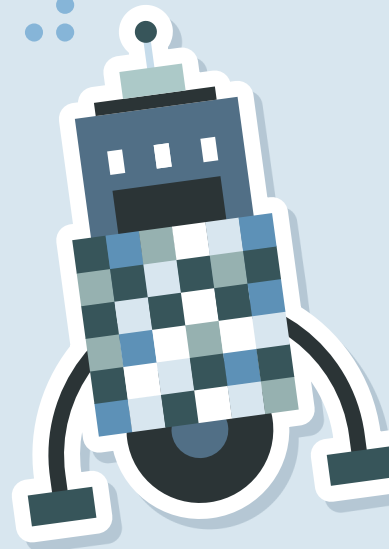
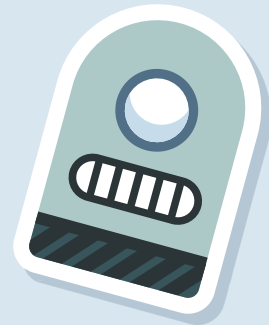


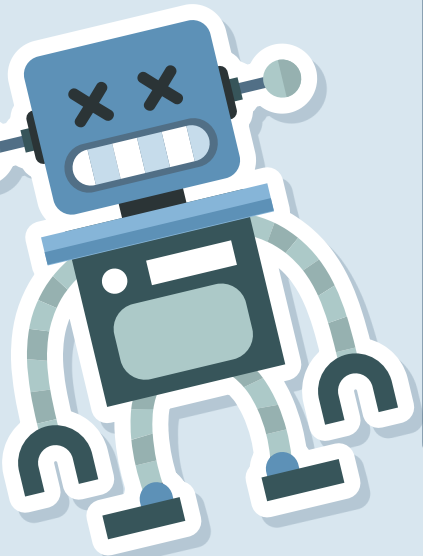
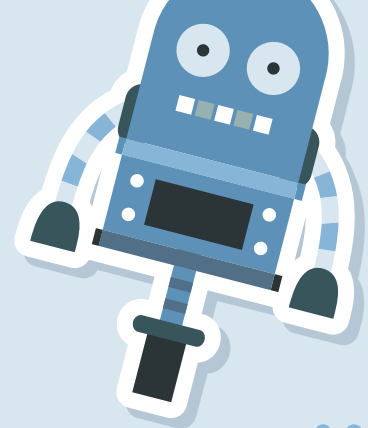
Learner Support?



"You are a learner-support copywriter for a charity LMS. Write a friendly, concise 3-step troubleshooting script for a learner who cannot access a course in the LMS. Output in markdown. Follow these exact requirements:

- Audience: a learner with basic digital literacy.
- Tone: friendly, concise and supportive. Use British English.
- Structure: produce exactly 5 numbered steps. Confirming Login, Navigating to the dashboard, clicking on the courses tab, clicking into the course and confirming what that page could be displaying.





Question banks?

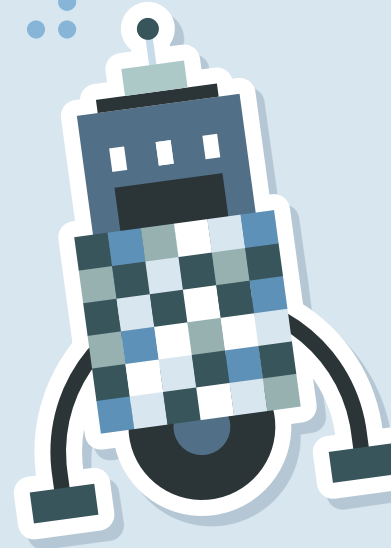
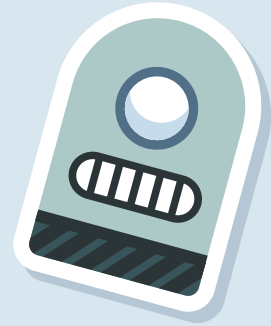


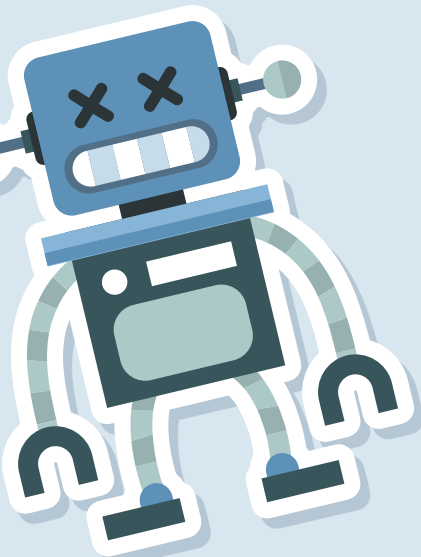
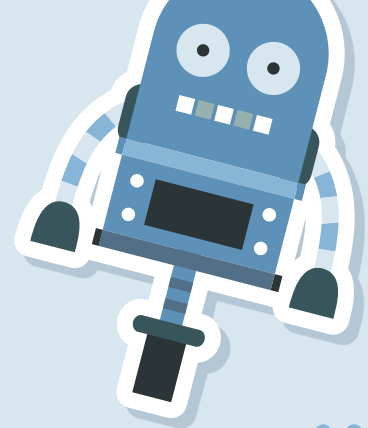
"I want to create a good knowledge check within from this PDF about our charity."

Audience - ? Purpose - ?

Scope - ? Activity - Make a quiz

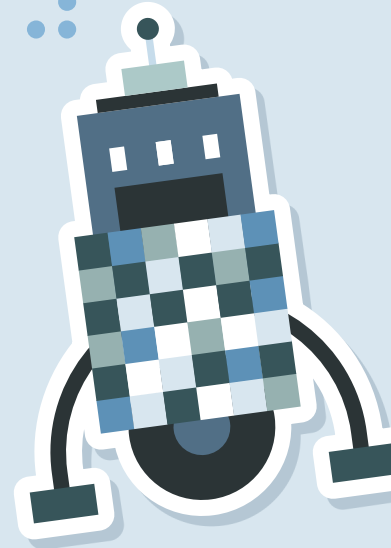
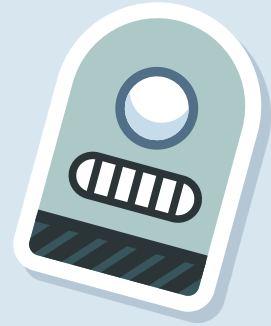
What makes a good check in your opinion?

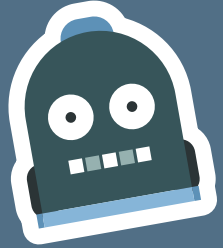




Question banks?

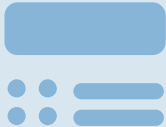
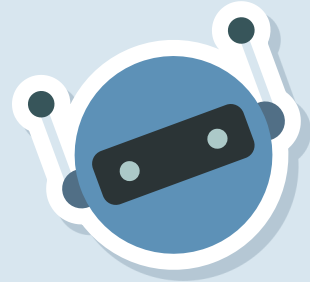
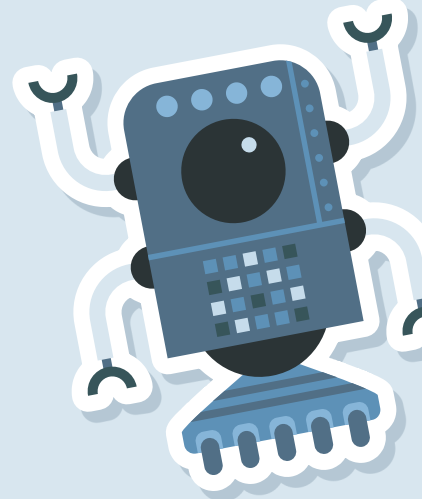
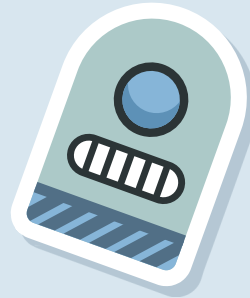
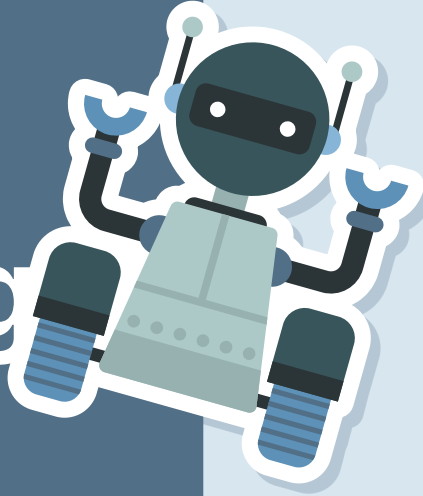
"I want to create a knowledge check within my LMS based from our policy PDF (attached). I want 10 questions to evidence a learner has read the document. The question should be based solely on the information within this PDF, each question should be short, in either a multi choice or true/false style."



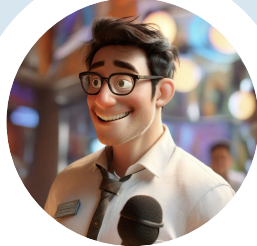


ASK
GPT

Prompt Engineering Prompts

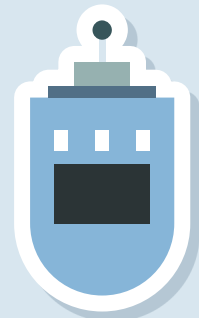
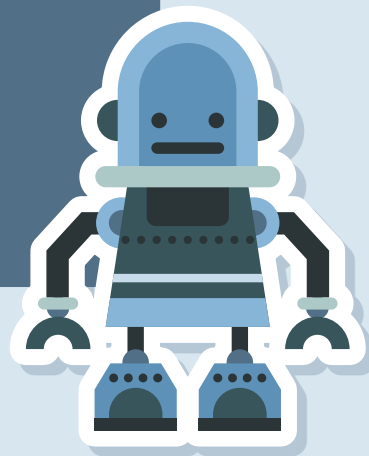
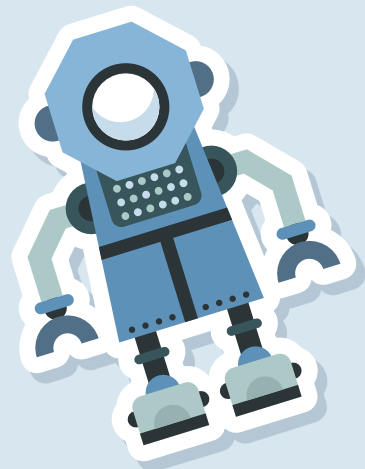


Prompt Engineering Prompt



Give me the perfect way of phrasing that prompt in less than 40 words: Create a 5-question quiz on workplace data protection for new starters

I want to generate an AI prompt to achieve [goal] in [context information] ensuring that [length/style], make sure that you [handrails].



Recipe card for a good prompt

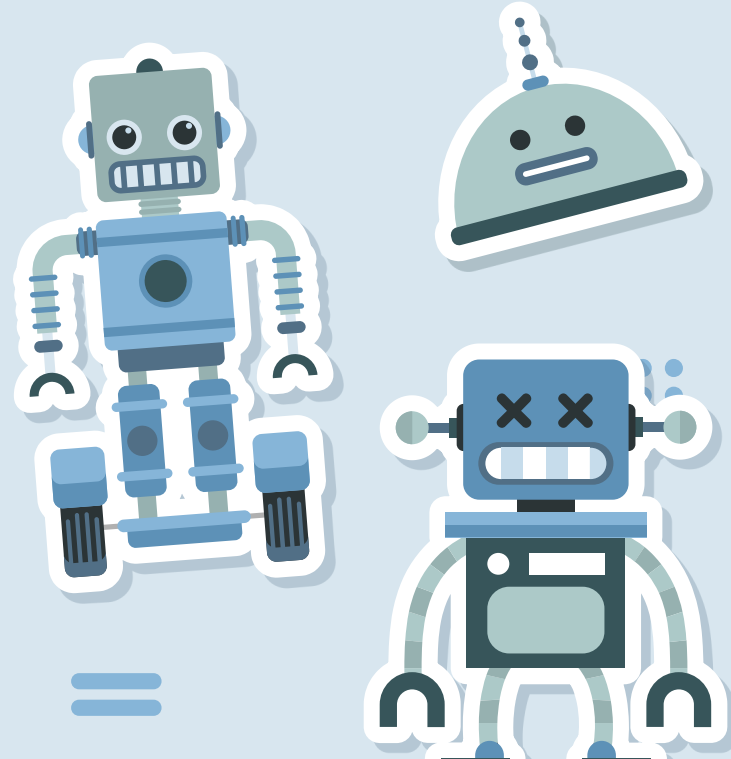
[Task] + [Persona] + [Context] + [Exemplar] + [Format] + [Tone]

Task:

- Always start the task with an action verb:
- Analyze, Generate, Give, Write, etc.
- Articulate end goal

Examples:

- Analyse the lessons feedback from a face to face session.
- Generate a 30 day engagement plan for our new training.
- Give me 10 3 questions to test a learner's knowledge on...
- Write me an introduction to our employee induction



Recipe card for a good prompt

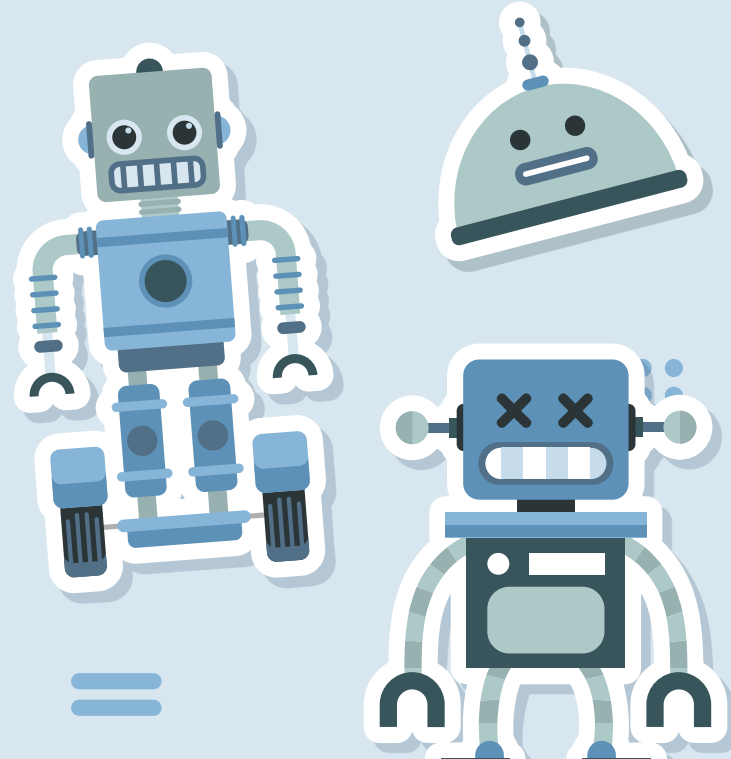
[Task] + [Persona] + [Context] + [Exemplar] + [Format] + [Tone]

Persona:

- Who do you want them to be?
 - Do you want a subject matter expert?
 - Do you want an L&D Practitioner?
 - Do you want a marketing persons view?

Example:

- From a L&D, SME & Marketing professionals point of view
Can we assess the information and consider how it may be received.



Recipe card for a good prompt

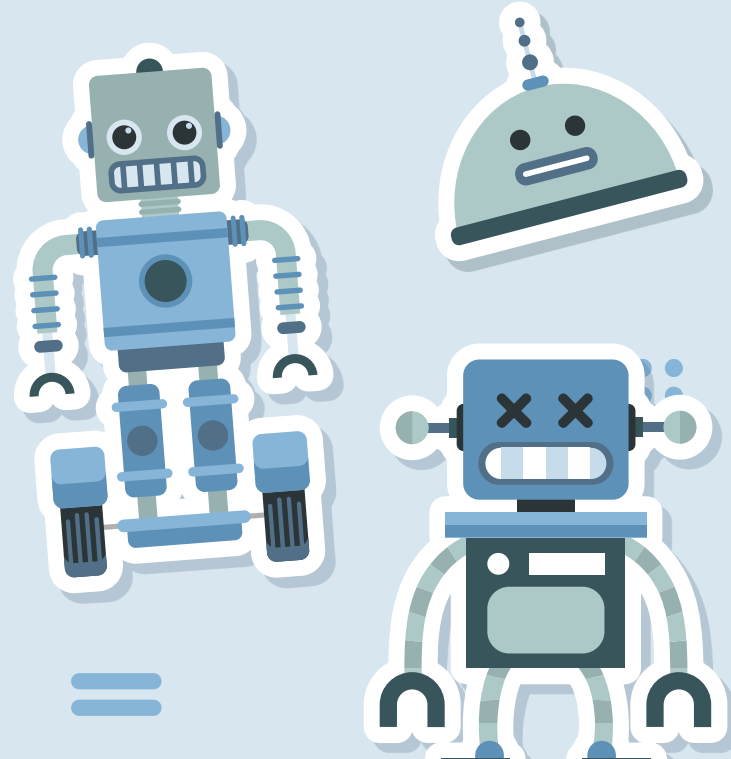
[Task] + [Persona] + [Context] + [Exemplar] + [Format] + [Tone]

Context:

- Ask yourself:
 - What's the background
 - What is needed for success
 - What is the environment
- Limit your possibilities.

Example:

- I work for a charity in London | we need to welcome our new Team to their online learning platform ensuring they are aware And confident of what they must do from the landing page | on the learning Management system.



Recipe card for a good prompt

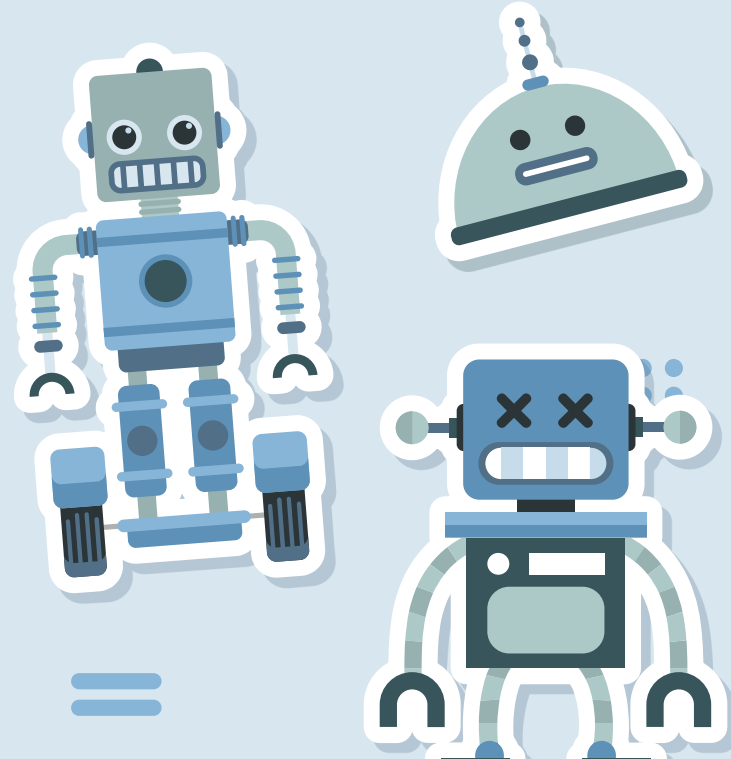
[Task] + [Persona] + [Context] + [Exemplar] + [Format] + [Tone]

Exemplar (?):

- Provide examples
- Give AI the information you have and ask it to improve it

Example:

- We want to say “Welcome to the team. We are really looking Forward to working with you, over the next month we will be Running through the essential training to help you best help Our two million service users”.



Recipe card for a good prompt

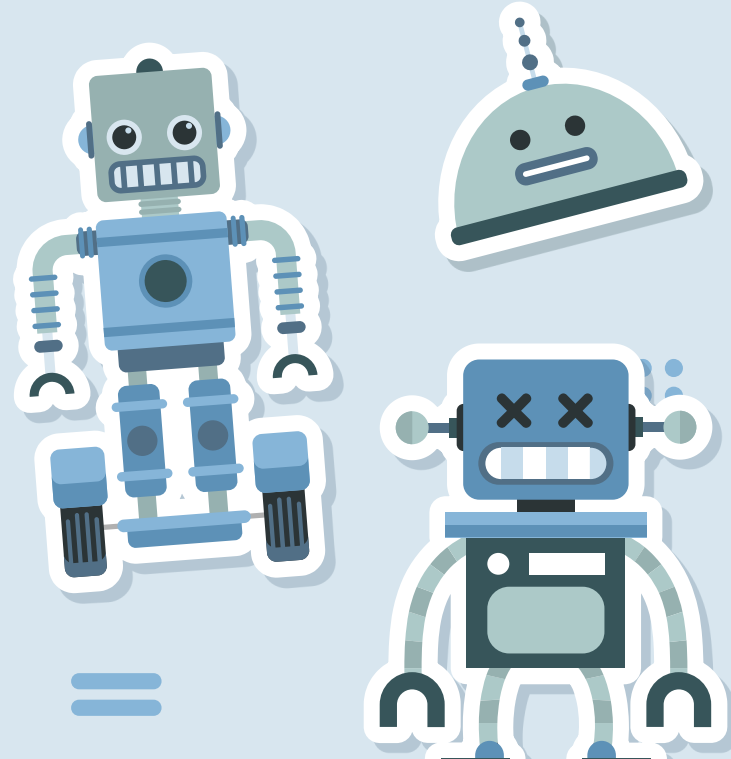
[Task] + [Persona] + [Context] + [Exemplar] + [Format] + [Tone]

Format:

- What should the output look like?
- A table?
- A paragraph?
- A poem?
- Short or an essay?

Example:

- In short simple sentences explain why toast often falls butter side down.



Recipe card for a good prompt

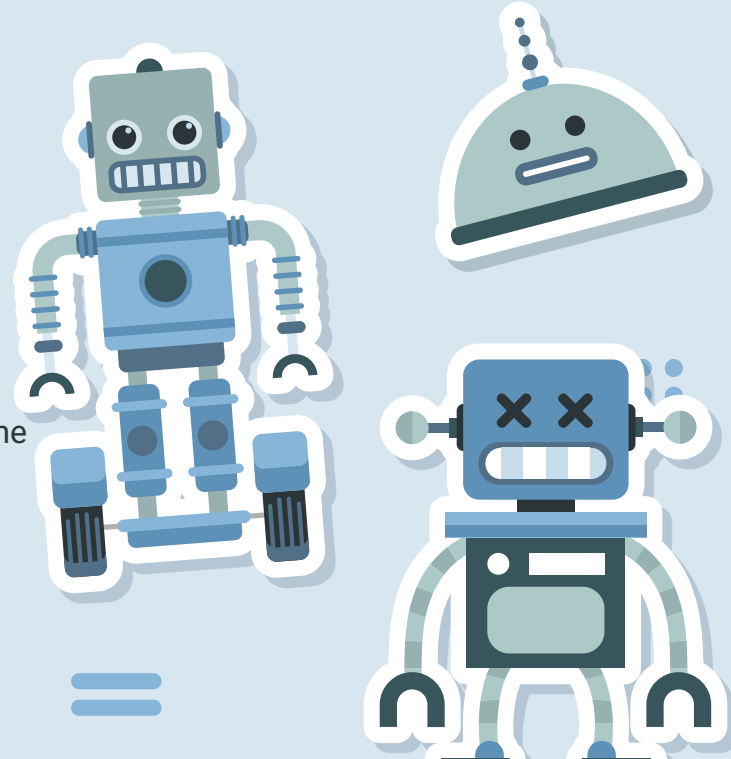
[Task] + [Persona] + [Context] + [Exemplar] + [Format] + [Tone]

Tone (?):

- Speak casually
- Aim for a witty or optimistic response.
- Ask AI? "I want to come off as friendly, how should I write to a New supplier?"

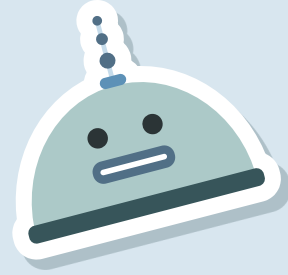
Example:

- In a warm and friendly tone encourage learners to complete The essential training as quickly as possible before browsing the Optional resources.






Recipe card for a good prompt



[Persona] You are an L&D practitioner specialising in adult learning and hybrid-work programmes.

[Context] A mid-sized charity is shifting to hybrid working; teams report poor cross-team communication.

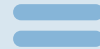
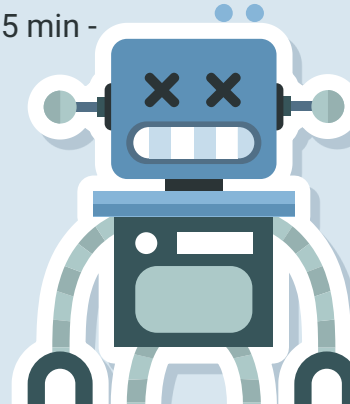


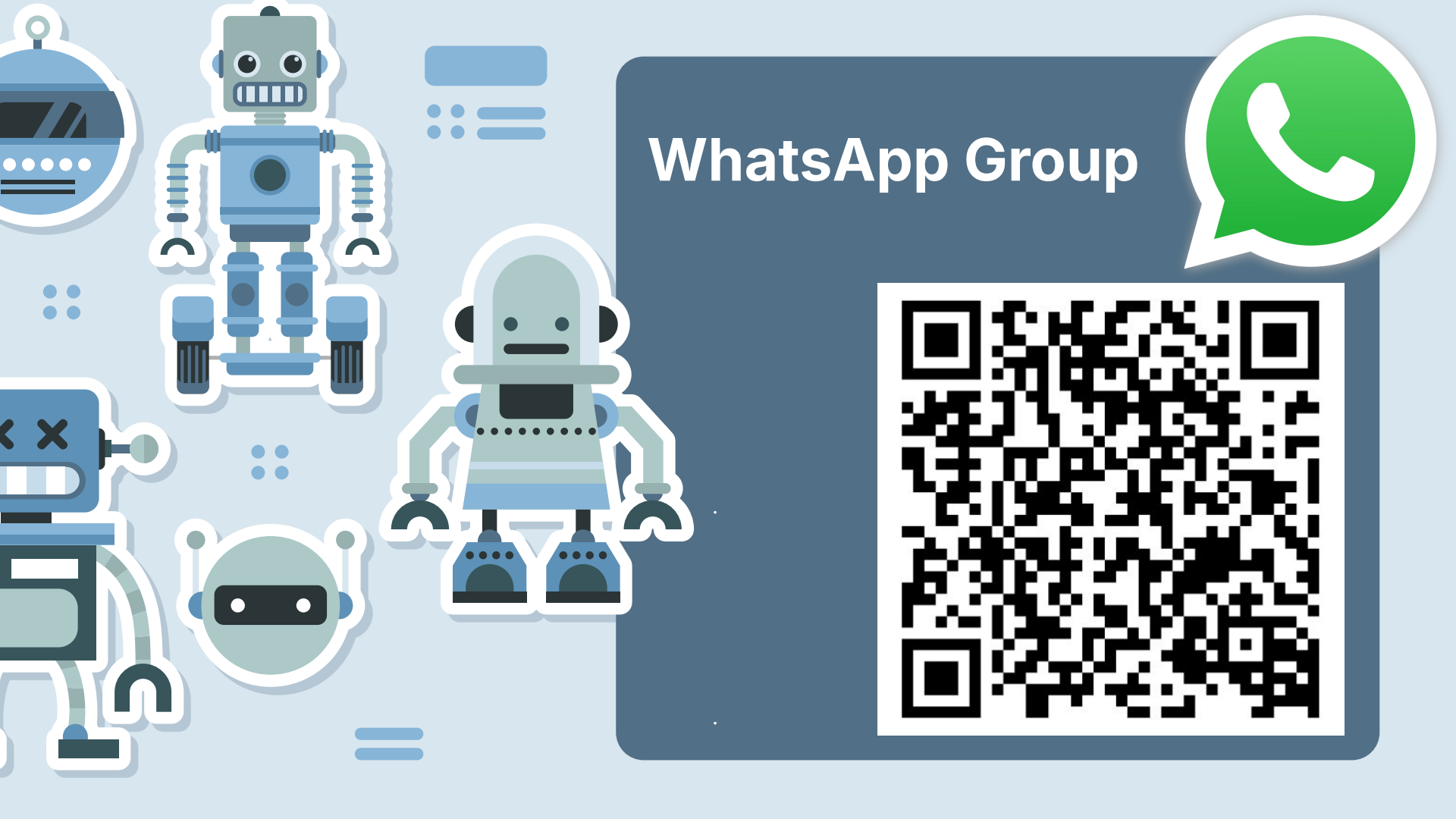
[Task] Design a 60-minute virtual workshop outline to improve cross-team communication: include 3 learning objectives, the session flow with time allocations, 3 interactive activities, required materials, and a 5-question formative assessment.

[Exemplar] Learning objectives: 1) Define effective cross-team communication; 2) Use two concise frameworks for async updates; 3) Practise giving rapid constructive feedback. Example flow: 0-10 min - welcome & objectives; 10-25 min - activity 1 (paired role-play); 25-40 min - activity 2 (breakout case study); 40-55 min - activity 3 (group synthesis); 55-60 min - assessment & close.

[Format] Use clear headings and bullet points; end with a "Key takeaways" section of five bullets.

[Tone] Professional, friendly, concise - British English. Do not make up stuff. Provide references.





WhatsApp Group



Thank you.

