

# Prompt Engineering for Directors and VPs



**Days:** 1

**Prerequisites:** While the course is designed to be accessible for participants of varying experience levels, having some technical familiarity will enhance the learning experience and enable attendees to engage more effectively with hands-on activities and advanced topics.

**Audience:** This course is designed for C-suite Executives (CEO, CIO, CTO, CDO, CFO), Vice Presidents and Managing Directors, Business Unit Leaders, and Strategic Advisors and Innovation Officers.

**Description:** This is a one-day, immersive program designed for organizational leaders seeking to drive impactful change through artificial intelligence. This course equips decision-makers with the strategic insights and practical tools needed to integrate AI across departments, enhance operations, and foster a culture of innovation. Through a mix of lectures, case studies, and interactive exercises, participants will explore real-world applications of AI and develop a leadership roadmap to guide successful AI adoption across their organization.

**Course Objectives:** In this course, you will:

- Understand how AI technologies like machine learning, automation, and analytics can transform organizational strategy.
- Identify and map AI opportunities to improve data-driven decision-making across departments.
- Lead diverse teams through the AI adoption process and overcome common barriers to change.
- Align AI initiatives with broader business goals to create a future-ready organization.
- Evaluate practical AI tools for operational efficiency, customer engagement, and innovation.
- Develop and implement an AI adoption roadmap tailored to their department or organization.

## OUTLINE:

### AI & AUTOMATION: WHAT EVERY BUSINESS LEADER NEEDS TO KNOW

- Definition and importance of AI-powered automation
- Introduction to AIOps (AI for IT and business operations)
- Real-world examples of AI transforming industries
- Exploration of AI-powered business workflows

### INTRODUCTION AND OBJECTIVES (30 MINUTES)

#### WELCOME AND AGENDA OVERVIEW

- Workshop structure and timeline
- Introduction to the hands-on approach
- Setting expectations for interactive learning
- Quick round of participant introductions and AI experience levels
- Distribution of workshop materials and setup confirmation

### UNDERSTANDING GENERATIVE AI

- Current state of generative AI technology
- Key players and their unique strengths (ChatGPT, Claude, Bard)
- Business impact and ROI examples
- Ethical considerations and responsible AI usage
- Common misconceptions and limitations

### WORKSHOP OBJECTIVES

- Learning effective prompt engineering techniques
- Understanding AI model capabilities and limitations
- Developing practical skills for workplace implementation
- Creating a personal prompt engineering toolkit
- Establishing success metrics for AI implementation

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### USE CASE 1: BASIC PROMPT ENGINEERING (45 MINUTES)

Baton Rouge | Lafayette | New Orleans

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# Prompt Engineering for Directors and VPs

## FOUNDATIONS OF PROMPT ENGINEERING

- Basic prompt structure and components
- Clear vs. ambiguous prompts with examples
- Role of context and specificity
- Common pitfalls to avoid
- Live demonstration of prompt improvement

## HANDS-ON ACTIVITY: BASIC PROMPTS

- Writing clear, specific instructions
- Using proper formatting and structure
- Basic system prompts
- Simple task automation
- Real-world scenario exercises

## GROUP DISCUSSION AND REVIEW

- Sharing effective prompts
- Common challenges encountered
- Best practices identified
- Cost and efficiency considerations
- Q&A session

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## USE CASE 2: INTERMEDIATE PROMPT ENGINEERING (45 MINUTES)

### ADVANCED PROMPT TECHNIQUES

- Chain-of-thought prompting with examples
- Role-based prompting strategies
- Temperature and creativity settings explained
- Output formatting control
- Consistency and reliability techniques

### INTERACTIVE EXERCISE: REFINING PROMPTS

- Improving basic prompts using learned techniques
- Adding constraints and parameters
- Implementing role-based scenarios
- Testing different approaches
- Documenting successful patterns

### COLLABORATIVE ANALYSIS

- Compare and contrast results
- Identify successful strategies
- Troubleshooting common issues
- Performance optimization tips
- Cost-benefit analysis of different approaches

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## USE CASE 3: ADVANCED PROMPT ENGINEERING (45 MINUTES)

### COMPLEX PROMPT STRATEGIES

- Multi-step reasoning techniques
- Few-shot learning with practical examples
- Handling edge cases and exceptions
- Error handling and validation methods
- Integration with existing workflows

### ADVANCED WORKSHOP ACTIVITY

- Creating complex workflow prompts
- Implementing guardrails and safety checks
- Developing reusable templates
- Quality assurance techniques
- Building prompt libraries

### PERFORMANCE ANALYSIS

- Evaluating prompt effectiveness
- Measuring output quality and consistency
- Optimization strategies
- Advanced troubleshooting
- Scaling considerations

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## INDIVIDUAL USE CASE DEVELOPMENT (60 MINUTES)

### PERSONAL PROJECT PLANNING

- Identifying relevant use cases from participant's work
- Setting project goals and objectives
- Defining success criteria and metrics
- Planning approach and implementation strategy
- Risk assessment and mitigation

### INDIVIDUAL DEVELOPMENT TIME

- Creating custom prompts for specific needs
- Testing and iteration process
- Documentation and version control
- Preparing presentation
- One-on-one coaching available

### PRESENTATION AND FEEDBACK

- Short presentations of solutions

## Prompt Engineering for Directors and VPs

- Peer feedback and suggestions
  - Instructor recommendations
  - Success stories and lessons learned
  - Implementation planning
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### WRAP-UP AND NEXT STEPS (15 MINUTES)

#### KEY TAKEAWAYS

- Summary of core concepts
- Best practices review
- Common pitfalls to avoid
- Success strategies
- ROI measurement approaches

#### RESOURCES AND SUPPORT

- Reference materials and guides
- Online resources and communities
- Support channels and contact information
- Further learning paths
- Access to workshop materials

#### FINAL Q&A AND CLOSING

- Addressing remaining questions
- Workshop evaluation collection
- Contact information exchange
- Next steps and follow-up plan
- Future workshop opportunities