Google Prompting Essentials

Design prompts that work

Follow the 5-step prompting framework to start using AI.

Task
Clearly describe what you want the generative AI tool to help you with, and specify a persona and format.

Context
Provide all the necessary details to help the gen AI tool understand what you want it to do.

References
If available, provide examples for the gen AI tool to use in creating its output.

Evaluate
Assess the output to determine if it's helpful.

Iterate
If the output isn't helpful, continue to refine by clarifying what you need until it's just right.

To remember the framework, keep in mind:

Thoughtfully	Task
Create	Context
Really	References
Excellent	Evaluate
Inputs	Iterate

When in doubt, iterate

- Revisit the prompting framework.
- Separate your prompts into smaller prompts.
- Adjust your phrasing or switch to an analogous task.
- Introduce constraints.

8 in 10 people globally think **AI will transform most jobs or industries** in the next 5 years.[1]

82% of executives believe workers who are skilled at using AI should be **paid more**.[2]

74% of executives believe workers who are skilled at using AI should be **promoted more often**.[2]

Multimodal prompting

Combine multiple types of formats, or modalities—text, image, and audio—in a single prompt.

Prompt with images:
Take a picture and ask questions about it. Include constraints to focus on what's most important in the image.

Prompt with audio:
Record voice or music and ask for descriptions. Be sure to provide plenty of context about the audio.

Combine modalities:
Share written, visual, or audio references to help guide the output, and be specific about why you're including each.

Get a deeper understanding:
Pair written prompts with audio or images, and gain a deeper understanding of what you're seeing or hearing.

Design an AI agent

Create an AI agent to help you practice skills, collaborate on a project, get feedback and more.

- Assign the persona you want the gen AI tool to take on.
- Give context and scenario details of the conversation.
- Specify conversation types or the kinds of interaction you want the tool to support.
- Provide a stop phrase you can use to end the conversation.
- Ask the tool to provide takeaways or improvement areas after the conversation ends.

Complete multi-part tasks with prompt chaining

Use the output from one prompt as context in the input of your next prompt.

Ask a gen AI tool to explain how it reached an output
Need help troubleshooting? Ask a gen AI tool to explain its reasoning through **chain-of-thought** prompting.
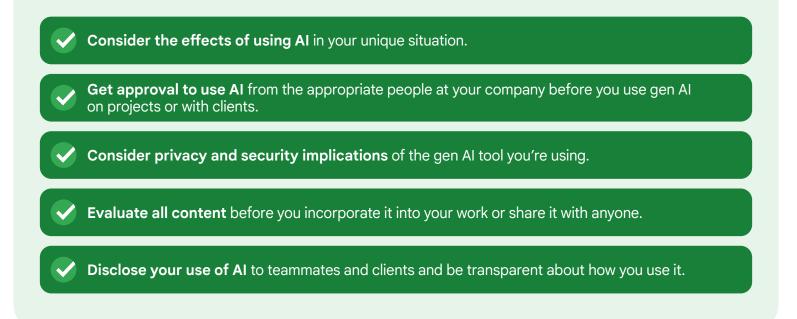
Compare outputs simultaneously
Instruct the gen AI tool to show you the different options it considers while crafting its output with **tree-of-thought** prompting.

Responsible AI checklist

- ✓ **Consider the effects of using AI** in your unique situation.
- ✓ **Get approval to use AI** from the appropriate people at your company before you use gen AI on projects or with clients.
- ✓ **Consider privacy and security implications** of the gen AI tool you're using.
- ✓ **Evaluate all content** before you incorporate it into your work or share it with anyone.
- ✓ **Disclose your use of AI** to teammates and clients and be transparent about how you use it.

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