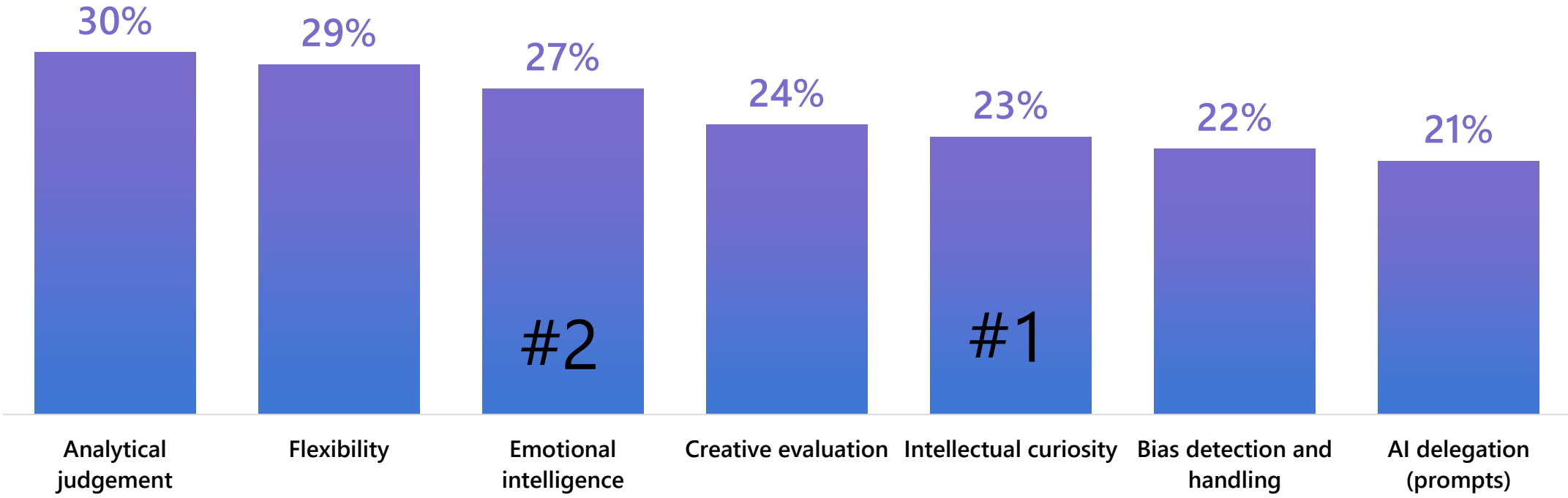
The Art and Science of Prompting

Public Safety edition

AI Skills are now a requirement

82% of leaders say employees will need new skills to prepare for AI. Leaders they're turning to non-technical talent with AI aptitude

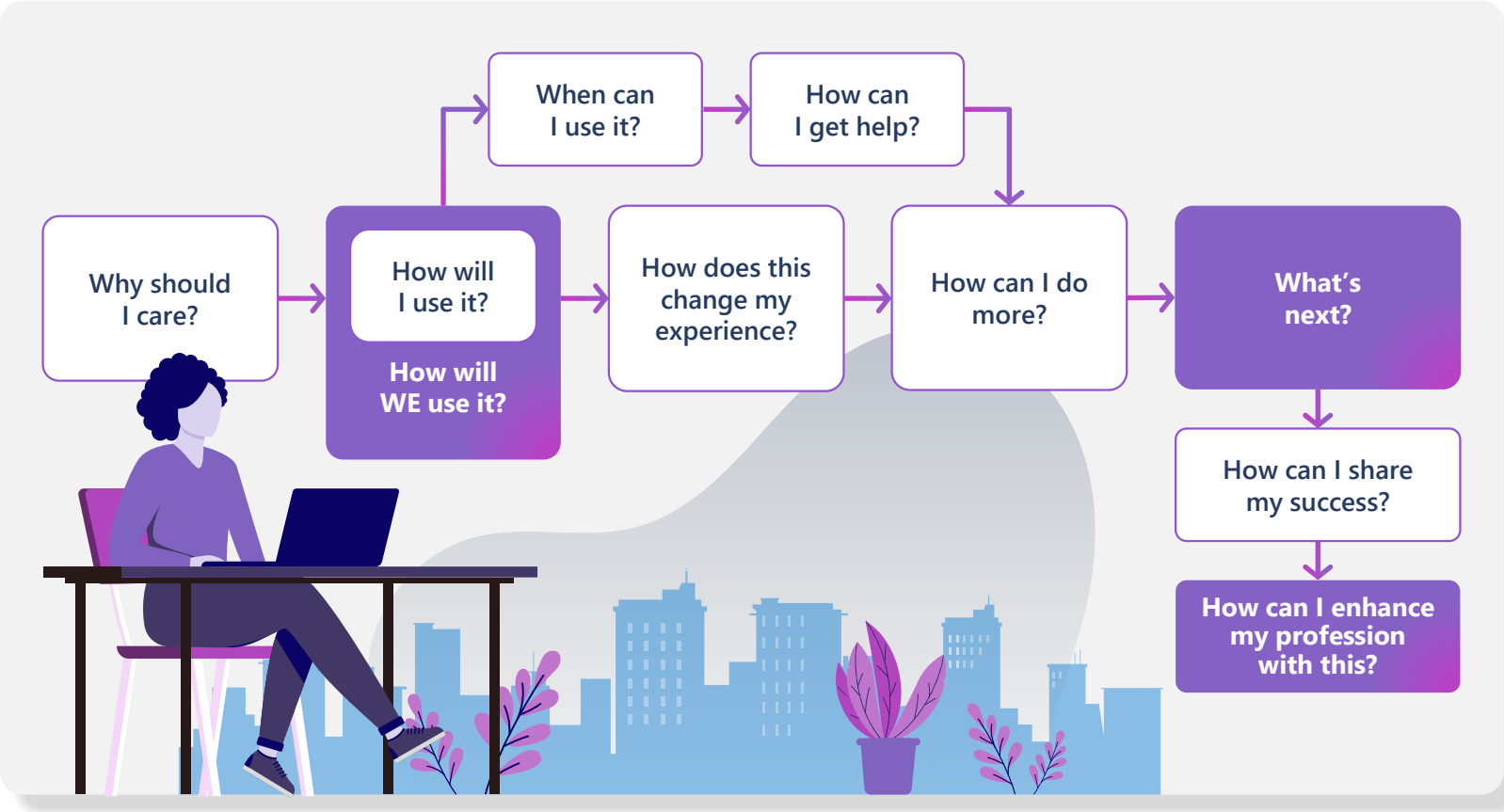
Employees need AI aptitude

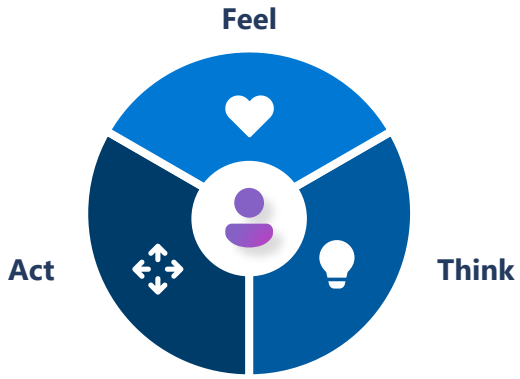


2024 Work Trend Index Annual Report

Understanding the AI Journey

Getting to "Aha!"





The Think-Act-Feel framework is grounded in decades of research showing a whole human understanding – including feelings – is critical to business outcomes.

Building on this framework we understand that **delivering accelerated change is based on trust.**

An aha moment is defined as *"a moment of sudden insight or discovery"*.

Prompting Techniques

Prompt Chaining

Chat with Copilot to iterate on its response to exactly what you're looking for.

Create a list of...

Here you go...

Make it alphabetical

How's this?

Confirmation Prompting

For complex tasks, ask Copilot to *confirm its understanding* before proceeding, to validate the accuracy and relevance of its responses.

~~Mega~~ Full Prompt

Write a detailed prompt that includes all (or most) of the following elements:

Persona | **Objective** | **Audience**

Parameters | **Context** | **Examples**

Few Shot Prompting

Include in your prompt examples of what you're looking for.

Examples

Parameterized Prompting

Skip the pleasantries and full sentences.

Format: Bullet point; chronological. **perspective**: finance professional. **Objective:** project summary. **Audience:** CVP.

Elements of the Full Prompt

1. Persona

Give Copilot an expert role role/perspective to act from

- Command Staff
- Agency Technology Director
- Sheriff collaborating with City Police Chief

2. Objective

What do you want Copilot to do?

- Provide messaging for officer initiatives
- Draft a briefing on AI-driven crime analysis for city council
- Summarize lessons learned from a recent multi-agency response

3. Audience

Who will be the recipient of the content?

- Command staff / Agency leadership
- Frontline officers and supervisors
- City/county government officials
- Community advisory boards

4. Parameters

Tone, style, length, format

- Professional; clear; approachable
- Direct; actionable; concise or detailed as needed
- Short: 1-page summary;
- Long: 20-minute roll call presentation
- Bullet points; briefing table; narrative memo

5. Context

What points should be covered?

- Follow this outline: [insert agency SOP or event agenda]
- Include these key points: [e.g., officer safety, community trust, technology integration]
- Reference this document: [e.g.agency policy manual]

6. Examples

Provide some examples to teach Copilot

- “Draft a roll call briefing on the benefits and risks of AI-powered dispatch tools.”
- “Summarize the top 5 challenges our agency faces in digital evidence management.”
- “Create a Q&A for a community town hall on public safety technology.”
- “Outline a training session for supervisors on new incident reporting protocols.”

© Copyright Microsoft Corporation. All rights reserved.

Break down of a full prompt

Weak prompt: Help me get ready for the upcoming meeting with <*Insert name here*>.

Full prompt

1. **Put copilot in an optimal persona**

   You are a 30-year law enforcement veteran, high performer, and trusted advisor to public safety and law enforcement leadership. Your expertise is in asking deep, insightful questions that move organizations forward, uncovering new opportunities for operational improvement, technology integration, and community impact.

2. **Know your audience, point to sources, and timebound**

   Based on all information <*Insert name here*> has shared only in the last 2 weeks through email, Teams, LinkedIn, SharePoint, and Internal meetings

3. **Have a clear objective**

   provide me a table of the top 10 most important topics that <*Insert name here*> cares about that we should brainstorm in our team meeting.

4. **Add context**

   Provide the output with a collaborative and engaging tone

5. **Create parameters or structure**

   in a table that includes the columns 1. *topic* 2. *why* <*Insert name here*> cares about the topic 3. *current status* on the topic 4. any *known challenges* on each topic 5. *question I can ask* to facilitate a meaningful conversation and help solve a problem on that topic.

© Copyright Microsoft Corporation. All rights reserved.

Prompt – impactful and relevant topics for a meeting

Time saved: +3 hours

Use Case: Insightful meeting questions for prep meeting with *<insert name here>*.

Goal: Obtaining relevant topics and questions your leadership cares most about.

App: Microsoft 365 Copilot

Prompt to try: You are a 30-year law enforcement veteran, high performer, and trusted advisor to public safety and law enforcement leadership. Your expertise is in asking deep, insightful questions that move organizations forward, uncovering new opportunities for operational improvement, technology integration, and community impact. Based on all the information *<insert name here>* has shared only in the last 2 weeks through email, Teams, LinkedIn, SharePoint, and Internal meetings please provide me a table of the top 10 most important topics that *<insert name here>* cares about that we should brainstorm in our team meeting. Please provide the output with a collaborative and engaging tone in a table that includes the columns 1. topic 2. why *<insert name here>* cares about the topic 3. current status on the topic 4. any known challenges on each topic 5. question I can ask to facilitate a meaningful conversation and help solve a problem on that topic.

1. **Understand your persona**
2. **Have a clear objective**
3. **Know your audience**
4. **Create parameters**
5. **Add context**

Prompt – <*insert agency*> - Copilot value and skilling

Time saved: over 100 minutes
Value achieved: Conversation starter for Copilot
App: Microsoft 365 Copilot
Prompt to try: In the persona of the most knowledgeable Microsoft 365 Copilot technical architect for public safety, please analyze all the most recent publicly disclosed strategic plans, annual reports, technology modernization documents, press releases, and performance reviews from *<insert agency name here>*. Identify common themes of future mission priorities and operational improvement opportunities where Microsoft 365 Copilot can help the agency drive measurable outcomes—such as improved officer safety, faster investigations, enhanced community engagement, and greater compliance. Provide a table of the top 10 themes and specific examples and use cases of how Microsoft 365 Copilot could help the agency achieve those goals.

Follow up Prompt to try:

In the persona of the world's leading deployment specialist for Microsoft 365 Copilot in public safety, please review the most recent publicly disclosed strategic plans, performance reports, technology roadmaps, and press releases from <insert agency/jurisdiction here>. Identify the top 10 upskilling initiatives that would most improve mission outcomes (e.g., officer safety, investigations throughput, evidence management, command & control, community trust), and for each initiative provide specific Microsoft 365 Copilot training/use cases mapped to roles (patrol, detectives, analysts, supervisors, command). Add a column listing the suggested deployment timeline and required resources to achieve optimal ROI, and include an approximate resource cost estimate in US dollars.

Prompt – Infinite Focus Group – agency decision planning

Time saved: too many hours to count
Value achieved: agency insights
Use Case: The infinite focus group to gain team insights and agency scenario planning
Goal: Learn more about how agency leaders and internal dialogue that can drive purchase intent and decisions
App: Microsoft 365 Copilot
Prompt to try: I want to run a focus group for <subject/challenge/idea> in our agency. Create a group of five diverse personas (e.g., patrol officer, detective, supervisor, dispatcher, community liaison) who are involved in or impacted by this decision. Tell me their roles, years of service, background, current familiarity with the topic, and why they care about this initiative.

Follow up Prompt to try:

I would like to learn more *<insert name here>* and why they reached out after the study and said that they wanted to provide additional deep insights to help me understand now what *< insert name here >* real, honest feelings are about purchases like this, and inadequacy they might feel, or fear, or the real reasons why they may be feeling these things, not just the reasons they might tell a focus group.

Follow up Prompt to try:

<insert name here>, what keeps you up at night about making this decision and what information can I help you with that will make this easier for your and your team?

Follow up Prompt to try:

<insert name here>, can you please tell me more about your team's time allocation tedious tasks? what specifically do you have to do to complete these tasks? how is that done today, and where specifically do you think, AI can help improve that time for your team? If done optimally, how much time could you save on each task in a given day or week?

Credit: Conor Grennan Chief AI Architect NYU

Also follow Ethan Mollick AI professor at Wharton

Prompt – Solve any problem or advance any opportunity really!

Time saved: too many hours to count
Value achieved: unlimited problem solving
Use Case: Help brainstorm advance and solve any problem you have with automated persona-based solving.
Goal: Solve problems, recognize opportunities.
App: Microsoft 365 Copilot

(**Note:** below is one prompt: 1. **copy-paste all bullets below drop in Copilot**, 2. give it a problem, and follow the questions or click answer/solution, or give more context IF needed**)**

Prompt to Try:

•For a problem or opportunity, which you will ask me about and I will then provide, you will craft the perfect persona (please include relevant experience and qualifications when describing the persona) to solve the problem. Act as a mediator between me and the persona by asking me the 3 most relevant questions to assist the persona with finding the best solution.
•Once you have finished your response, if I type "answer" then please provide answers to the 3 questions posed by the persona. Then propose a solution. You must always add 3 new questions from the persona to further iterate the solution.
•For every response ensure you end by asking "If you would like me to provide responses to the [*Insert Persona Name*] questions on your behalf to further the solutioning, type "answer". If you would like to add additional information simply type in the additional information below and [*Insert Persona Name*] will review with the aim to provide the best solution. If you would like to view the detailed solution, including plan and estimated costs based on responses captured, type "solution".
•Continue our iteration process by always adding answers to the persona's 3 most recently asked questions in your reply, if I type "answer".
•If there are questions from the persona after a solution is presented, please offer to answer those. Then offer to update the solution's existing information if I type "solution".
•If you can carry out this task, simply respond "Please let me know what opportunity or problem you would like to investigate."

Prompt – The Prompt to build any prompt

Use Case: Help automate your prompting creation to maximize Copilot value.
Goal: Create great prompts, recognize opportunities.
App: Microsoft 365 Copilot

(**Note:** below is one prompt: 1. **copy-paste all bullets below drop in Copilot**, 2. give it a prompt idea, and follow the questions or click answer/solution, or give more context IF needed**)**

Prompt to Try:

Hi, I'd like you to act as my Prompt engineer. Your goal is to help me craft the best possible prompt for my needs. The purpose of the prompt is that I will use it with you, Copilot.
You must follow the following process during this chat session:
1. Your first response will be to ask me what the prompt should be about. I will provide my answer, but we will need to improve it through continual iterations by going through steps two and three.
2. Based on my input, you will generate two sections.
- Revised prompt (Always provide your revised prompt. It should be clear, concise, and easily understood by you)
- Questions (Ask any relevant questions pertaining to what additional information is needed from me for you to improve the prompt).
3. We will continue this iterative process with me providing additional information to you, and you continuously updating the prompt in the Revised prompt section so I can use it.

Credit: Erik Olsson via aka.ms/promptbuddy

Preparing for the era of AI

What are your organization's **goals** for using AI?

What are your organization's **pain points** that AI can address?

What are your organization's **current capabilities** in terms of AI?

Does your organization have a **data strategy** in place?

Does your organization have the necessary **infrastructure and resources** to support AI initiatives?

Does your organization have a plan to **measure AI impact and upskill** its workforce in AI?

Identify and empower your power users

Bookend their day with AI

Experiment with use cases

Redesign workflows

Analyze information

Brainstorm or problem-solve

Stay persistent and curious

Source: 2024 Work Trend Index Work Trend Index | AI at Work is Here. Now Comes the Hard Part

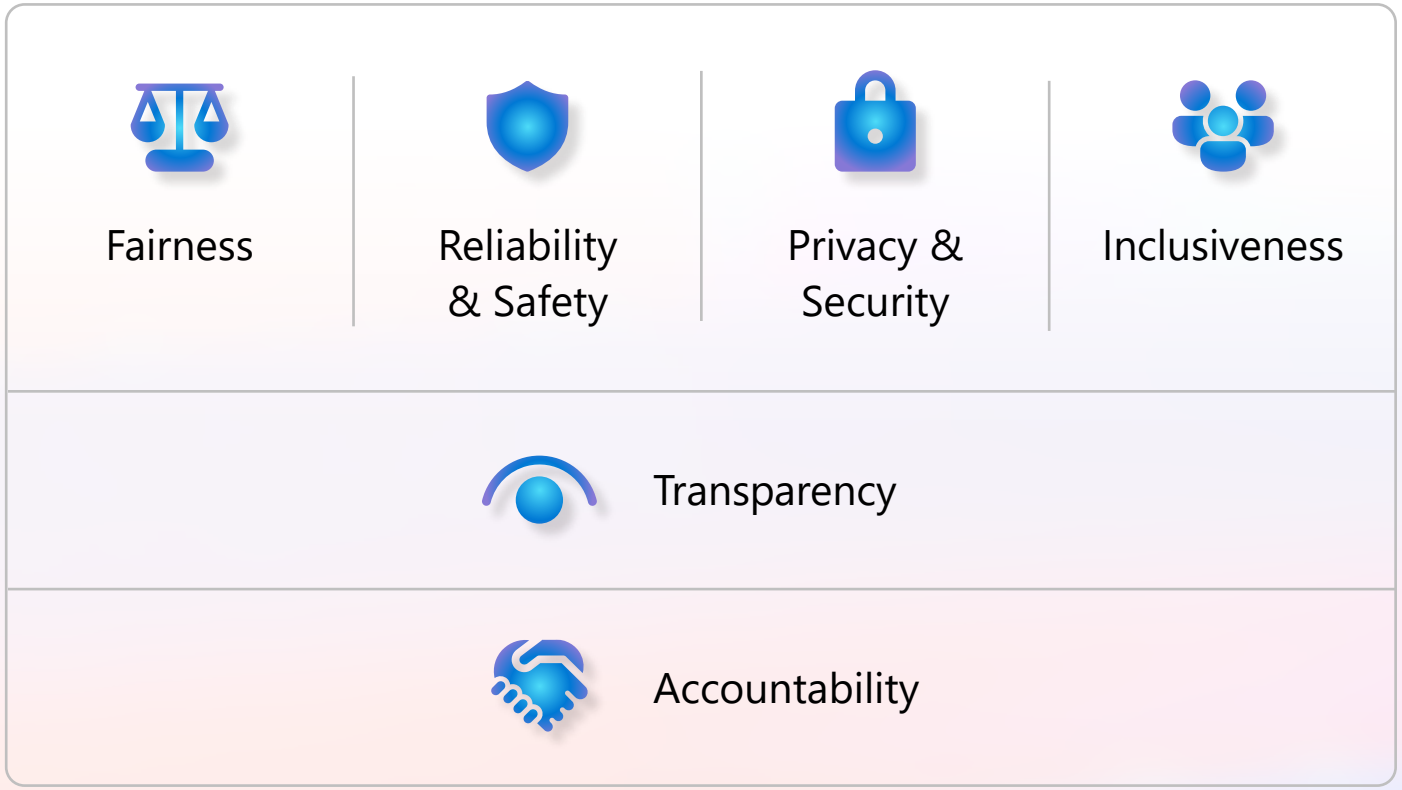
Empowering A New Era of Thinking and Skilling

Senior leaders lean in

Company culture is change-ready

They get tailored training

Microsoft's AI principles



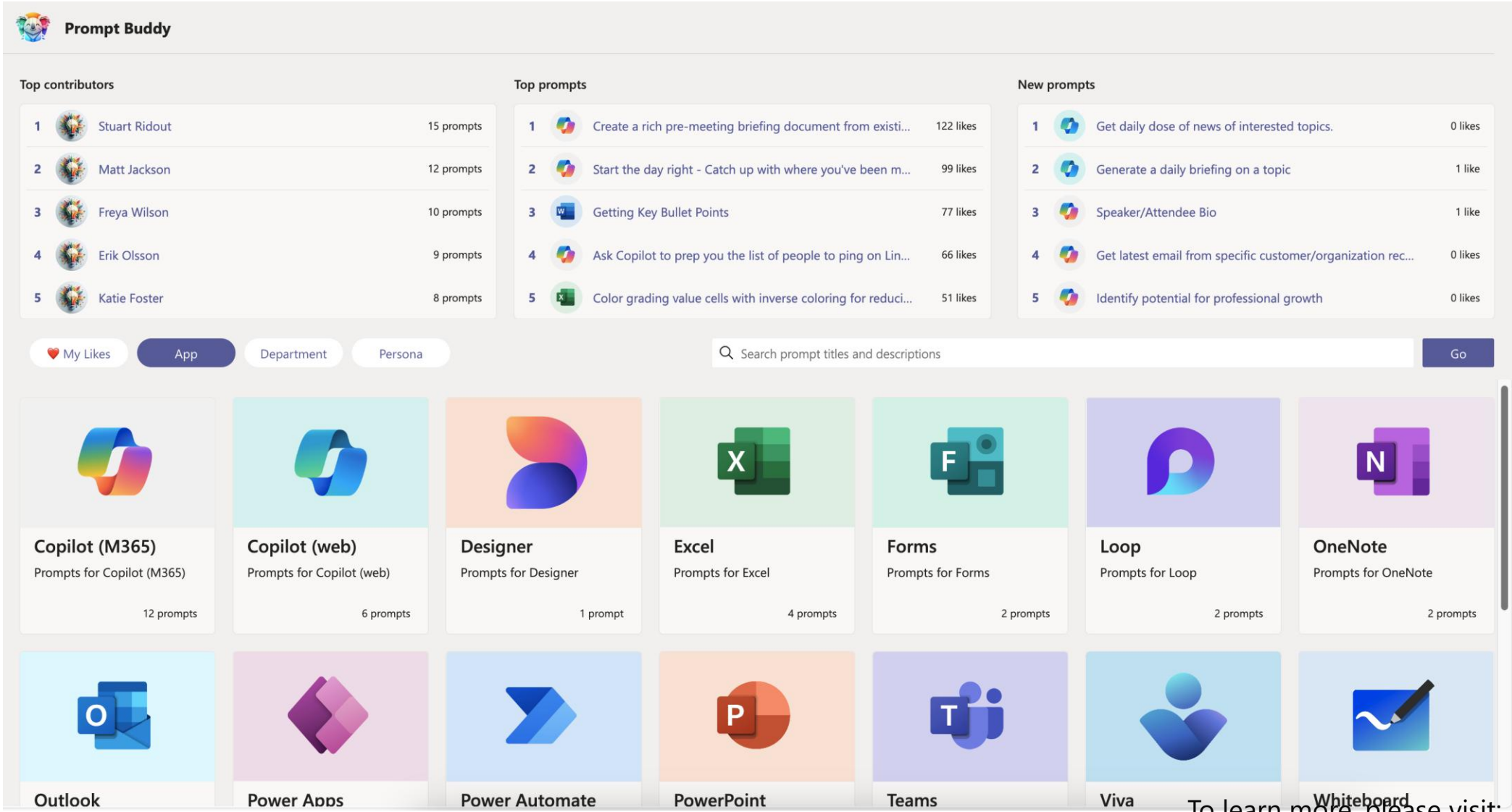
Microsoft Cloud — AI you can trust

Your data is **your** data.

Your data is **not** used to train the OpenAI foundation models without permission.

Your data is **protected** by the most comprehensive enterprise compliance and security controls.

If you've made it this far, Go Download aka.ms/PromptBuddy and pin it in Teams – Erik Olson created the 'Solve Anything' prompt – go check out his prompt to create prompts for anything you need.



To learn more, please visit: aka.ms/GetPromptBuddy

Copilot Lab

A comprehensive learning resource that helps everyone begin their Copilot journey with confidence and grow with Copilot.

Get started with ease

Find prompt inspiration directly in your favorite Microsoft 365 apps or visit the Copilot Lab website for a full collection of training videos, helpful articles, and ready-made prompts to get started quickly.

Build new AI skills

Discover what's possible with Copilot and learn prompting fundamentals to create effective prompts on your own and unlock the magic of Copilot.

Achieve more together

Explore our curated selection of suggested prompts or create, save, and share prompts of your own to help you and your team get more done and tackle any project or task at hand.

Get started today: aka.ms/Copilotlab

NEW!
Copilot Success Kit
Accelerate your path to value

- Top implementation summary guide (PPT)
- User Enablement Guide (PPT)
- Top 10 to try first with Microsoft 365 Copilot (one pager)
- Technical Readiness Guide (PPT)
- Copilot adoption guide for leaders (eBook)
- Microsoft Viva for Copilot rollout guide (PPT)

Additional resources:

- **Get ready –** Scenario Library
- **Onboard & engage –** Onboarding email kit with onboarding and training email templates, approved graphics and swag guidance, community guide, Business User one-pagers
- **Deliver impact –** User survey kit, Copilot Dashboard guidance

Next steps

Leadership

- Form your AI Council
- Participate in Microsoft Executive AI Learning Series
- Prioritize competitive advantages
- Conduct talent and resource review

Human change

- Identify User Enablement Leader
- Engage with legal, security, and business leaders
- Plan for Works Council engagement*
- Onboard user enablement partners

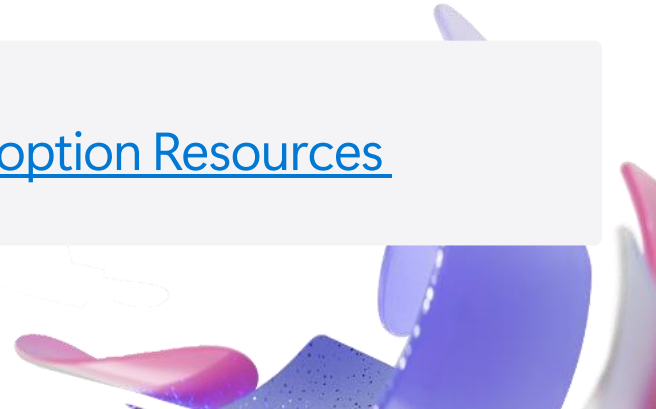
Technical skills

- Identify technical leaders
- Onboard technical partners
- Prepare for policy review

*applicable to organizations with business entities in Works Council governed locations

Let’s accelerate adopotion

- Work with your Account Representative to build your business and skilling plans for AI
- Get end to end support from Microsoft Unified and Partners
- Delve into security, privacy, and compliance
- Identify use cases and metrics in the Scenario Library and leverage the Adoption Resources



Resources for leaders

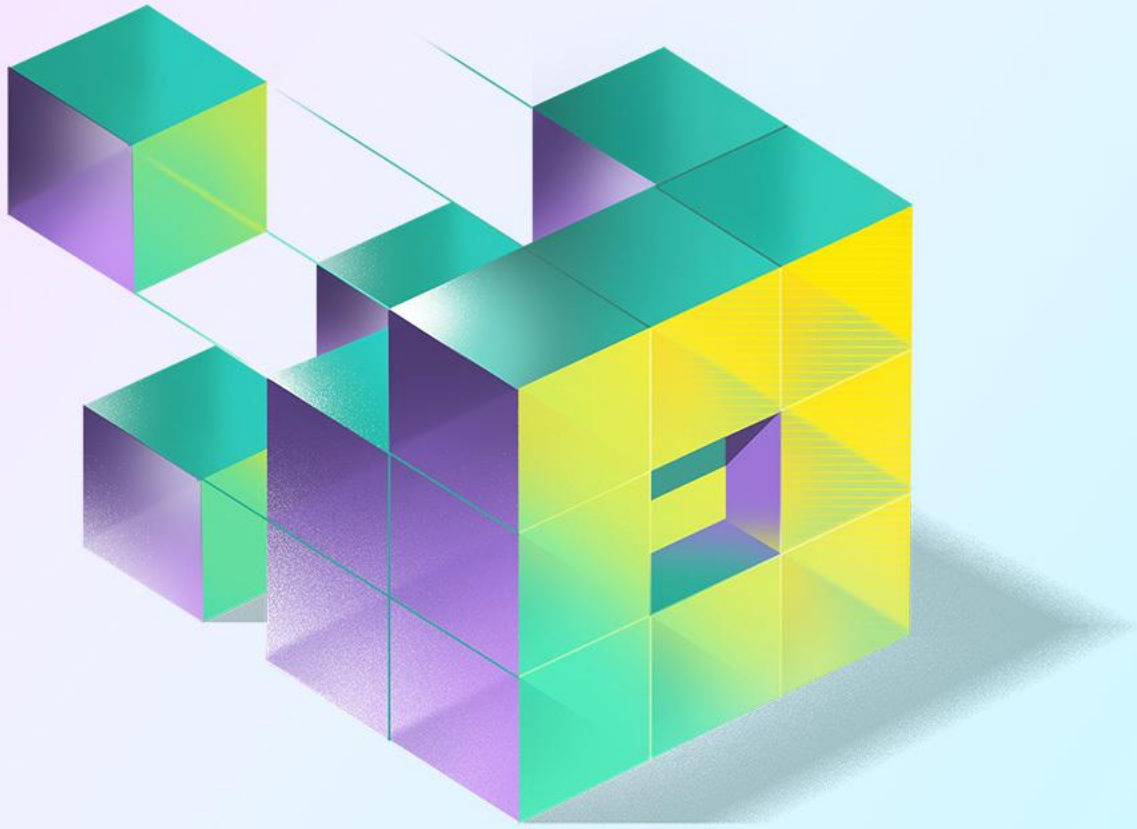
WorkLab

[editorial, podcasts, thought leadership]

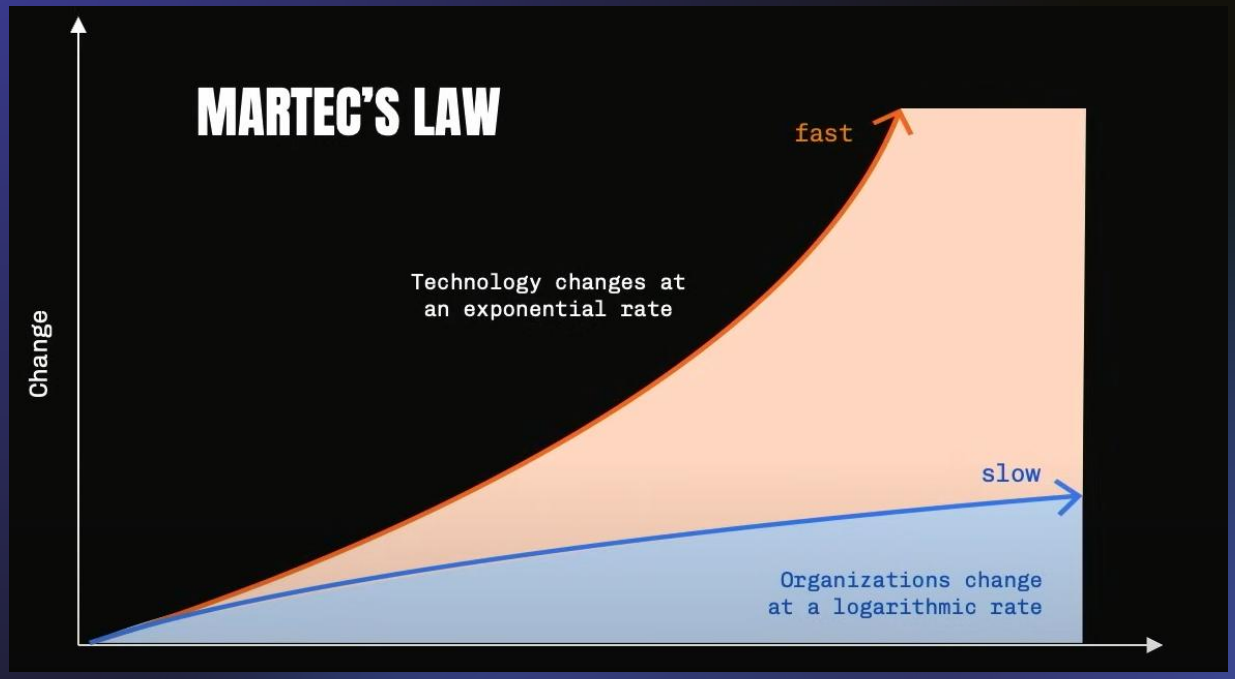
Work Trend Index

[annual survey, research, reports]

microsoft.com/worklab



Microsoft 365
Thank You



MODEL CAPABILITIES ARE IMPROVING 5-10X PER YEAR.

BY MARCH 12, 2029

At 5X	→	At 10X
3,125 Times More Capable		100,000 Times More Capable

Source: [Billion Dollar Teams: The Future of an AI Powered Workforce | SXSW 2024]