



Audencia

# LEARNING **WITH** AI

*11th March Paris – 20th March Nantes*

# EXAMPLE PROMPT 1

## Can AI be trusted – an absurd case

That's a fun and imaginative question! While a toucan managing a team of crocodiles is purely fictional, let's explore how it might work in an imaginative scenario.

- 1. Effective Communication:** Toucans are known for their loud and distinctive calls, so the toucan could use its vocal abilities to get the attention of the crocodiles and give commands. It might also use visual signals, like its colorful beak, to convey instructions or indicate certain actions.
- 2. Delegating Based on Strengths:** The toucan could assign roles to the crocodiles according to their unique strengths. For example, the larger, stronger crocodiles might be in charge of defense, while the more agile ones could be used for patrols or gathering resources. The toucan could delegate tasks efficiently based on each crocodile's abilities.
- 3. Leading Strategically:** A toucan, despite its smaller size, could lead with intelligence and strategy. It might not be physically dominant, but it could leverage its ability to think critically, make plans, and ensure the team works together effectively.
- 4. Motivation and Morale:** The toucan could motivate its team of crocodiles by offering rewards or praise for good performance. Even though the toucan is a small bird, its leadership could shine through by keeping the team's morale high and encouraging cooperation.
- 5. Creating a Positive Environment:** The toucan might use its natural charisma to build a positive environment where the crocodiles respect and follow its lead. A good leader knows how to create harmony and ensure the group works together efficiently.

In this fictional world, it's all about combining the toucan's communication skills, strategic thinking, and ability to inspire its team. It's a great example of how different traits can complement each other in a fun, imaginative way! 😊

# AS A RECAP TO KEEP IN MIND

## How AI works

- "Responds to a request based on general knowledge.
- Always gives an answer regardless of the question.
- Is capable of arguing very logically and in detail while talking nonsense



**AI assists your work, AI is never the expert the subject, nor does it learn in your place**



- YOU validate its response
- YOU make connections between the responses
- YOU check the sources
- YOU decide what to keep or not
- YOU guide the AI



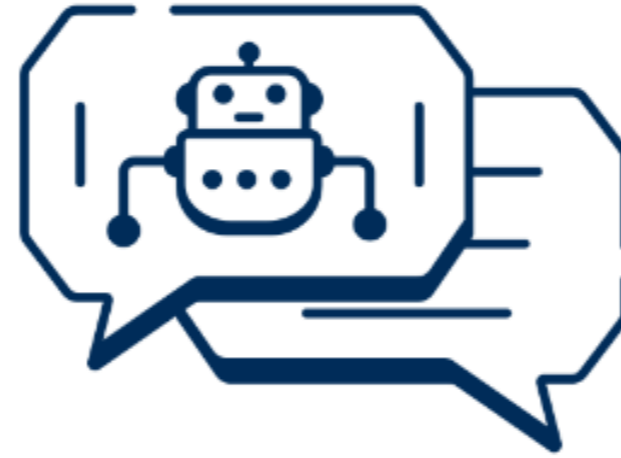
## Importance of reflexivity

- **What is AI telling me?**
- **What sources has AI used? Are they reliable? Has it compiled them well?**
- **Is it telling the truth? Is it hallucinating?**
- **Any bias in its responses?**

# ADDITIONAL POINTS



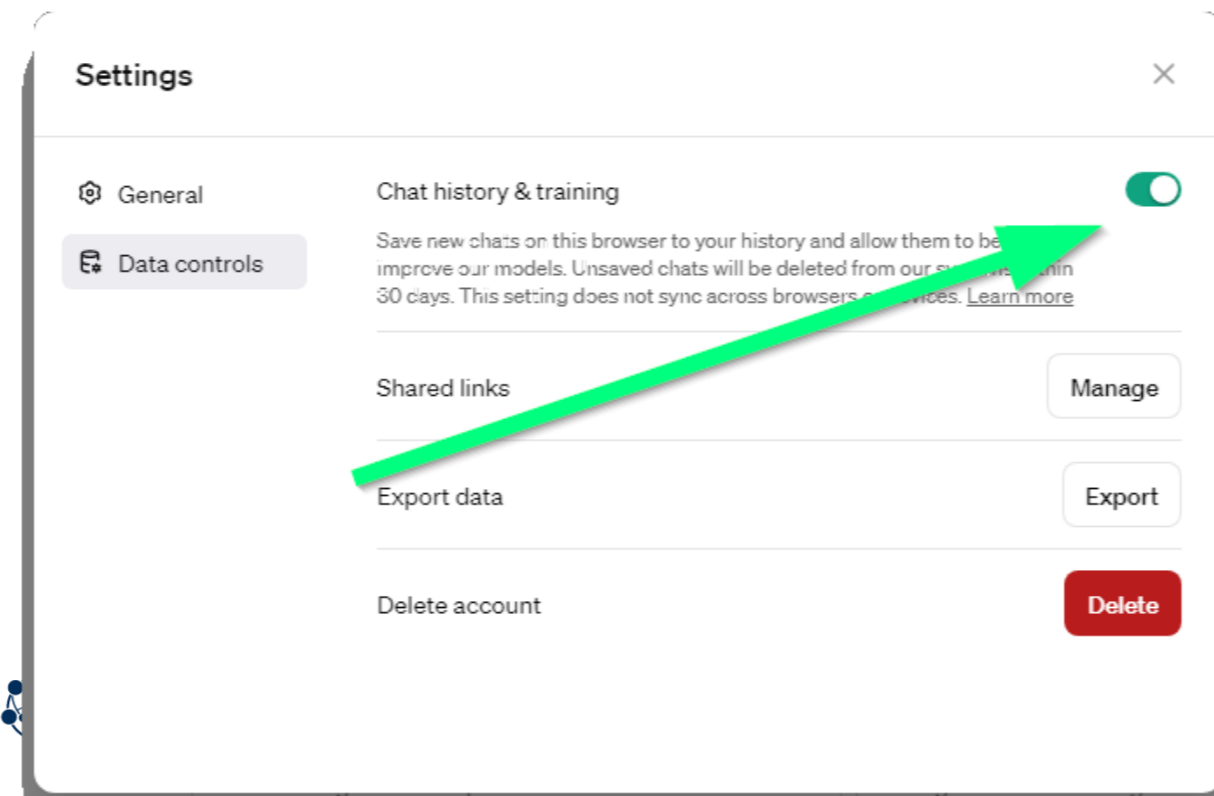
**Do not share private information**



**Conversations with AI are not confidential. AI uses conversations to get trained**



**ChatGPT collects data about you**



# AUDENCIA POLICY

Audencia advocates a technological humanist stance and believes that technology will improve human performance.

Unless otherwise stated by your teacher, the use of generative artificial intelligence tools is permitted in documented and homework assessments.

However, you must declare this use in writing to the professor(s) teaching your course, specifying (1-2 pages maximum):

For what purpose(s) was the tool used (e.g., creating a draft, rewriting to improve readability, producing images)?

What exact content was generated (e.g. slides 3-12, paragraph xxx on topic xxx, calculations for question xx, the whole essay),

How has this enhanced or altered the skills the course aims to develop (expected learning outcomes)?

**Students are reminded of the principles of academic integrity and plagiarism: you must declare any work that is not your own in a clear and unambiguous manner.**

# The *secrete* formula

# THE SECRETE FORMULA TO SUCCESSFULLY WRITE YOUR PROMPTS

- "First ingredient – Assign a role to the AI
- Second ingredient – Establish the context (target and objectives)
- Third ingredient – Define a format (word count and structure)
- Fourth ingredient – Specify the desired tone (formal, friendly, humorous, educational, etc.)
- Fifth ingredient – Set boundaries
- Sixth ingredient – Revisions and improvements (continue the chat, exchange)"

Ex : "be my study buddy"

Ex : "course ..."  
"level Bachelor 1A..."

Ex : A summary with key points

Ex : Talk to me as if you were a kind and critical classmate

Ex : If you see I reply too easily, increase the level of difficulty

Ex : Find me reliable sources on the web to complement those addressed in class

# 1ER INGRÉDIENT – DONNER UN RÔLE À L'IA

"Écris-moi quelque chose sur le marketing".

✘ Mauvais exemple car ChatGPT peut interpréter cela de mille manières.

"Agis comme le chargé marketing d'une agence de voyage basée à Montréal, spécialisé en création de contenu".

✔ Bon exemple car cette précision donne un contexte et une direction claire à l'IA.



## 2E INGRÉDIENT – ÉTABLIR LE CONTEXTE (CIBLE ET OBJECTIFS)

"Écris-moi un post sur les erreurs en SEO technique".

✘ Mauvais exemple car cette formulation laisse trop de place à l'interprétation et ne guide pas suffisamment l'IA.

Le ton

La cible

"Tu souhaites rédiger un texte accessible pour les débutants du SEO sur les 3 erreurs de SEO technique les plus courantes et comment les éviter".

L'objectif

✔ Bon exemple car ce prompt spécifie non seulement le sujet, mais aussi le ton du texte, la cible du contenu et un objectif précis.

## 3E INGRÉDIENT – DÉFINIR UN FORMAT (LE NOMBRE DE MOTS ET LA STRUCTURE)

"Écris-moi un article" ou "Donne-moi des idées pour mettre en avant mon entreprise dans un webinaire".

✘ Mauvais exemple car ces demandes sont trop vagues et ne spécifient pas les détails nécessaires.

"Rédige un article de blog pour mon site internet, ajoute au moins 10 émojis et commence par une phrase d'accroche en deux lignes".

✔ Bon exemple car cette instruction claire détermine la longueur, le style visuel et la structure, assurant un contenu ciblé et adapté dès le premier essai.

# 4E INGRÉDIENT – PRÉCISER LE TON SOUHAITÉ

Indiquer le style de communication qui résonnera le mieux avec votre audience (cible), que ce soit formel, amical, humoristique ou éducatif.

Par exemple, si vous rédigez un post sur les réseaux sociaux pour une entreprise B2B, vous pouvez lui demander dans le prompt “Écris avec un ton pédagogue et expert”.

# 5E INGRÉDIENT – PLACER DES LIMITES

**"Rédige un court post".**

**✘** Mauvais exemple, évitez les directives trop générales car cela laisse trop de place à l'interprétation.

**"Rédige la publication en moins de 1200 caractères. Ne fais pas de phrase de plus de 30 mots. N'utilise pas des mots comme : ".." ou "..", etc."**

**✔** Bon exemple, préférez des consignes spécifiques. Cela garantit que le contenu produit respecte vos critères de longueur et de lisibilité.

# 6E INGRÉDIENT – RÉVISIONS ET AMÉLIORATIONS

Tout simplement continuez la conversation pour affiner le résultat.

Tester et affiner vos prompts est crucial pour optimiser les réponses de l'IA.  
Analysez les réponses obtenues pour identifier les points à améliorer.

# A few examples of prompts

# EXAMPLES OF MORE COMPLEX PROMPTS

## BLOOM'S TAXONOMY

“Could you please teach me the following text using multiple-choice questions (MCQs) that follow Bloom’s Taxonomy, starting with lower-level cognitive skills and progressing to higher-order thinking. Ask one question at a time. Begin with simple recall and comprehension questions, then move to application, analysis, evaluation, and creation-level questions only after I have answered three questions correctly in a row at the current level. If I struggle at any level, reinforce the concept with additional questions at the current level before advancing to higher levels of learning. Provide clear explanations after each answer to deepen my understanding and refine my thought process. Adapt the difficulty dynamically based on my responses, ensuring a structured yet personalized learning experience.”

### Ingredients:

Role : expert in learning (understand Bloom’s taxonomy)

Context : a clear goal of mastery is identified

Format : MCQ/interactive

Tone : Polite/didactic

Limits : Rules for adapting the questions. Provide explanations of answers

# EXAMPLES OF MORE COMPLEX PROMPTS

## Level 1: Remembering (Recall)

1. Who developed the Thomas-Kilmann Conflict Mode Instrument (TKI)?

- a) Robert Blake and Jane Mouton
- b) Kenneth W. Thomas and Ralph H. Kilmann
- c) John Dewey and Kurt Lewin
- d) Peter Drucker and Warren Bennis

What do you think the answer is?

## Level 2: Understanding (Comprehension)

2. The TKI framework is based on which two fundamental dimensions?

- a) Intelligence and creativity
- b) Assertiveness and cooperativeness
- c) Autonomy and empathy
- d) Communication and decision-making

What do you think the answer is?

With a complex prompt, you may have to remind CHATGPT about the rules as you go.



# MORE EXAMPLES OF COMPLEX LEARNING PROMPTS

## SPACED REPETITION

"Please produce a series of QCM questions on the following text in a spaced repetition framework. Start by asking the questions in random order. After I answer each question, if I get it wrong, ask the same question again after 2 or 3 other questions have passed. If I answer it correctly, move to a more difficult question. Please provide explanations for wrong answers and repeat the process for the rest of the questions."

## INCREASED COMPLEXITY

"Please ask me multiple-choice questions (QCM) based on the Thomas-Kilmann Conflict Mode Instrument (TKI) text, starting with easier questions. After each correct answer, increase the complexity of the next question. Continue asking questions until I have successfully answered 10 complex questions. After each question, provide an explanation for the correct answer, especially if I get it wrong."

# FIXING AN END TO THE LEARNING SESSION

## Number of right answers in a row

Teach me a text using MCQs following Bloom's Taxonomy. Start with basic recall questions and increase difficulty as I answer correctly. **The session should end when I have correctly answered 10 higher-order questions in a row.** If I get one wrong, adapt the difficulty accordingly and reinforce weak areas before moving forward."

## Fixed number of questions

"Teach me a text using MCQs, progressing through Bloom's Taxonomy. **Ask a total of 30 questions,** adapting difficulty based on my responses. Provide explanations after each answer and ensure that the final questions test higher-order thinking. End the session once 30 questions have been asked."

## Performance Goal

"Teach me a text using MCQs, following Bloom's Taxonomy. Adapt difficulty based on my responses, reinforcing weak areas before advancing. **The session should end when I have answered 80% of the last 20 questions correctly, ensuring both accuracy and mastery.**"

## Time Period

"Act as a tutor and ask me multiple-choice questions about [topic]. Gradually increase the difficulty based on my answers. If I get a question wrong, provide the correct answer with an explanation and ask the same question again after 2 or 3 other questions. **Continue for 10 minutes, then summarize my performance and suggest areas for improvement.**"

# Conclusion

# HAVE FULL AWARENESS ON PLANET IMPACT OF AI USE

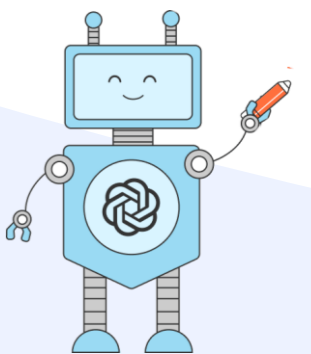
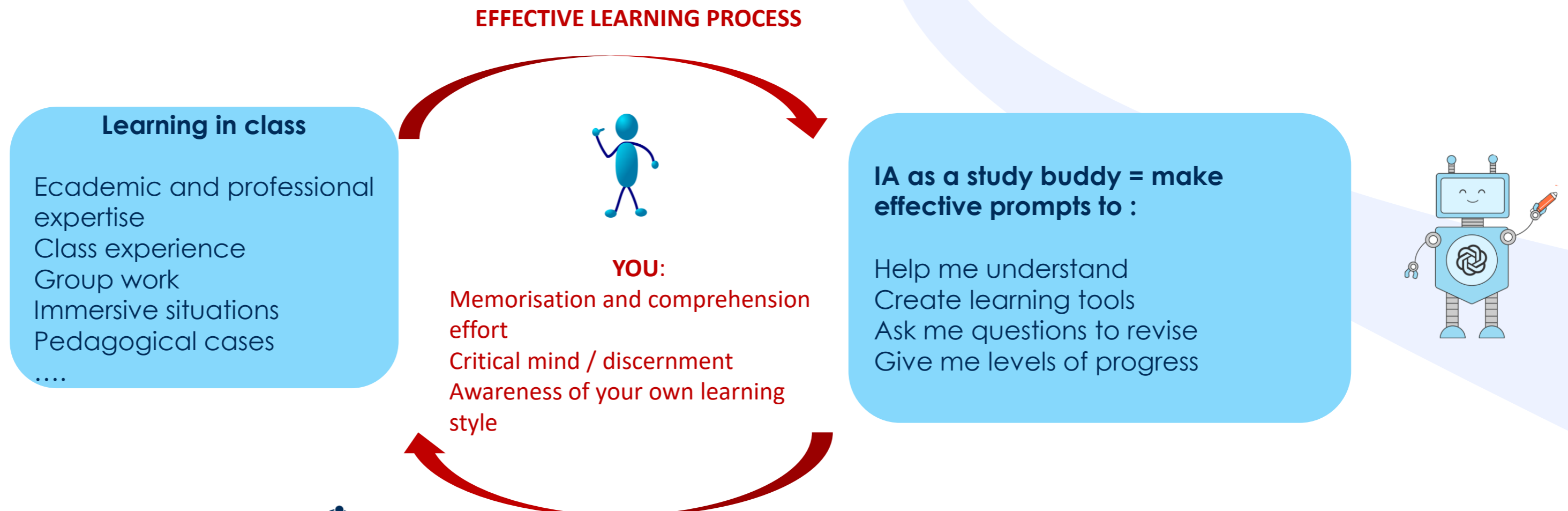
A prompt uses a lot of energy (water – electricity)

Use it on purpose



# KEEP IN MIND

- Keep a critical mindset
- Interact with the AI, by increasing your expectations / think of the secrete formula!
- AI can really assist you in the learning process if you use it as a flexible and adaptive tool
- Remember that it is not the AI that will make you learn/understand; you will need to put in the effort to memorize and understand





**Audencia**

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Thank you for your attention.

**NEVER  
STOP**

**DARING**

"  
*Cultiver l'audace,  
toujours et à tout âge,  
croire en soi, se lancer, innover,  
apprendre de ses échecs,  
se relever et recommencer.  
S'engager avec et pour les autres,  
agir en manager responsable,  
respectueux et bienveillant,  
impacter positivement la société.*

*L'audace nous grandit,  
élargit notre horizon,  
nourrit notre imagination  
pour mieux transformer le monde.*

"