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Generative Artificial Intelligence Overview, methodology, use cases, and practical exercises

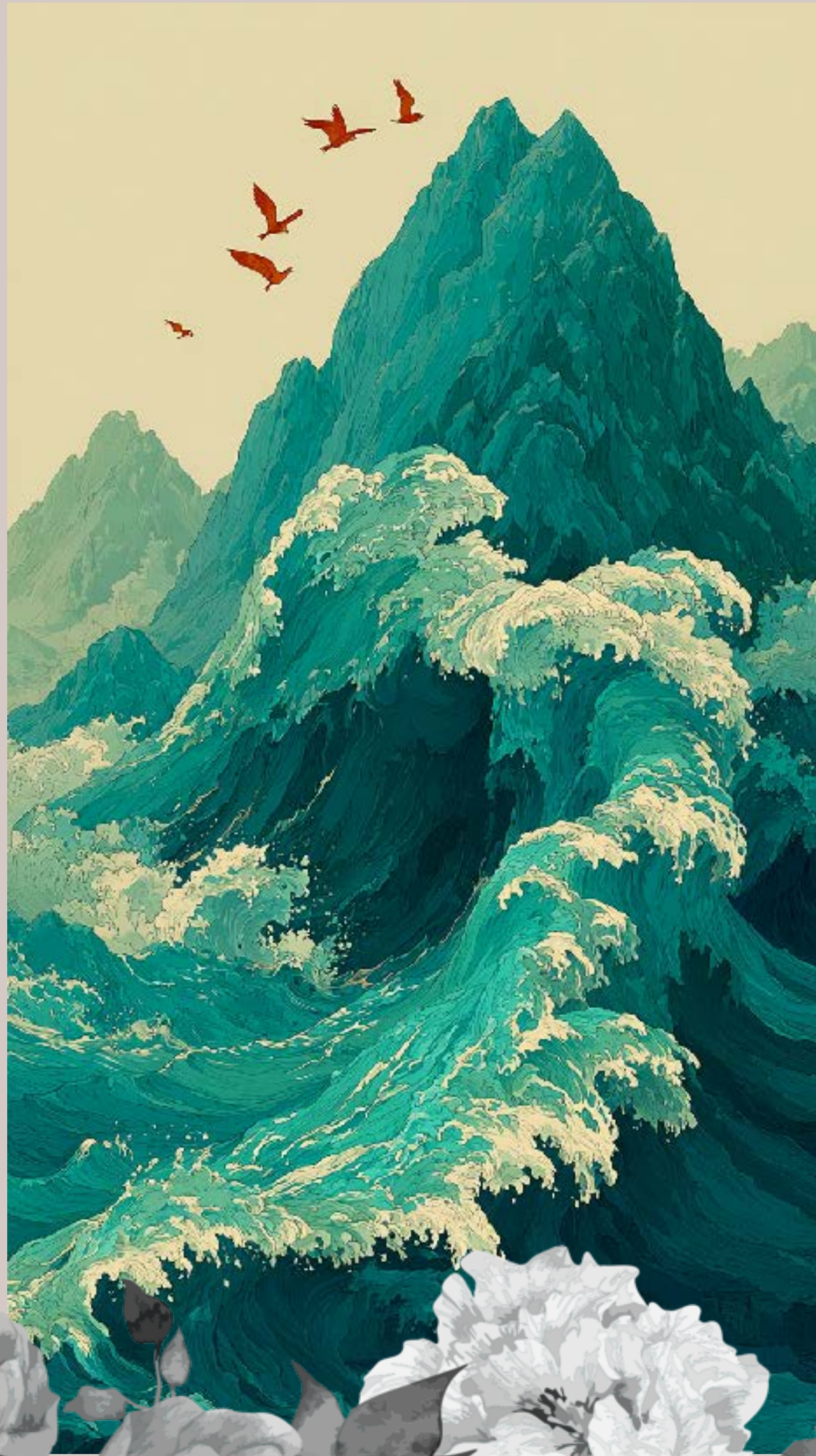




Biography, Patrick Bellair

- Digital entrepreneur for 25 years
- Founder of the communications agency "La dictature du beau"
- Artificial intelligence expert
- Keynote speaker & AI trainer
- Director of a Master's degree in Digital Design
- Professional photographer and director





The Upcoming AI "Tsunami"

By 2047, AI will be able to do everything.
Preparing for it today is an absolute necessity.



A Blistering Pace of Improvement

AI technology is improving at a dizzying speed, compelling us to adapt.





How AI Works: The Simplified Version

Trained on vast amounts of data, it predicts the next word without actually "thinking" on its own.





Global Overview

The Best Generative AIs

[View >>](#)

https://docs.google.com/spreadsheets/d/1TYq5_MqLhyS5CzkHHU8SLSL8Xk_xjR2-cVQiTpq6fRE/edit?gid=0#gid=0





Initial Practical Exercise:

Prompt/Instruction: Write a prompt asking the AI to compose a 3rd follow-up email to a colleague (Raoul) who is supposed to provide an urgent debrief/report expected before 4:00 PM.

Challenge: Require the AI to also provide a backup plan (e.g., retrieving his raw notes) to unblock the situation.

Methodology

The Anatomy of a PROMPT





What is a "prompt"?

It is a strategic brief. The quality of your result depends on the clarity of your initial request. Do not work on intuition; you need a real methodology.





Level 1. The RECSS Method

(Pronounced Rex) The ideal strategic framework for structuring all your prompts to an artificial intelligence.



Give a **R**ole to the AI
R
Clearly **E**xplain the task to be accomplished
RE
Contextualize your requests
REC
Work on its **S**tyle
RECS
Specify the output **S**tructure
RECSS



The **RECSS** method (pronounced REX)





R for Role

(Act as an expert in...)

Instruct the AI to act as an expert to obtain much more relevant answers.





Gaining Domain Knowledge

First and foremost, deepen your understanding of the topic. Identify recognized experts, their approaches, and proven techniques in the field. This immersion is the essential foundation for writing a relevant, informed prompt for the AI.

PROMPT :

Act as a specialist in **(Insert specialty name here)**
Give me a list of the top 10 techniques or authors in this field
For each, provide:
The name
A detailed, easy-to-understand explanation
An example with context



E for Explanation

(Don't be lazy: provide plenty of detail)

Provide precise and detailed instructions regarding the task the AI must complete.



C for Context

(Who am I? And who am I talking to?)

Explain who you are and, crucially, who the final message is intended for.



Minimizing "Hallucinations"

Paste the instructions below at the end of your PROMPTS to reduce hallucinations as much as possible.

[Méthodology >>](#)

<https://docs.google.com/document/d/1ByD5qLCKTyOclOZb0rd9NomUX5oHZvK6ymRIUXKZTIQ/edit?tab=t.0#heading=h.8cczy92gvzmv>





The Reference Guide

Create a document containing all relevant information about your company to share with the AI and provide it with context.

[Méthodology >>](#)

https://docs.google.com/document/d/1tkwHCSooYHnxrO6ib2daq_H6TCXTl4Y1paVlaejOhwM/edit?tab=t.0





S for Style

(Pronouns, tone, author voice)

Define the tone, the pronouns used, and the desired writing style.



Creating Your Tone of Voice

Create a style guide with concrete examples to share with the AI and train it on your brand voice.

[Méthodology >>](#)

<https://docs.google.com/document/d/1lxS2MEYXwmZK6DOXaAooQsfNfI4qEqhcat56KcNZ6J4/edit?tab=t.0>





S for Output (Sortie)

(The output format)

Specify the exact structure you expect: a table, A word document, 5 variations, in English, etc.



Practical Exercise

Prompt/Instruction: Write a prompt to politely decline a one-hour meeting scheduled for a minor issue that could be resolved in a 3-line email (e.g., Post-it colors, restroom air freshener scent, brand of coffee beans...).

Challenge: Instruct the AI to adopt a courteous tone that sidesteps the unnecessary meeting by proposing to resolve the detail in writing without offending the sender (He is a toxic manager).





Practical Exercise

Using the RECSS method, create an impactful LinkedIn post announcing the launch of a new product or service from your company.



Practical Exercise

Use the RECSS method to write a client payment reminder email.

Scenario: You need to send a third follow-up email to a regular client (Mr. Martin) regarding an overdue invoice of 8 000 CHF (Invoice #F2025-012), 30 days past due.





Practical Exercise

Your turn: build your first customized prompt based on one of your day-to-day use cases.



The Prompt ARTISAN Method

Automatically improve your PROMPTS

[Méthodology >>](#)

https://docs.google.com/document/d/1nei54dbPnoNlbT_ERpyfpVsJ_S90EGkafaRa95QhSOM/edit?tab=t.0





Practical Exercise

Write a prompt instructing the AI to Draft the Terms of Service (ToS) for an E-commerce Website.

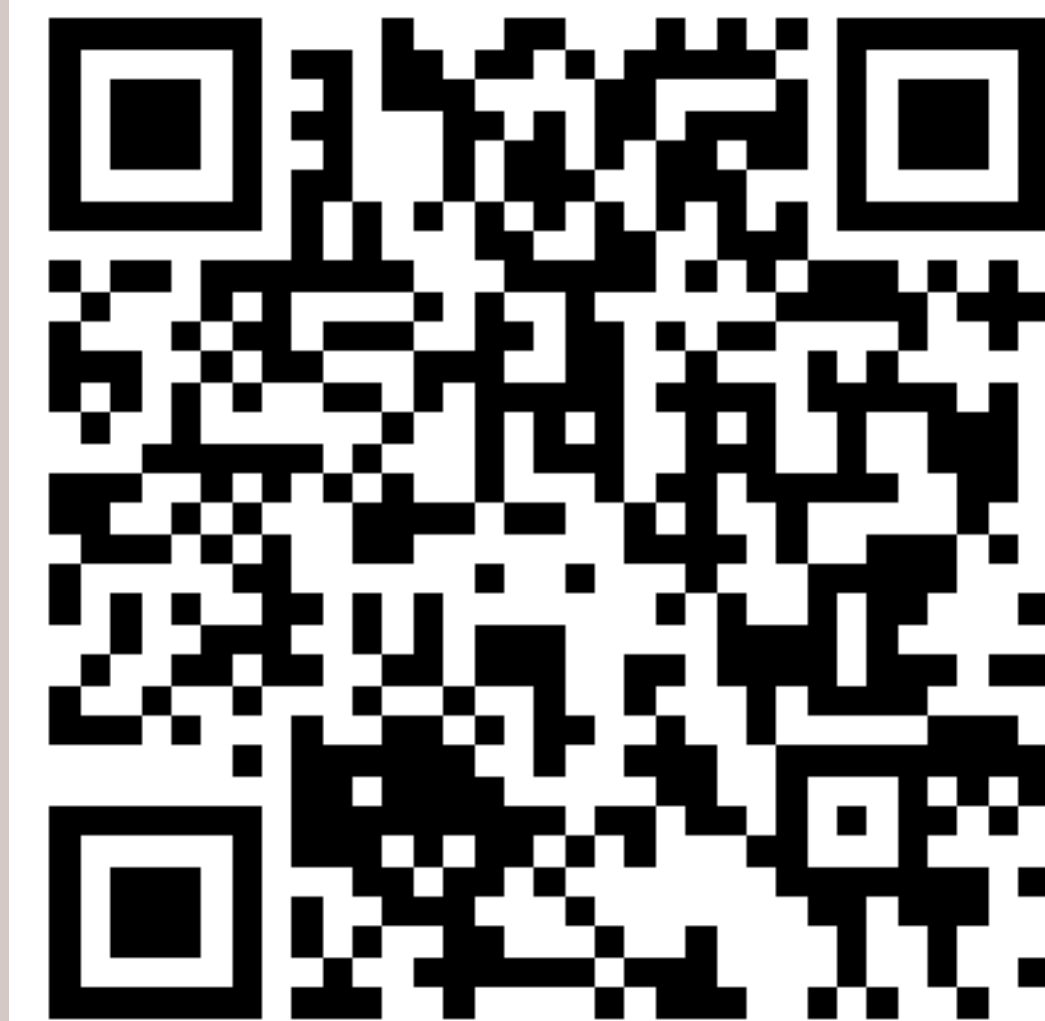
Scenario: You need to draft the Terms of Service for the Swiss e-commerce site Qoqa.ch. This platform uniquely combines daily flash sales with a very active community component (forums, "L'Antre", public user profiles).

Objective:

Optimize your PROMPT using the Prompt ARTISAN method

Thanks! ❤️

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