

AIEZ.ai · AI Workflow, Governance + Training

AI FLUENCY

Denver International Airport · Training

JUNE 9, 2026 · **1:00 – 4:00 PM**

TRUSTED INTELLIGENCE AT CRISIS SPEED



YOUR FACILITATOR

DEBORAH SHERMAN

- ▶ Founder, AIEZ.ai
- ▶ Cornell-Certified AI Consultant
- ▶ Certified Agentic Builder
- ▶ 13-Time Emmy Investigative Reporter
- ▶ Former Head of Public Affairs, FBI Colorado & Wyoming Bureaus

TRUSTED INTELLIGENCE AT CRISIS SPEED

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WHAT YOU'LL WALK OUT **KNOWING**

- ▶ **What is generative AI** and why it hallucinates.
- ▶ **The Art of Prompting** - the 5 building blocks of every strong prompt
- ▶ **The AI Operator Method** - 4 steps to create almost anything
- ▶ **How to make AI remember + sound like you** in your own voice and branding
- ▶ **Battle of the AIs** - live demos and do-it-yourself builds
- ▶ **Your DEN private landing page**: prompts, tips, the full deck, and more

ETHICS & COMPLIANCE

ASSUME EVERYTHING IS DISCOVERABLE

Everything AI touches for official work, including your prompts, can be obtained under **CORA** and the **Colorado Criminal Justice Records Act**.



AS OF MID-2026

No attorneys general opinion or court decision squarely holds that AI prompts are, or are not, disclosable.

TRUSTED INTELLIGENCE AT CRISIS SPEED

One rule



DATA HANDLING

KEEP IT SAFE

NEVER IN PUBLIC AI TOOLS

- PII
- Personnel & HR
- Financial
- Security-sensitive

REAL DEN DATA

Goes to one place only:

MS365 COPILOT

The only sanctioned tool for real DEN data.

PRO TIP

Swap personal data for anonymized data.

~~“John Smith”~~



“30-year-old passenger”

You might feel behind, but you're right on time!



Why AI

AI gives you **time back** and **higher-quality work**, across every task these studies measured.

The people who feel furthest behind tend to gain the most.

The number	What it means for you	Source
41%	of your week is admin work AI can take off your plate	<i>DEN survey</i>
25% faster	with 40% higher-quality work	<i>Harvard / BCG, 2023</i>
40% less time	on writing tasks, with better quality	<i>MIT, in Science, 2023</i>
59% more	documents produced per hour	<i>Nielsen Norman Group, 2023</i>



He's master of nearly every subject: health, science, technology, business, law, history, writing, data, strategy.

He is fast, tireless, eager to help, and somehow still needs you to explain exactly what you want.

Your new job

1. Brief it
2. Oversee it
3. Review it
4. Sign off



TRAIN AI LIKE AN INTERN

TRAIN IT WELL

You look brilliant to your boss.

TRAIN IT POORLY

You get *AI slop*.

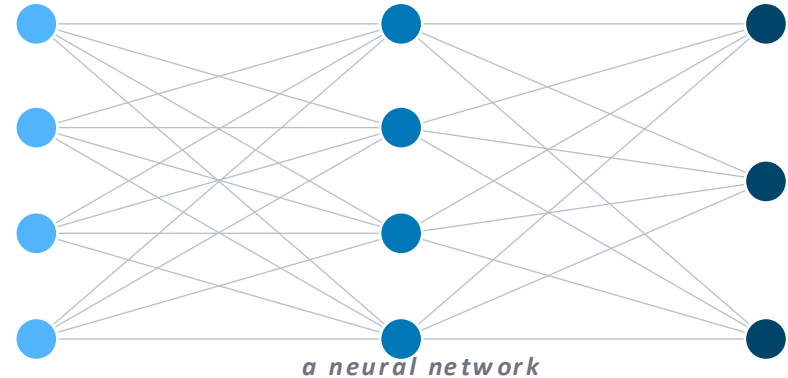


(fail buzzer rings)

Exact Instructions Challenge - THIS is why my kids hate me. | Josh Darnit

The companies training the big brains

These labs built a new kind of software, a **neural network** loosely inspired by how the human brain processes information.



Then they fed it nearly everything humans have written, recorded, and published:

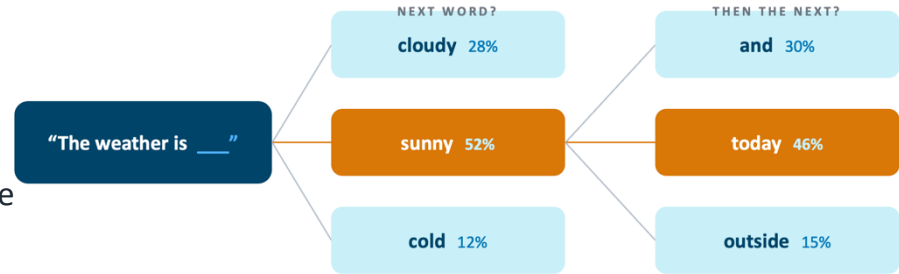


LLMs don't think. They predict.

They read the world's knowledge and learned the patterns: how sentences are built, how ideas connect, how logic flows.

They're predictors.

Having read trillions of words, they learned how language tends to flow. Give them text, and they predict the word most likely to come next. Then the next. Then the next.



All statistical probability. No understanding underneath.

How LLMs Predict Language



“Humpty Dumpty
sat on a

_____.”

99% Chance

You and the LLM will say “wall”

How LLMs Predict Language

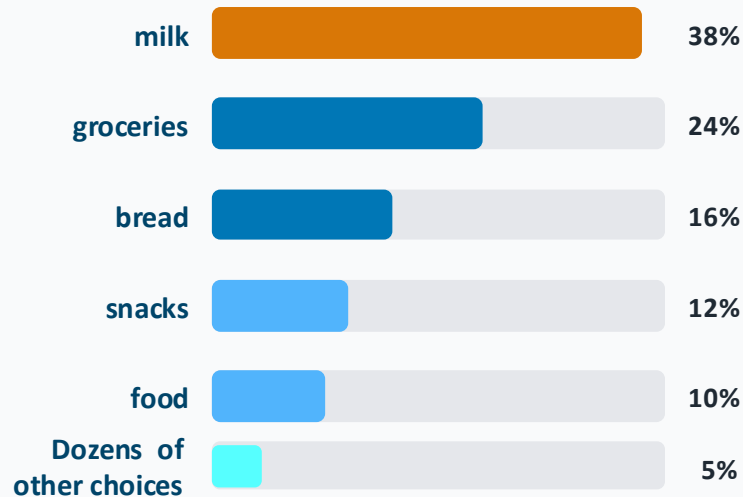


“After work, I went
to the store to buy
some
_____.”

LLMs don't think. They predict.

"...went to the store to buy some ____"

PREDICTED NEXT WORD



When they guess wrong,
that's called a
hallucination.

HOW AI FAILS, AND WHY

Humans trained LLMs.

Hallucinations aren't lies.

They're bad predictions.

Trained to be helpful.

Humans rewarded complete, useful answers.

It would rather give you an answer
then admit "I don't know."

Fed from the open web.

So it carries bias and misinformation.

THE TAKEAWAYS

- **Bad results are most often from bad prompt.**
- **Human oversight, fact-checking, and grounding AI in reliable data sources is critical.**

Battle of the AIs



Battle of the AIs

1 Run this prompt once on each model, in this order:

Copilot · default



Claude



ChatGPT

PASTE THIS PROMPT

“Write a social post about Denver International Airport planning to build underground pedestrian walkways connecting the concourses as an alternative to taking the train.”

2

Which LLM did the best? **Vote with the room.**

Different AI. Different Job.

Copilot



Secure.
Compliant.
Built for
Microsoft
work.



ChatGPT



Claude



WRITE



RESEARCH



ANALYZE



CODE



AUTOMATE



THE RIGHT TOOL
FOR THE JOB

- ☒ PURPOSE
- ☒ CONTEXT
- ☒ OUTCOME



ChatGPT

Flexible all-rounder
for everyday creation.



Claude

Strong for writing,
synthesis, reasoning,
coding, and workflows.

Let's build a prompt!

LIVE DEMO

- 1 Write an Instagram post
- 2 Post info: The east garage is closed for construction. Travelers should use west garage
- 3 What prompt shall we give AI?

Save this prompt for later



The 5 Building Blocks

A great prompt stacks five parts. Each one tells the model something it needs.

Role

Task

Context

Requirements

Boundaries

BAD *"Tell me about a book."*

BETTER *each color = one building block*

"Act as author Tom Clancy and summarize Patriot Games in 4 sentences for a 10-year-old. Do not make up facts."

● Role ● Task ● Requirements ● Context ● Boundaries

01

ROLE

Who do you want the AI to be?



BUILDING BLOCK 1 OF 5

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Define the AI's expertise, perspective, or specialization.

WHY IT WORKS

The bigger, more authoritative the role, the better the quality, precision, and tone.

SKIP THIS *"Act as DEN's social media writer."*

DO THIS

"Act as a renowned marketer with 30 years of experience who has worked for companies like Google and Apple."

02

TASK

What do you want the AI to do?



BUILDING BLOCK 2 OF 5

Give the AI a precise objective.

WHY IT WORKS

A precise objective tells the model what to produce and what “done” looks like.

SKIP THIS *“Write a short Instagram post.”*

DO THIS

“Help me write an Instagram post that will go viral and make sure everyone knows about DEN’s news. Make sure it complies with Instagram best practices in length to make it highly sharable.”

03

CONTEXT

What's happening, why it matters, and who it's for.



BUILDING BLOCK 3 OF 5

Give the background the AI can't guess.

WHAT TO INCLUDE

Audience: travelers, rideshare drivers, family on pickup

Urgency: breaking news, or a planned announcement

Always: paste in the real docs, notes, or official statements

SKIP THIS *"East garage closed for construction June 15–Aug 30. Use the west garage or rideshare."*

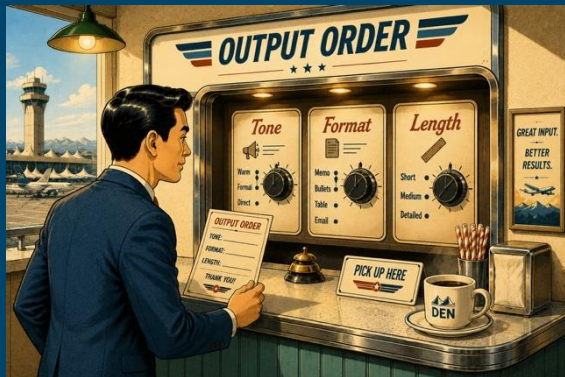
DO THIS

"Background: From June 15 to August 30, the east garage closes for repairs. The 1,400 affected spaces shift to the west garage; economy shuttles run every 10 minutes and rideshare pickup moves to Level 1. A planned, non-urgent update for summer travelers and the family and drivers picking them up, most of whom book parking ahead."

04

REQUIREMENTS

How do you want this delivered?



BUILDING BLOCK 4 OF 5

Spell out how it should be delivered.

Tone

Format

Length

how it feels · reads · how long

SKIP THIS *"2–3 sentences, friendly and calm, one clear action, include a link."*

DO THIS

"Write it in a warm, reassuring, clear tone. Format it as an Instagram caption: a one-line hook, the key details, one clear call to action, two or three hashtags, and a [link] placeholder. Keep it under 60 words."

05

BOUNDARIES

What NOT to do.



BUILDING BLOCK 5 OF 5

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Tell the AI what NOT to do.

WHY IT WORKS

Boundaries keep outputs credible, ethical, and free of hallucination.

SKIP THIS *"No jargon."*

DO THIS

"Use only the facts I gave you. Don't invent dates, prices, or shuttle times. Don't over-apologize or sound corporate. Don't promise anything we can't guarantee, like exact wait times. Skip acronyms and insider terms a traveler wouldn't know."

The final prompt

LIVE DEMO

Act as a renowned marketer with 30 years of experience who has worked for companies like Google and Apple. Help me write an Instagram post that will go viral and make sure everyone knows about DENs news. Make sure it complies with Instagram best practices in length to make it highly sharable. Background: From June 15 to August 30, the east garage closes for repairs. The 1,400 affected spaces shift to the west garage; economy shuttles run every 10 minutes and rideshare pickup moves to Level 1. This is a planned, non-urgent update for summer travelers and the family members and drivers picking them up, most of whom book parking ahead. Write it in a warm, reassuring, clear tone. Format it as an Instagram caption: a one-line hook, the key details, one clear call to action, two or three hashtags, and a [link] placeholder. Keep it under 60 words. Use only the facts I gave you. Don't invent dates, prices, or shuttle times. Don't over-apologize or sound corporate. Don't promise anything we can't guarantee, like exact wait times. Skip acronyms and insider terms a traveler wouldn't know.

Run this prompt + run original prompt

POP QUIZ

**What Happens
When You Leave
Out a Building
Block?**

AI Makes Up Information

Without...

- **A role:** AI defaults to a generic assistant instead of a domain expert.
- **Context:** AI invents background details and audience assumptions.
- **Boundaries:** AI confidently fabricates data and makes unverified claims.



The AI Operator Method

Four steps that turn scattered context into repeatable work, the same way, every time.

GATHER → BRAINSTORM → DRAFT → BUILD

• 01

Gather

Pull together the templates, data, voice, and examples the AI needs.



• 02

Brainstorm

Think out loud with AI as a strategy partner before you commit.



• 03

Draft

Lock the narrative in plain text and approve it before any slide is built.



• 04

Build

Hand the approved plan to the template and ship the finished work.

Most people jump straight to **Step 4, Build**. That's why they get slop. The real wins hide in **Gather**, and in the **approval before Build**.

Gather

Pull together everything your intern needs to do the job. **Attach it, link to it, or paste it into chat.**

BRING THE BASICS

- ▶ Data
- ▶ Reports & studies
- ▶ Incident reports *MS365 Copilot only*
- ▶ SOPs

POWER MOVES

- ▶ Your branding
- ▶ Your writing style
- ▶ Your business dossier
- ▶ The project template
- ▶ A finished, excellent example
- ▶ A deep research report

Teach it to sound like DEN

Your branding, writing style, and business dossier, in three uploads.



01

Branding guide

Upload DEN's colors, fonts, and logos.

02

Business dossier

Upload any "About DEN" material so it knows the organization.

03

Writing style

Upload a sample of how you write, so it writes like you.

Don't have these yet? **Ask the AI to build them** from what you already have.

Use AI to help with AI

- 1 Gather 10+ samples of excellent DEN writing, reports, emails, press releases, speeches, web, social.
- 2 Open **Copilot** and paste this prompt:

PASTE INTO COPILOT

Act as an award-winning copywriter and prompt engineer for MS365 with 10 years of experience. I've attached samples of my writing (and transcripts of how I speak). Analyze them closely, then write a **Style Guide** another AI can use to write convincingly in my voice and on-brand. Include:

- **Voice & tone:** how I sound, in plain description
- **Sentence & structure:** length, rhythm, formatting habits
- **Vocabulary:** words I reach for, plus words I never use
- **Exact quotes:** real sentences from my writing that capture the voice
- **Do's & don'ts:** hard rules (for example, no em dashes)

Output it as a clean **Markdown** document I can drop into a project's knowledge files.

Show DEN writing style.md



Show it what “good” looks like



THE TEMPLATE

Locks the shape

Sections, order, and length, the structure.



A FINISHED EXAMPLE

Sets the standard

Voice, tone, and level of polish.

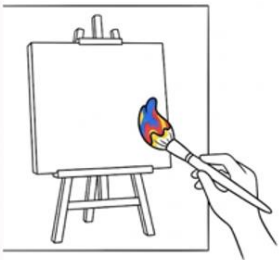
IT STOPS THE GUESSING

Without an example, AI invents a generic version. With one, it matches what “good” already looks like, your format on the **first try**, not the fifth.

First + Last Frame Method

A starting template and a polished finished product can guide the AI to create exactly what you want.

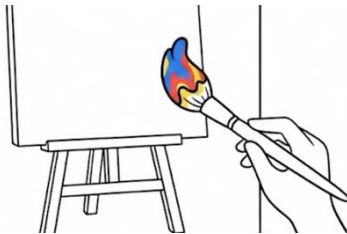
1 First Frame



2 Last Frame



Result with first + last frames



Result without frames



“In a simple drawing style, generate a video of a hand picking up a paintbrush and painting a picture of an airplane taking off into the sunset. The blank canvas should be sitting on a frame on the floor, and you should only see the hand (not the person's body.)”

Deep Research

The most underused, **highest-leverage tool** you have.



01 Pick

a topic or a customer



02 Research

AI reads dozens of sources and returns a sourced report



03 Feed it in

drop that report into whatever you're building

THE PROMPT FORCES IT TO

Clarify

Research

Synthesize

Cite sources

Challenge assumptions

Output Markdown

Make deep research a **habit**. A current, well-sourced product, every time.

Show DR reports

Show ideas for DRs

Brainstorm

Think with your intern **first**.



Most people use AI to create. The biggest ROI is using it to **think**.

PROMPT 1

Be my “thought partner”

Think out loud. Pressure-test the idea and explore angles before you commit to one.

Show prompt

PROMPT 2

“Red Team”

Turn the AI loose on your plan to surface risks, blind spots, and weak assumptions.

Show prompt

Draft

Review. Only then, build.

READ THE DRAFT FOR

- ✓ Accuracy
- ✓ Clarity
- ✓ Correct data
- ✓ Tone & voice
- ✓ Cited sources



COST TO CHANGE

low



Now · in text

high



After you build

Approve the text **before you build**. This is the draft you show whoever signs off on your work.

Build

Now tell AI to **make the thing**.

BUILD ANYTHING

Deck

Report

Press release

Spreadsheet

Speech

Social posts

YOU'VE ALREADY DONE THE WORK

✓ Gather



✓ Brainstorm



✓ Draft



Build



THE PAYOFF

You gathered, researched, brainstormed, and reviewed. So, the build comes out **right the first time**, without the endless iterations.

Recap

AI NOW KNOWS HOW YOU WRITE, YOUR BRANDING, ALL ABOUT DEN + HAS VAST KNOWLEDGE (deep research) about whatever subject you're working on.

BRING THE BASICS

- ▶ Data
- ▶ Reports & studies
- ▶ Incident reports *MS365 Copilot only*
- ▶ SOPs

POWER MOVES

- ▶ Your branding
- ▶ Your writing style
- ▶ Your business dossier
- ▶ The project template
- ▶ A finished, excellent example
- ▶ A deep research report

Show 50+ use cases by department

Turn data into reports

Using sample marketing data, we'll build a weekly leadership report, the whole method in one task.

1 Upload to the chat:

Writing, branding, about

Deep research report

Marketing data

Template or finished report

2 Run **Thought Partner** and/or **Red Team** if you need them.

3 Paste the “turn data into reports” prompt and hit **Enter**.

That build prompt is just the **5 building blocks**, stacked up →

ROLE

TASK

CONTEXT

REQUIREMENTS

BOUNDARIES



Turn data into comprehensive reports prompt

ROLE

Senior marketing analyst & presentation designer, 25 years turning campaign data into executive-ready stories. Writes in DEN's brand voice.

TASK

From the attached files, produce (1) a week-by-week analysis of DEN's May 2026 marketing and (2) a leadership-ready presentation of it.

CONTEXT

Three sources: the May GCM data, DEN's voice / style / about files, and a deep-research benchmark. Audience: the SVP of Comms, Marketing & CX and her GCM team, who want the weekly trend, what moved and why, and what to do next.

REQUIREMENTS

Week by week, per channel: trend, what rose or slipped, a plausible why. Then a month synthesis, 3 wins, 3 risks, 3 recommendations, with real numbers. Deck: 8–12 slides, one idea each, presenter notes, chart suggestions, DEN voice. Benchmark 2 metrics. End with a paste-ready exec summary.

BOUNDARIES

Use only the attached numbers, invent nothing; flag gaps. Surface the email open-rate decline (41% → 33%) as a "what to watch." No jargon or insider acronyms. Stay in DEN's voice throughout.

The full prompt lives on the DEN landing page, copy it from there.

Summarize meetings, **assign tasks**

Using sample meeting data, we'll turn a messy meeting into a clean summary with owners and due dates.

1 Upload to the chat:

Meeting notes & transcripts

Writing & branding .md

Any data needed

Template or example summary

Deep research (if needed)

2 Paste the prompt and hit **Enter**:

```
meeting_intel_prompt_task_tracker.md
```

This prompt lives in the DEN landing page

The result: a clean meeting summary with **tasks, owners, and due dates**.

The full prompt lives on the DEN landing page, copy it from there.



YOUR TURN

AIEZ.ai

You choose the topic

Same workflow, your real work. We'll build it together, live.

1

What do we upload?

2

Let's write the prompt.

Role · Task · Context · Requirements · Boundaries

Show 50+ use cases by department

THIS MORNING, YOU HAD NO INTERN. NOW YOU MANAGE ONE.

You're the boss

✓ Give clear instructions

You brief it like a manager: role, task, context, the works.

✓ Sound like you

Every output in your style, voice, and branding.

✓ Make it smarter

Deep research keeps the work current and credible.



NOW IT'S YOURS

Use these skills. **Practice.** Build new workflows with the AI Operator Method.

So much **more** to come

FEATURED

Crisis dashboard

Track the status of every press release so approvers sign off faster and the news reaches the public sooner.

● Draft

● In review

● Approved

Inbox near-zero

Automate email triage toward an empty inbox.

Auto reminders

Nudge yourself, teammates, and vendors.

Meeting prep

Agendas and prep, delivered the day before.

Living spreadsheets

Auto-update sheets and build schedules.

...and a lot more.

Your private landing page

Everything from today, in one place.

- ✓ All of the prompts
- ✓ The presentation
- ✓ The AI Operator Method
- ✓ AI use-case ideas by department
- ✓ Ideas for deep research + case studies

[SCAN QR](#) > [FEEDBACK](#) > [DEN LANDING PAGE](#)





Whenever you're happy or sad...

Squeeze
her

SQUISHY
STACEY

GET
NOW!



LET'S KEEP GOING

Show off + get help



AIEZ.ai

OFFICE HOUR VIA ZOOM

Date June 23, 2026 at Time 2:00 p.m. MST



Show it off

Bring what you built and share it.



Ask anything

Stuck or curious? Bring your questions.



What's next?

Tell me what else you'd like to automate.