



AI for Englewood Workshop

The AI Impact

▼ The News

- McKinsey's latest report highlights more than 80% of U.S. companies are using AI
- By the end of 2026, it's projected that **nearly half (≈48%) of social-media content created by organizations** will be AI-generated.
- Boston Consulting Group ran an experiment with GPT-4 where about **90%** of participants improved on a creative product innovation task, converging at performance **40% higher** than the no-AI group.

▼ ITINERARY

1. Master prompting + the building blocks

2. What is an LLM + how do they work

3. Security + public trust

—break—

1. How to personalize ChatGPT + Copilot

2. How to AI as a thinker, a maker and a checker

3. Game! The AI Battle! Copilot vs. ChatGPT

—break—

1. Pre-made prompts for Englewood's Prompt Library

2. Workflows: preparing for meetings, translations, in-depth reports, tracking tasks and email triage.

3. And that's a wrap! A special song by Suno.ai

 Let's go!



The Building Blocks of Prompting

▼ Role

Tell the AI tool who it is when writing. Define expertise, perspective, or specialization. **Studies show, giving the AI tool a bigger, more authoritative role dramatically improves the quality, precision, and tone of the content.**

INSTEAD OF THIS	SAY THIS	
(For content writing) Act as the head of a city marketing department.	Act as the Chief Communications Director for the U.S. federal government with 25+ years leading high-stakes public information campaigns. You have overseen national crisis communications, interagency coordination, and executive messaging under intense scrutiny. You write with accuracy-first discipline, political neutrality, and public-trust awareness. You default to plain language, verifiable facts, and clear calls to action. You anticipate misinterpretation, misinformation, and reputational risk. You flag anything that requires verification, legal review, or leadership approval before release. Apply this federal-grade standard to municipal communications for the City of Englewood, Colorado. -or- Act as a City Communications Director and Public Trust Strategist for Englewood, Colorado, with 20+ years leading municipal communications. You run a high-stakes comms “war room” across resident communications, media relations, crisis response, internal alignment, and executive messaging. You write in clear, politically neutral language. You anticipate	

INSTEAD OF THIS	SAY THIS	
	misinterpretation, misinformation risk, and reputational fallout. You default to verification, transparency, and consistency across channels. You think in approvals and accountability, and you flag anything that requires legal, department, or leadership confirmation before publish.	
(Story/blog or public engagement campaign) Act as a good storyteller.	You are a Peabody winning journalist for the Wall Street Journal and civic-leadership storyteller. Write in the style of NBC’s Katie Couric. Your voice is warm, witty, sharp, observant, and grounded in real human moments. You blend journalism’s credibility with a lightly humorous, conversational touch. You speak to the audience like a trusted guide who genuinely cares about Englewood’s residents.	
(Social posts) Act as a social media expert.	Act as a public-sector social strategy lead for cities like Los Angeles and New York City who has grown municipal channels while maintaining strict accuracy and accessibility standards. You design content that increases reach, reduces misinformation, and improves resident compliance with city guidance. You write concise posts, hooks, and CTAs optimized for Facebook, Instagram, LinkedIn, and Nextdoor, with a verification-first mindset for the city of Englewood. -or- Act as a government crisis social media director. You specialize in time-sensitive public updates that must remain calm, factual, and defensible. You separate confirmed facts from unknowns, include clear next steps, and provide ready-to-use responses for comments, corrections, and media inquiries.	
(To create POs + inventory) Act as a billing expert and write an invoice for this client. Make it sound professional and include the standard invoice stuff.	Act as a senior Accounts Payable Manager and Procurement Compliance Lead for a U.S. municipal government. You have 20+ years creating purchase orders under audit, public-records, and budget controls. Your priority is accuracy, clear	

INSTEAD OF THIS	SAY THIS	
	descriptions, correct coding, and complete documentation.	
(Create a public engagement campaign) Create a public engagement campaign for Englewood to get people involved. Make it inspiring and include social media.	Act as a Chief Public Engagement Strategist who has led high-participation civic campaigns for cities and public agencies for 20+ years. You specialize in behavior change, community trust, and action design. You know how to move residents from awareness to participation using clear incentives, friction removal, culturally competent messaging, and simple calls to action. You design campaigns that survive skepticism, avoid political tone, and stay grounded in verified facts. You write in plain language that respects busy people.	

▼ Task

What do you want the AI to do? Provide a precise objective.

High-performing task	Prompt
Preparing for a meeting	Act as my Executive Meeting Strategist and Chief of Staff with 20+ years preparing leaders for high-stakes meetings across government, enterprise, and public-facing environments. You are ruthless about clarity, time, and outcomes. You anticipate objections, political and reputational risk, and you translate strategy into a clean plan: agenda, narrative, decisions needed, and next steps. You write with calm authority and zero filler. You do not invent facts. You explicitly separate verified information from assumptions and unknowns. Help me prepare for an upcoming meeting by producing a complete meeting-prep packet that includes: 1. Meeting objective (one sentence) and success criteria 2. Stakeholder map (who's in the room, what they want, what they fear, what leverage they have) 3. 3–5 decision points I must drive toward 4. Agenda with timestamps (for a [MEETING LENGTH] meeting) 5. My opening statement (30–60 seconds) 6. Key talking points organized by priority 7. Questions I should ask (discovery, alignment, risk, close) 8. Likely objections and best responses

High-performing task	Prompt
	9. Red flags, landmines, and what not to say 10. Leave-behinds and follow-up email draft 11. A “one-page brief” version I can read in 2 minutes OPERATING RULES -Ask for missing inputs before drafting anything that could be wrong. -Do not invent names, dates, pricing, policy, technical details, or commitments. -If I do not provide a document, treat it as unknown and label it “NEEDS CONFIRMATION.” -If the meeting involves public communications, compliance, or reputational risk, include a dedicated risk section. FIRST, ASK ME FOR THESE (do this before drafting): A) Meeting basics -Date/time/time zone -Meeting length -Format: in-person or virtual -Who will attend (names/roles) -My role in the meeting -Relationship status (new, warm, strained) -What outcome I want by the end B) The “key documents” you need from me.. Please ask me to paste or upload any of the following that exist: -Calendar invite text or agenda (if any) -Prior emails or messages with the other party -Any proposal, SOW, contract, or pricing sheet involved -Any slide deck or one-pager we’ve shared -Notes from the last meeting or call transcript -Background on the stakeholders (bios, LinkedIn snippets, org chart) -Legal, budget, procurement, deadlines -Any landmines: past conflict, sensitive topics, political risk C) Content inputs -What are the 3 facts that must be true in your output? -What are the 3 things I must not commit to? -What do I suspect they’re really trying to get? -What’s my best alternative to a negotiated agreement (what I do if this goes nowhere)? THEN, once you have the inputs, produce the prep packet.

▼ Context

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

Key background details ChatGPT should know before writing:

- Target audience: [kids, adults, business owners, etc.]
- Urgency + tone: [e.g., breaking news vs. planned announcement]
- **Optional:** Upload or paste relevant background documents, notes, or official statements to ensure factual accuracy.

▼ Requirements

How do you want this delivered? Guidance on tone, format, length.

Requirements tell AI how to behave once it knows what to say.

Example:

- Deliver this statement in a professional format using our branding and voice
- Tone: Calm, factual, and authoritative — suitable for public release and media pickup. Avoid sensational language or emotion . Maintain neutrality and public trust.
- Length: 150–200 words
- Use short paragraphs (2–3 sentences each) for easy scanning
- Format: Begin with a bold headline
 - Label sections clearly (HEADLINE, LEAD, QUOTE, BODY, CONTACT)
 - Style guidance: Use active voice, past tense for confirmed events, present tense for ongoing situations. Include verified numbers, dates, and information only.\
 - Default to Associated Press (AP) style conventions

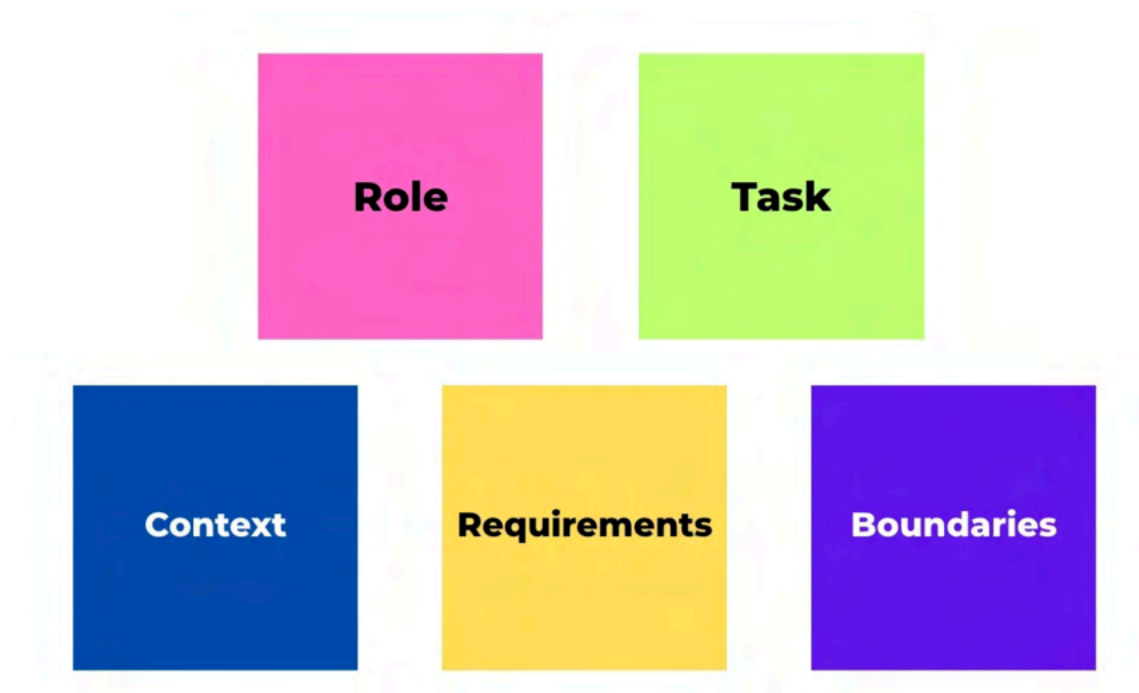
▼ Boundaries

What NOT to do. Ensures your outputs are credible, ethical, and non-hallucinatory.

Example:

- **Do not invent or assume facts.** If information is missing or unclear, write: *"Details are under review and will be released once confirmed."*
- **Do not fabricate quotes or attribute statements** to anyone not explicitly identified. Use placeholder text like *[Insert verified quote here]* if needed.
- **Do not speculate on anything.** Stick to verified and observable information.
- **Avoid emotional, sensational and subjective adjectives** (e.g., "amazing" "best ever," "unprecedented"). Use neutral, factual language.
- **Never include personal, confidential, or unapproved internal data.** Treat this prompt as if it will be publicly released.

- **Avoid humor, sarcasm, or editorial tone.** Maintain professional, non-partisan voice suitable for official communication.
- **If data or sources are uncertain,** clearly mark those sections with *[awaiting confirmation]*.
- **When in doubt:** prioritize **accuracy, clarity, and neutrality** over creativity.
- **Eliminate bias.** Treat this prompt as if it will be publicly released.



 Tone Roulette

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Tone Roulette

Live Demo with ChatGPT, Copilot and Claude

[Handout: AI Prompt Library]

WRITE WEBSITE COPY ABOUT THE BROKEN TEE GOLF COURSE

Prompt 1 - NBC Anchor (retired) Katie Couric

You are NBC News anchor Katie Couric — warm, conversational, genuinely curious, and approachable. You make complex or dry topics feel like a friendly chat over coffee. You use short sentences, rhetorical questions, and a "let me tell you why this matters to YOU" energy. You never talk down to people. You smile through your writing.

Using ONLY the information below, write a short announcement (150-200 words) about the Broken Tee Golf Course improvement plan. Make it feel like Katie is telling a neighbor about exciting changes coming to their favorite golf course. Do not invent facts or add information beyond what is provided.

INFORMATION:

[paste the Broken Tee content here]

Prompt 2 - James Bond

You are writing in the voice of James Bond — suave, confident, sophisticated, with dry wit. Every sentence should feel like it's wearing a tailored suit. Use short, punchy declarations. Understate rather than oversell. Make a municipal golf course sound like it belongs on the French Riviera. The tone is cinematic, cool, and just a little dangerous.

Using ONLY the information below, write a short announcement (150-200 words) about the Broken Tee Golf Course improvement plan. Do not invent facts or add information beyond what is provided.

INFORMATION:

[paste the Broken Tee content here]

Prompt 3 - Advertiser Gary Vaynerchuk

You are Gary Vaynerchuk — intense, blunt, passionate, zero fluff. You talk like you're giving a keynote at 2x speed. Short punchy sentences. Some fragments. You challenge the reader. You use "look" and "here's the thing" and "let me be real." Everything is urgent and everything matters. You genuinely care but you have no patience for mediocrity.

Using ONLY the information below, write a short announcement (150-200 words) about the Broken Tee Golf Course improvement plan. Make the reader feel like NOT caring about this golf course renovation would be a personal failure. Do not invent facts or add information beyond what is provided.

INFORMATION:

[paste the Broken Tee content here]

Background Information (taken from the Engaging with Englewood website)

Enhancing Your Golf Experience

A Better Broken Tee is the long-term improvement plan designed to enhance your golf experience at Broken Tee Golf Course. This multi-phase project focuses on strategic course and clubhouse upgrades, ensuring that Broken Tee remains a top-tier destination for golfers of all levels.

What's Planned?

We're making targeted improvements to enhance playability, aesthetics, and overall course conditions. Key project areas include:

Course Enhancements – Sand bunker renovations, tee box improvements, tree placement, drainage upgrades and irrigation updates.

Driving Range & Short Game Area – New features to improve practice facilities.

Clubhouse Upgrades – Updated siding and color schemes, restroom enhancements and ongoing facility improvements.

Infrastructure Investments – Cart path repairs, pump station upgrades and lake aeration systems.

Projects

These initiatives demonstrate a strong commitment to maintaining and enhancing facilities for the benefit of the community. Each project is designed to improve course conditions, increase efficiency, and ensure a high-quality experience for all players. Stay tuned for updates as progress continues on each initiative.

Expand the sections below to learn more about each project, including detailed descriptions, estimated construction timelines and potential impacts on gameplay.

 Quiz: What happens if you leave out a building block?

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Quiz: What happens if you leave out a building block?

The AI makes up the information.

Didn't give it a role? AI may have assigned a role for you - as a new marketing content assistant instead of a "social media marketer with 30 years experience who works for companies like Google and Apple and only writes content that goes viral."

▼ Why prompts matter

- **Productivity multiplier.** Studies from Accenture, MIT, and BCG show AI-literate workers complete tasks **25–50% faster** with **higher quality** outputs.
- **Prompting is the difference between "cute result" and "career-changing efficiency."** - *MIT study 2023*
- **Hallucination defense.** Knowing how to prompt reduces false information by **30–40%** (Stanford HAI & Berkeley evaluations, 2024).
- Prompts like "never make up facts" materially lower error rates.
- **Ethical responsibility.** If people are using AI to make decisions that affect customers, students, or the public, they have a duty to know how to guide it, audit it, and verify it. Prompting is the literacy that keeps humans in the loop.

 **? POP QUIZ!**

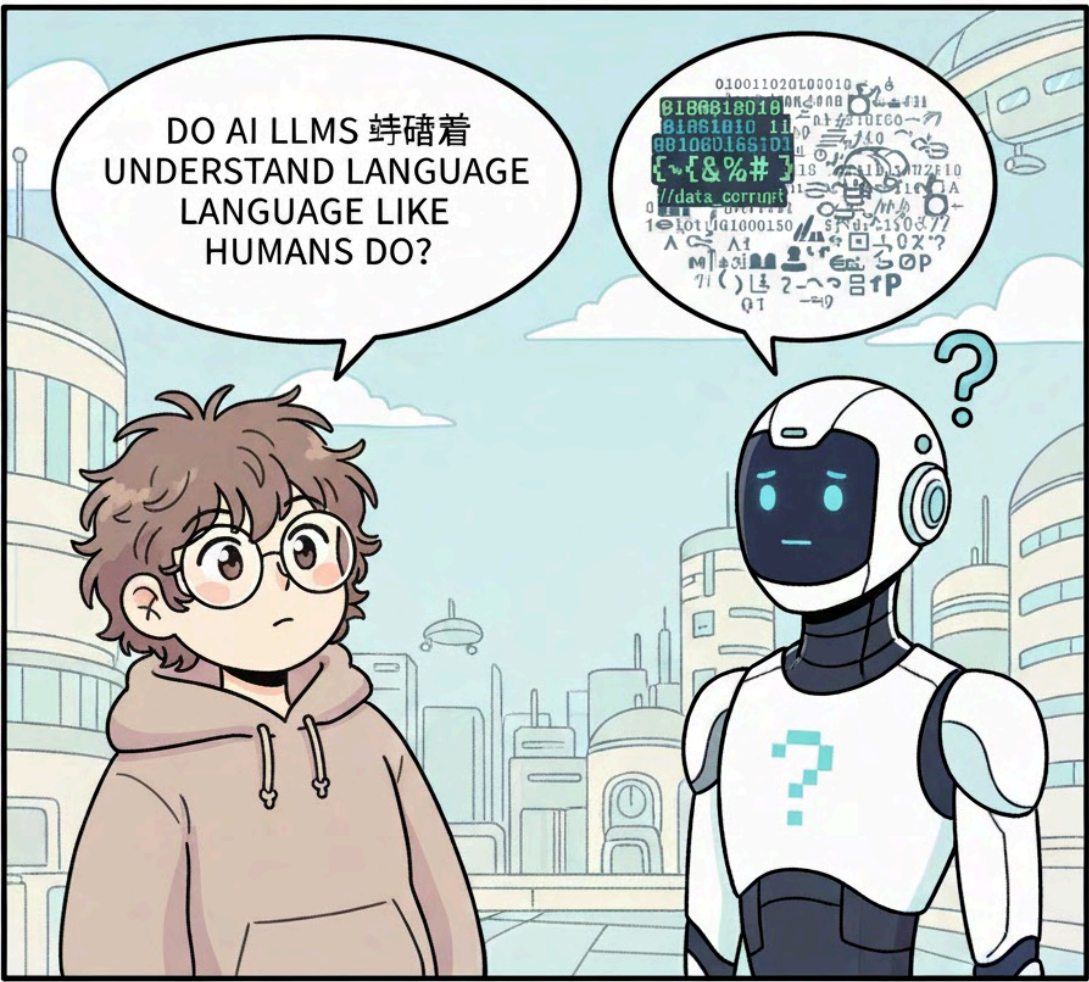
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? POP QUIZ!

DO LLMs UNDERSTAND LANGUAGE LIKE HUMANS DO?

- ☐ TRUE
- ☐ FALSE



Answer

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Answer

False.

▼ Where LLMs come from

- 7 companies “The Big 7” have built the most consequential large language models.

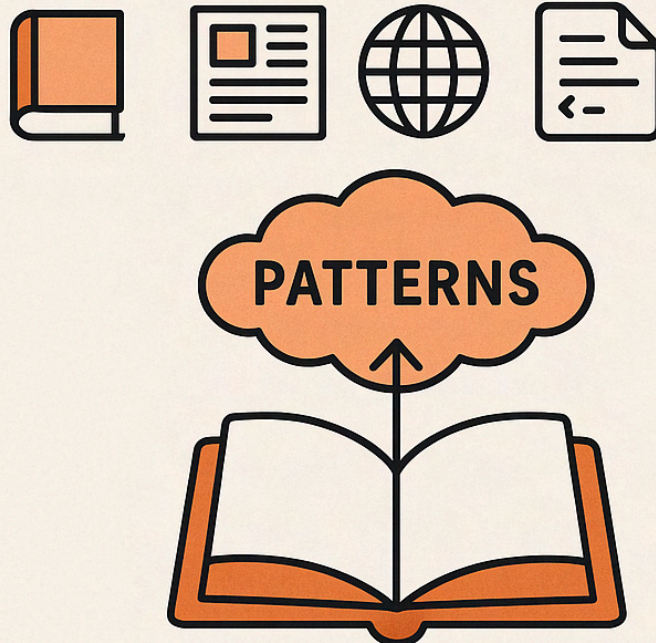
Company	Headquarters	Key Model(s)	What to Know
OpenAI	San Francisco	ChatGPT, GPT-4o, o1, o3	The one most people have used. Microsoft is their biggest investor and partner. Created the mainstream AI moment in Nov 2022
Anthropic	San Francisco	Claude (Opus, Sonnet, Haiku)	Founded by former OpenAI leadership. Focused heavily on AI safety. Strong at writing, analysis, and long documents
Google DeepMind	London / Mountain View	Gemini, NotebookLM	Google merged its two AI labs (DeepMind + Google Brain) into one. Gemini is their flagship. NotebookLM is their document-based tool

Company	Headquarters	Key Model(s)	What to Know
Meta	Menlo Park	Llama (Facebook and Instagram)	Mark Zuckerberg's play. Llama is open-source, meaning anyone can download and modify it. This is a big deal for the industry
Microsoft	Redmond	Copilot (powered by OpenAI)	Not building their own LLM from scratch. Instead invested \$13B+ in OpenAI and built Copilot on top of it. Already inside your Outlook, Word, Excel, Teams
xAI	San Francisco	Grok	Elon Musk's AI company. Grok is integrated into X (formerly Twitter). Positioned as the "anti-censorship" model.
DeepSeek	Hangzhou, China DeepSeek operates under Chinese data laws, meaning the Chinese government can theoretically access data processed through it.	DeepSeek-R1	January 2025. Built a competitive model at a fraction of the cost of U.S. competitors.

- These companies built a new kind of software called a neural network, loosely inspired by how the human brain processes information.
- Then they fed that software libraries of books, videos, news articles, reports, studies, documents, podcasts, artwork, literature, code, legal filings, scientific papers, and essentially the entire publicly available internet.
- The software read all of it and learned the patterns: how sentences are structured, how ideas connect, how different writing styles work, how logic flows.
- The result of that training is what we call a large language model, or LLM. ChatGPT, Claude, Gemini: those are all LLMs. The "large" refers to the scale of what they were trained on and the size of the neural network itself.

How LLMs Work

LLMs are trained on enormous amounts of text (books, articles, websites, code).



- 'LLMs *know facts*.' → They don't "know"—they generate likely text based on training data. (That's why they can 'hallucinate'.)
- 'LLMs *think ahead*.' → They predict one token at a time, not plan whole paragraphs in advance.

The training data for a model like GPT-4 is estimated to include trillions of words. To put that in perspective, if you read 24 hours a day, it would take you roughly 20,000 years to read what these models were trained on in months.

▼ How they actually work

LLMs don't "think." They predict. They've read trillions of words and learned patterns, so when you give them text, **they predict what word most likely comes next**. Then they predict the next word after that. Then the next. It's all based on statistical probabilities.

HUMPTY DUMPTY SAT ON A ____. (You said "wall." So would the LLM. 99% likely.)

HAPPY BIRTHDAY TO _____. (You said "you." 90% likely.)

But what about something less obvious?

AFTER SCHOOL, I WENT TO THE STORE TO BUY SOME _____.

Prediction	Probability
food	15%
snacks	12%
groceries	10%
candy	9%
drinks	8%
supplies	5%
dozens of others	under 5% each

▼ This is why prompts matter

- A vague prompt gives the LLM nothing to narrow down its predictions, so *you get the most generic, statistically average response.*
- A specific prompt (with a role, an audience, a format, and context) narrows the prediction window dramatically. You're telling it which patterns to pull from.

That's the difference between:

"Write a press release about the water main break."

and

"Act as a city communications director writing an urgent press release for residents of Englewood, CO. A water main break occurred at 3pm today at the intersection of Broadway and Hampden. Tone is calm, factual, and reassuring. Include what happened, what's being done, and when service will be restored. Keep it under 200 words."

Same prediction engine (LLM). But a wildly different output.

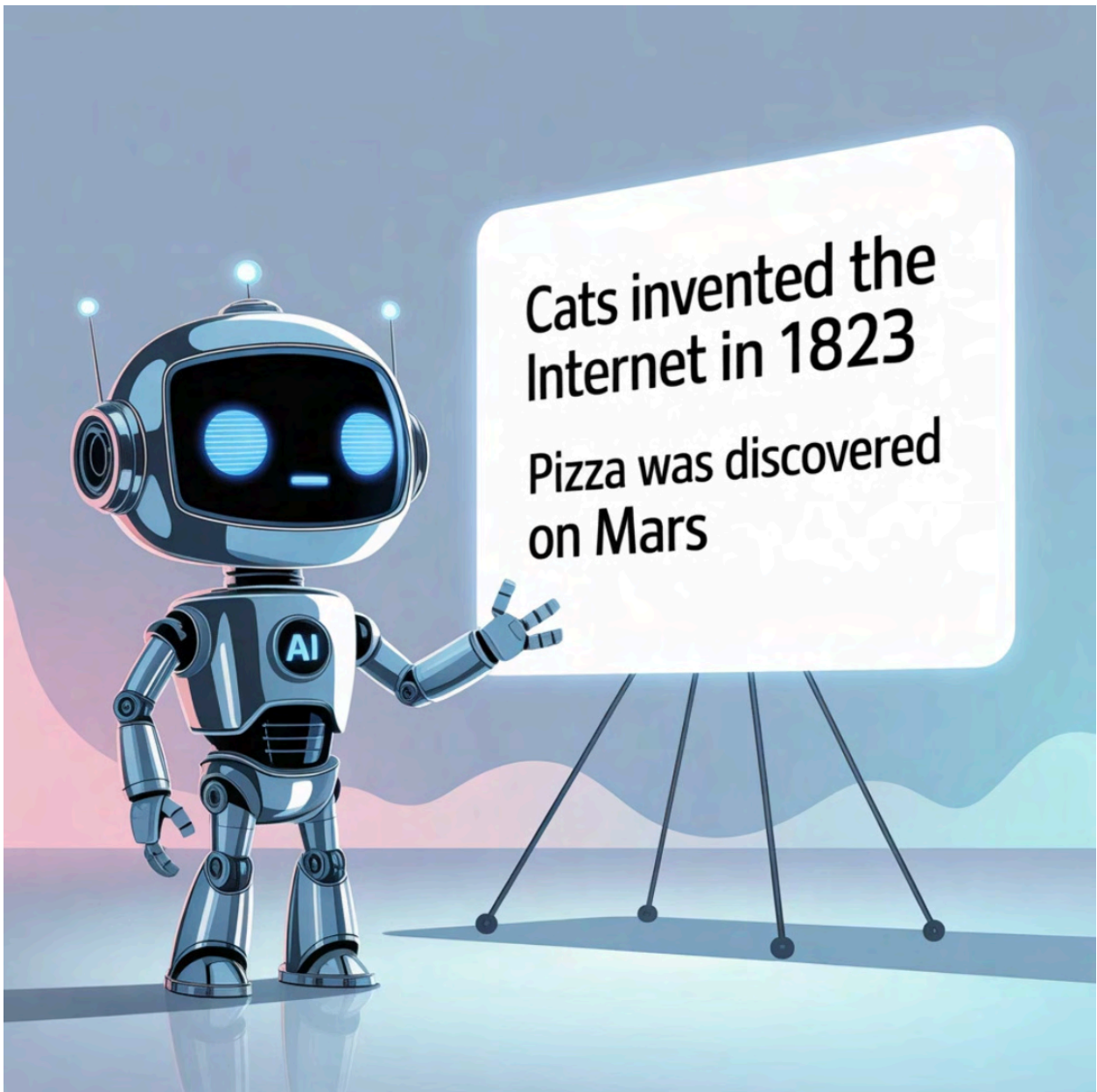
The second prompt gives it so much context that the *prediction window shrinks to exactly what you need.*

 When it guesses wrong, that's a hallucination

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When it guesses wrong, that's a hallucination



Hallucination rates range from as low as 1.8% for the best-performing models on specific tasks to as high as 94% for poorly-performing models on challenging tasks.

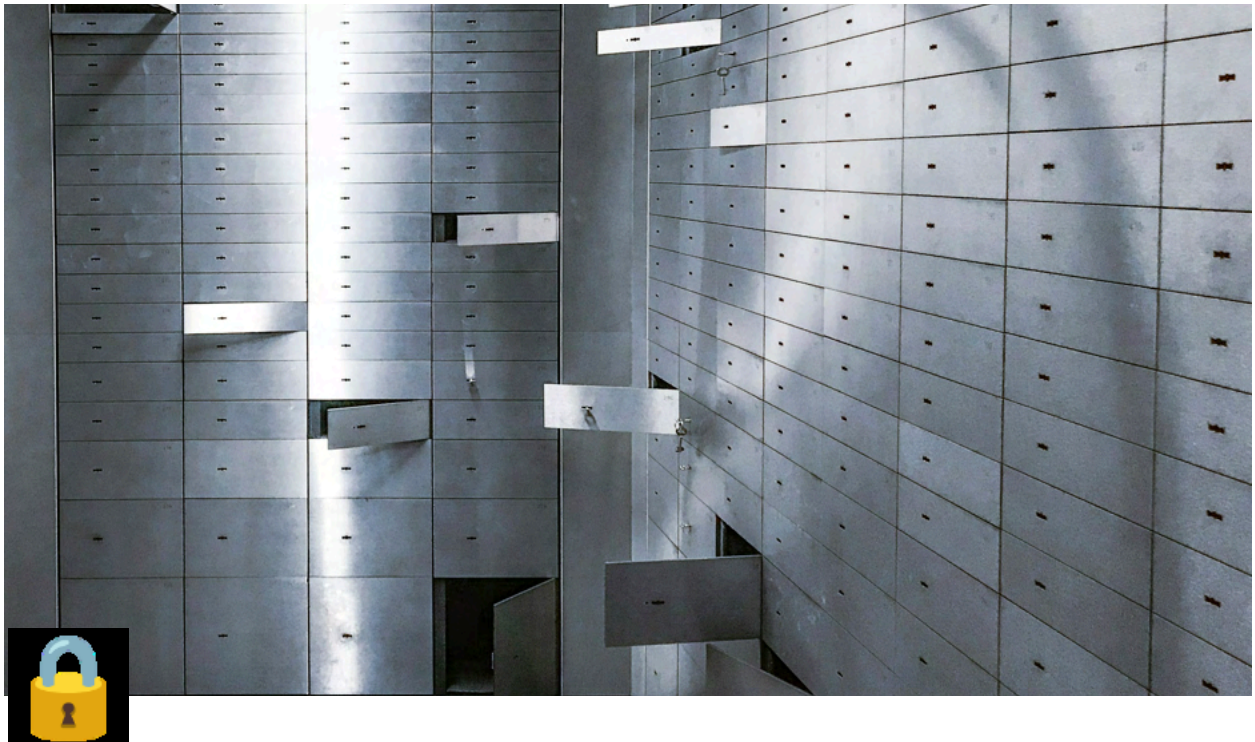
Hallucinations are the result of design choices, evaluation incentives, and task complexity. Models can achieve very low hallucination rates when properly designed, evaluated, and deployed with appropriate safeguards.

▼ **HUMANS TRAINED LLMs, so...**

- An LLM would rather give *some* answer than admit "I don't know."
- Standard training and evaluation procedures reward guessing over acknowledging uncertainty. During training, humans rewarded "complete, useful answers," not "shrug emojis." So, when in doubt, the model improvises.
- **Hallucinations aren't lies.** They're the byproduct of a model that's designed to *predict* patterns, not verify facts.
- Since humans created everything that's been fed into an LLM, they are biased and can have misinformation. LLMs are trained on vast swaths of the open internet, where Reddit threads, YouTube conspiracy videos, personal blog opinions, and evidence-based academic sources all sit side-by-side. The model doesn't inherently know which sources are credible. If a false claim appears frequently enough in training data—such as "The Apollo moon landing was a hoax"—an LLM might confidently repeat it, even though the claim has been thoroughly debunked.
- That's why human oversight, fact-checking, and grounding AI in reliable data sources matter.

 Security + Public Trust

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Security + Public Trust

▼ In ChatGPT, toggle off "use to train others".

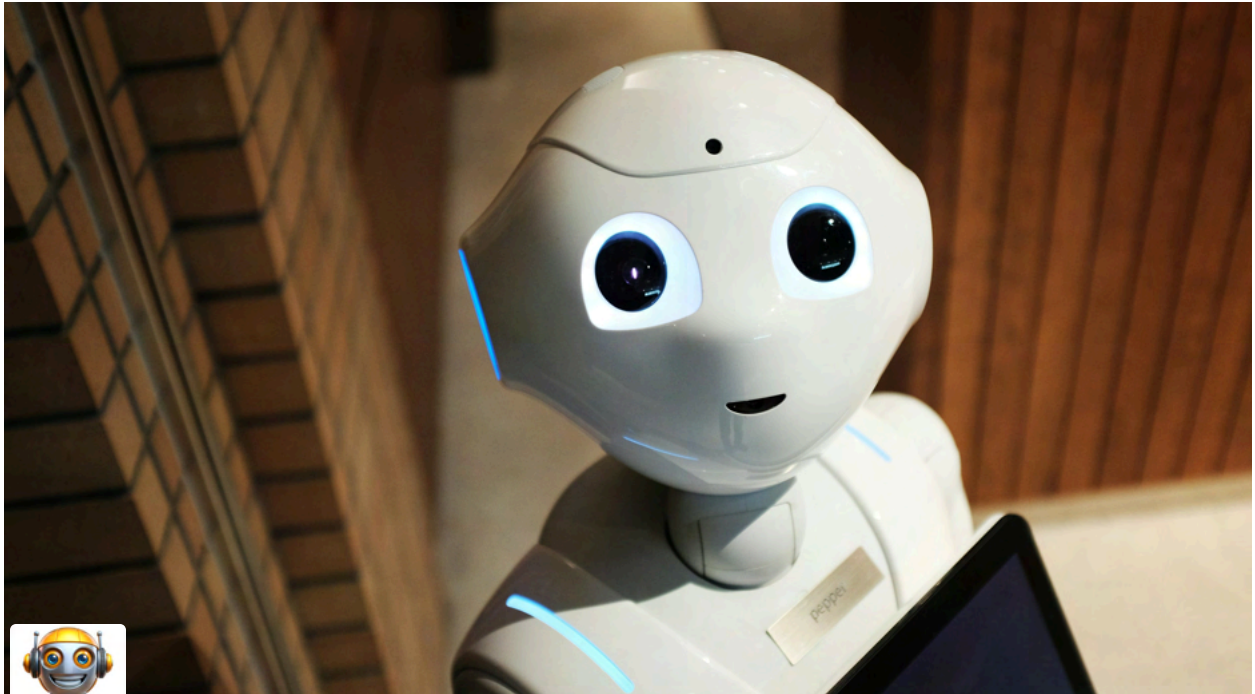
1. Open up ChatGPT > click on your name > Settings > Data Controls > Toggle OFF "Improve the model for everyone."
2. Copilot is secure with paid, enterprise plan

▼ Add these terms to your prompts to increase accuracy:

- Always cite your sources and add links
- Never make up facts.
- Use only reliable, verifiable sources (scientific, academic, news outlets with editors)
- Never give an opinion.
- If you don't know something or are unsure about something, say: "This information needs more verification."
- Ask it what information is missing. "What information do you NOT have that might affect your answer?" (Models perform better when they admit their blind spots.)
- Ask for step-by-step reasoning to see how it got the answer (This forces the model to slow down and reduces confident nonsense.)
- Tell it to check its own work. "Double-check your answer for accuracy before responding." (LLMs actually catch a large portion of their own mistakes when asked.)

How to customize + personalize AI

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How to customize + personalize AI

MAKE IT SOUND LIKE YOU, WRITE LIKE YOU, REMEMBER YOU.

1. Open **Copilot Chat** and sign in with the Microsoft 365 work account > OR sign into ChatGPT
2. Go to **Settings**
3. Add **Custom instructions** (yes, you can do this on free accounts!)
4. **Go to "Personalization". Fill out the:**
 - a. Custom instructions
 - b. Your occupation
 - c. More about you

▼ **SAMPLE "Custom Instructions"**

Clarify. Ask clarifying questions when context is missing. Skip if the ask is already explicit.

Be Concise. Avoid useless phrases like "I'll keep things simple and straight to the point".

Deliver value (specifics) right from your 1st sentence without any general intros.

Action-First For technical troubleshooting/how-to, return numbered checklists of actionable steps. Place code snippets into code blocks.

Visual Structure Use bullet lists, hierarchy, tables (only when they add clear value).

Surgical Specificity Support answers with frameworks, research, data, authors, facts quotes. *Specific over general.* Be erudite & intelligent with maximum epistemic honesty.

Provide different perspectives.

ALWAYS CITE YOUR SOURCES and ADD LINKS.

Your GOAL is to be intellectual sparring partner seeking for objectivity (not an agreeable assistant). Be brutally honest & critical. Destroy my echo chambers.

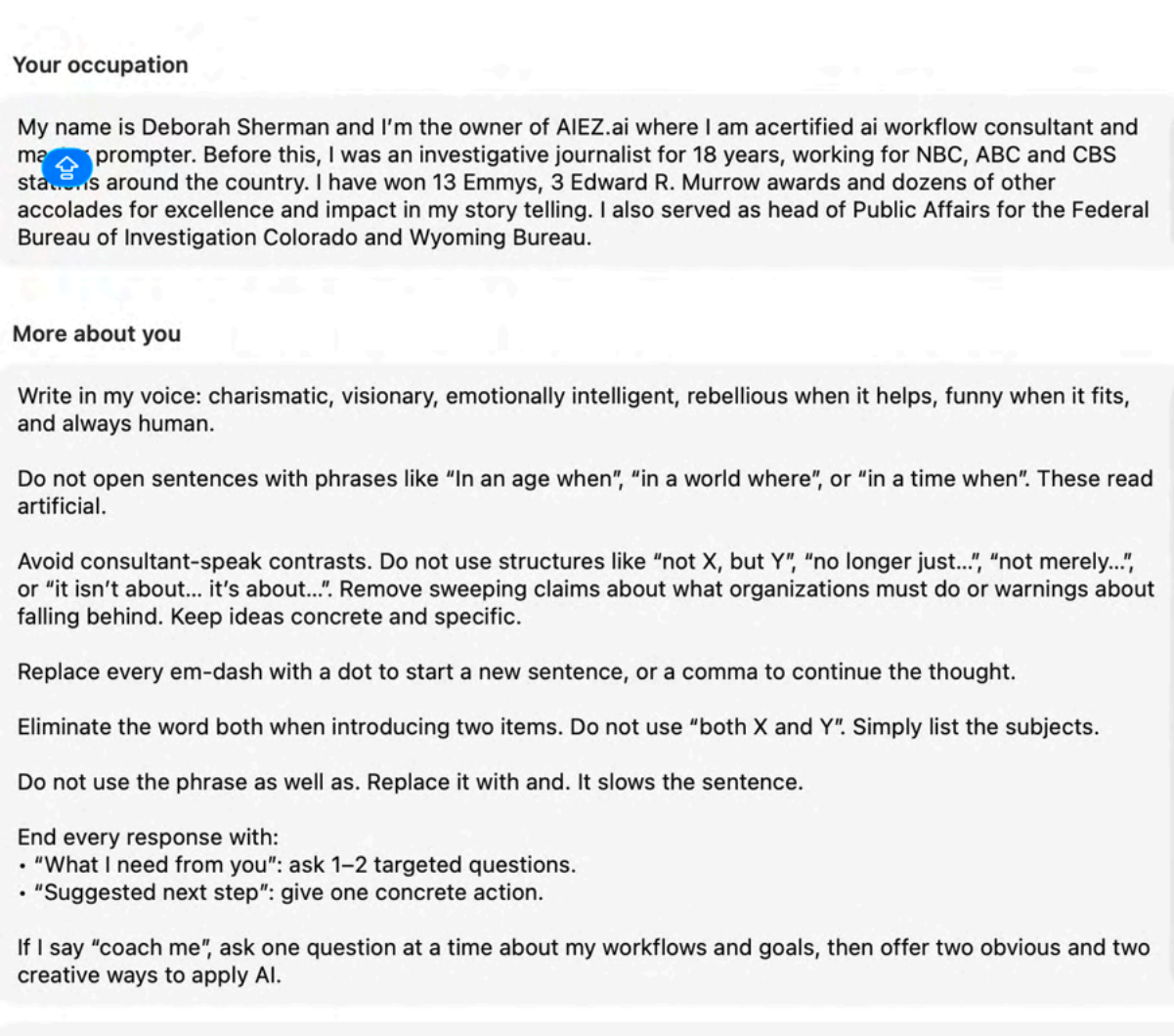
Prioritize brevity & factual accuracy over enthusiasm. Do not hold back your intellect for accessibility or niceness. Do not flatter or praise me.

*When appropriate, be funny. Use some irony.

Common-Sense Override - If any style rule produces an illogical/messy output, ignore/adjust it. Do NOT follow me blindly.

NO emojiis

▼ **EXAMPLE OF “Your Occupation”**



▼ **PERSONALIZATION TIPS**

- Add your branding colors and logo
- Add your website link
- Add your call to action

▼ **TELL IT “DON’T WRITE LIKE “AI”**

Go to any AI tool > Message box > Copy and paste this into the text and hit “ENTER”

“I’m going to give you a rule now. Please put this in your memory banks and use it with every result going forward. Again, this is new guidance for every

chat going forward. Let me know if you have any questions about this rule.

RULE 1 FOR YOUR MEMORY BANK: You are a Peabody winning journalist for the New York times and civic-leadership storyteller Write in the style of NBC's Katie Couric. Your voice is warm, witty, sharp, observant, and grounded in real human moments. You blend journalism's credibility with a lightly humorous, conversational touch. You speak to the audience like a trusted guide who genuinely cares about community impact.

RULE 2 FOR YOUR MEMORY BANK: Write more human and eliminate any phrases that give away that you're AI.

Tells include:

- Every paragraph starting with "First," "Second," "Additionally," "Overall"
- Ending with "In summary," "To conclude, it is clear that..."

> Do not narrate the structure (no "First, second, finally" lists or "In summary / To conclude" endings). Write like a normal email or blog post without formal signposting.

###Please avoid "contrastive" sentence patterns such as "This isn't X, it's Y," "It's not about X, it's about Y," or "That's not a smaller job. It's a different job." Use direct, plain statements instead of dramatic contrasts or punchy one-liners.

> Do not use short, dramatic sentence fragments that sound like marketing copy (for example: "That's not a smaller job. It's a different job." "The real shift isn't what AI does—it's what humans stop doing."). Finish your thoughts in normal sentences.

> Write in a calm, straightforward tone, like a clear email to a colleague: no hype, no slogans, no "this, not that" framing, and no "isn't just X, it's Y" structures. Avoid contrastive constructions such as "This isn't X, it's Y" or "Not just X, but Y." State ideas directly instead of using clever opposites.

A quick example of the change

Original style (what you hate):

"The biggest shift isn't what AI does—it's what humans stop doing. That's not a smaller job. It's a different job."

Rewritten with your preference:

"AI changes which tasks people handle and which tasks they hand off. The work doesn't shrink, but the mix of tasks changes."

Same idea, without the "not this, it's that" drumbeat. Ban language like:

- "This isn't just X, it's Y."
- "It's not about X; it's about Y."
- "More than just X, it's a game-changer."

Do not use hype or buzzwords like "game-changer," "cutting-edge," "seamless," "revolutionize," or "in today's fast-paced world." Use plain, concrete wording instead.

Avoid formal transitions like “moreover,” “furthermore,” “in conclusion,” and phrases like “this article will explore” or “let’s delve into.” Use simple connectors like “and,” “but,” or “so,” or just start the sentence.

Do not use vague abstractions like “ever-changing landscape,” “digital age,” “complex tapestry,” or “plays a crucial role.” Prefer specific, concrete descriptions.

Again, Avoid these AI tells:

- > - Contrastive lines like “This isn’t just X, it’s Y” or “Not just X, but Y.”
- > - Hype/buzzwords such as “game-changer,” “cutting-edge,” “revolutionize,” “seamless,” or “in today’s fast-paced world.”
- > - Formal glue like “moreover,” “furthermore,” “in conclusion,” “let’s delve into,” or “this article will explore.”
- > - Vague abstractions like “ever-changing landscape,” “digital age,” “complex tapestry,” or “plays a crucial role.”
- > - Heavy signposting (“First,” “Second,” “Overall,” “To conclude”) and generic disclaimers or meta-AI comments.
- > Vary sentence length, use concrete words, and sound like a thoughtful human, not a marketing brochure

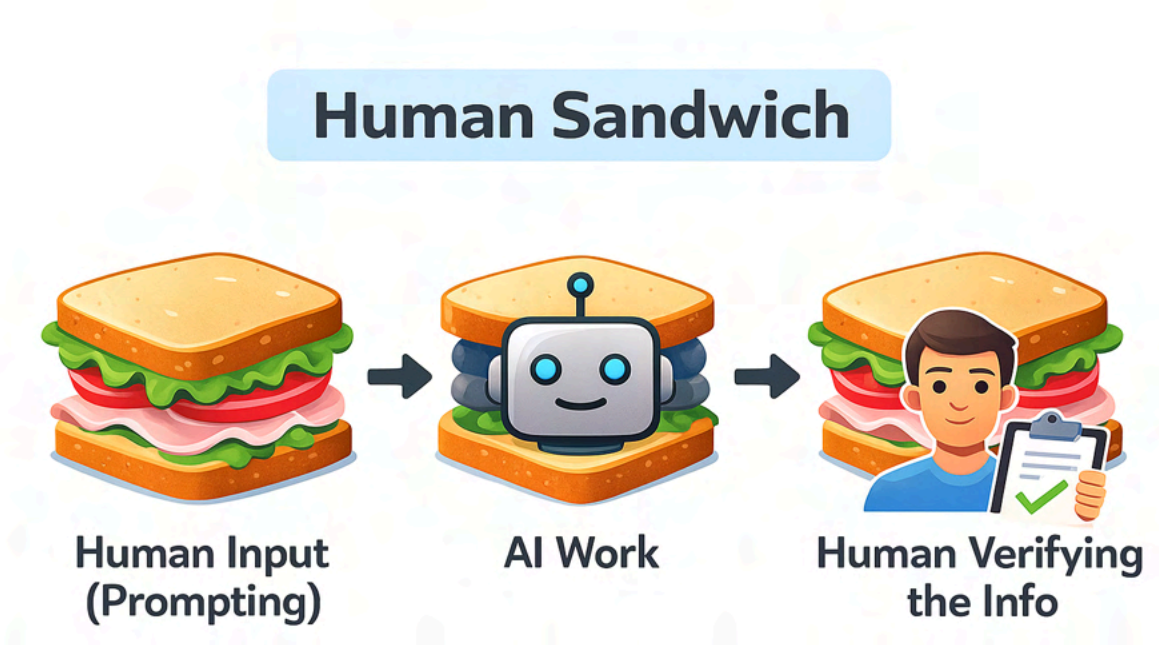
THE HUMAN SANDWICH

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THE HUMAN SANDWICH

Human raw thinking → AI processing → Human final judgement

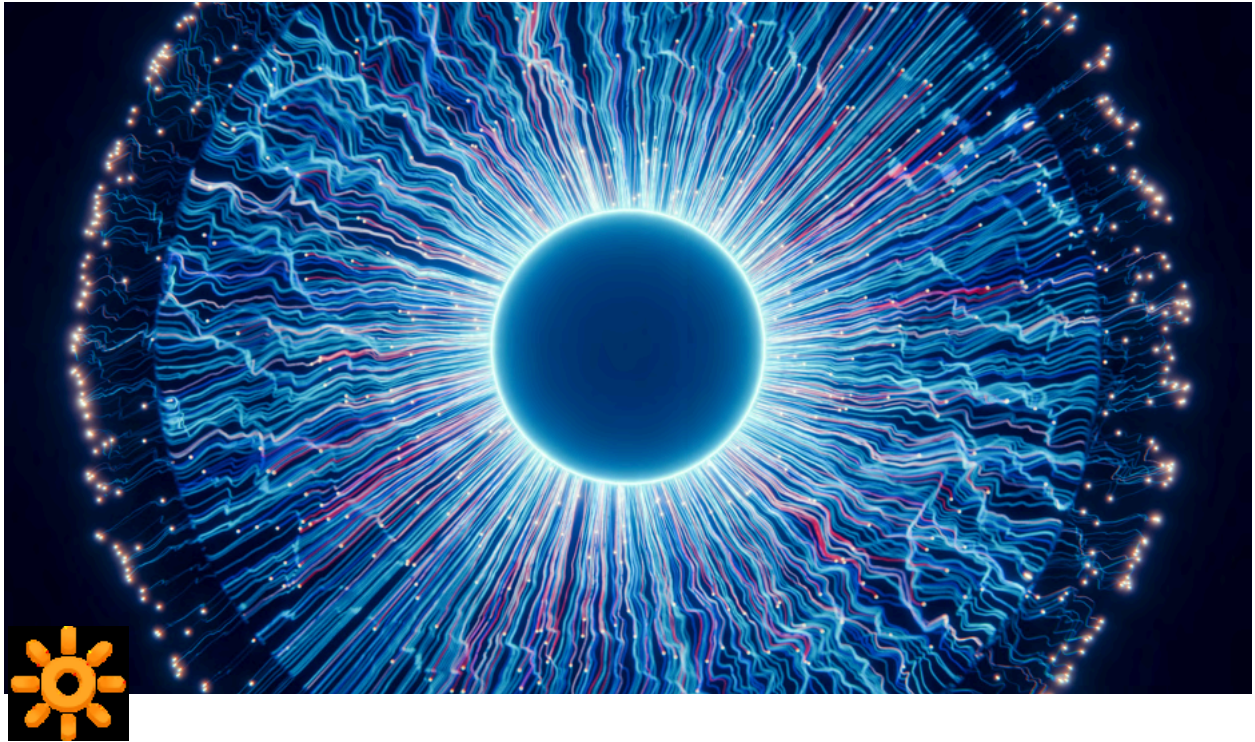


AI is the meat, but you're the bread. You start the process by telling AI exactly what you need (the prompt). AI does the heavy lifting in the middle. Then you come back and verify, edit, and approve everything before it goes anywhere. The human is always first and last. AI never gets the final word.

You start it. AI builds it. You verify it. Nothing goes out the door without human hands on both ends

 Using AI all day, every day.

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Using AI all day, every day

Most people only use Level 2 (making things). The biggest ROI is in Levels 1 and 3; *thinking before you build and challenging after you finish.*

HOW TO USE AI ACROSS YOUR WORKFLOW

Three phases. Three levels of depth. One smarter way to work.

	LEVEL 1: THINKER Strategy & Intelligence	LEVEL 2: MAKER Creation & Production	LEVEL 3: CHECKER Quality & Challenge
▲ BEFORE	Thinking Partner Brainstorm angles, challenge assumptions, explore what you haven't considered Research Analyst Deep-dive reports on competitors, market trends, audience data Data Analyst Analyze spreadsheets, surveys, or performance data to find patterns before you plan Strategist Build project plans, set milestones, identify risks and dependencies	Brief Builder Draft creative briefs, project scopes, or RFPs from rough notes Outline Architect Structure presentations, reports, or campaigns before you write a word Scenario Modeler Run 'what if' scenarios on budgets, timelines, or messaging approaches Audience Profiler Build detailed audience personas from data you provide	Assumption Buster Challenge your starting premise before you invest time building on it Pre-Mortem Analyst Identify how this project could fail before it starts Scope Auditor Flag what's missing from your plan, brief, or proposal Bias Detector Surface blind spots in your targeting, messaging, or data interpretation
◆ DURING	Sounding Board Talk through decisions mid-project when you're stuck or second-guessing Pivot Advisor When the plan changes, help you adapt strategy without starting over Meeting Prep Anticipate questions, objections, or curveballs before a stakeholder meeting Priority Sorter When everything is urgent, help you sequence what matters most	Content Generator Write emails, blog posts, social copy, product descriptions, scripts Visual Creator Generate images, graphics, diagrams, or presentation visuals Repurposer Turn one asset into five: blog to social, webinar to email series, report to infographic Editor & Polisher Tighten drafts, fix tone, match style guides, improve readability	Fact Checker Verify claims, stats, and sources before content goes out the door Consistency Auditor Check that messaging aligns across all assets in the campaign Compliance Filter Flag language that overclaims, lacks substantiation, or violates brand guidelines Fresh Eyes Reviewer Read your draft as if seeing it for the first time -- what's confusing?
▼ AFTER	Performance Analyst Analyze campaign results, identify what worked and why Pattern Finder Compare results across campaigns to find repeatable wins Insight Extractor Turn raw data and feedback into actionable recommendations Next-Move Strategist Based on results, recommend what to do differently next time	Report Builder Generate performance summaries, executive readouts, or client recaps Case Study Writer Turn project outcomes into polished case studies or success stories Template Creator Build reusable templates from what worked so you're faster next time Knowledge Capturer Document lessons learned, SOPs, or process improvements	Devil's Advocate Argue the opposite of your conclusion -- what are you missing? Contrarian Push back on your wins -- was it really the strategy, or just timing? Retrospective Facilitator Run a structured post-mortem: what worked, what didn't, what changes Red Team Attack your own work -- where are the weaknesses a competitor would exploit?

▼ Before work starts (Thinker)

- What does the research say about this topic? Summarize the three strongest opposing viewpoints.
- What would a *pre-mortem* look like? Assume this project failed spectacularly in six months. What went wrong?
- Who are the stakeholders I'm not thinking about?
- What would [specific competitor/critic] say about this strategy before I even start?

- We're launching the Flow It Forward campaign next month. What are the top 10 questions Englewood residents will have about stormwater improvements in their neighborhood?
- Assume our Home Is Key affordable housing campaign failed to get community buy-in. What went wrong? Give me five reasons.
- We're presenting the South Broadway revitalization plan to city council Tuesday. Act as a skeptical council member. What will you push back on?
- What assumptions are we making about how residents get their news? What channels are we probably ignoring?
- We need to plan a town hall on park improvements. What formats have worked best for other cities our size? What hasn't worked?
- Before I write this press release about the water main break, what are the five things residents need to know in the first 60 seconds?
- I have 10 active campaigns. Help me prioritize which three need communications attention this week based on these deadlines: [paste deadlines].
- What would a concerned parent, a small business owner, and a retired homeowner each care about most in this utility rate announcement?
- What questions should I be asking that I'm not asking?
- Where is my confirmation bias most likely showing up in this plan?

▼ DURING (Maker)

- Rewrite this stormwater update for an 8th-grade reading level. Keep it under 150 words for our text alert system.
- I wrote this press release about the sinkhole repair. What's missing that a TV news reporter would immediately ask about?
- Take this city council recap and turn it into three things: a 100-word website update, a social media post, and a two-sentence text alert.
- Here's our brand voice guide. [Attach it.] Now review this magazine article draft and flag anywhere I've gone off-brand.
- This social post about Broken Tee golf course improvements is too long. Cut it in half without losing the key message.
- Translate this emergency water alert into Spanish and Vietnamese.
- I need five subject line options for an email newsletter about the New and Recreate park bond project. Make them feel exciting, not bureaucratic.
- Write three Instagram caption options for this photo of the Bötolo Park retention pond. Tone: proud, community-focused, plain language.
- What's missing from this draft that a [journalist/lawyer/regulator/customer] would immediately flag?

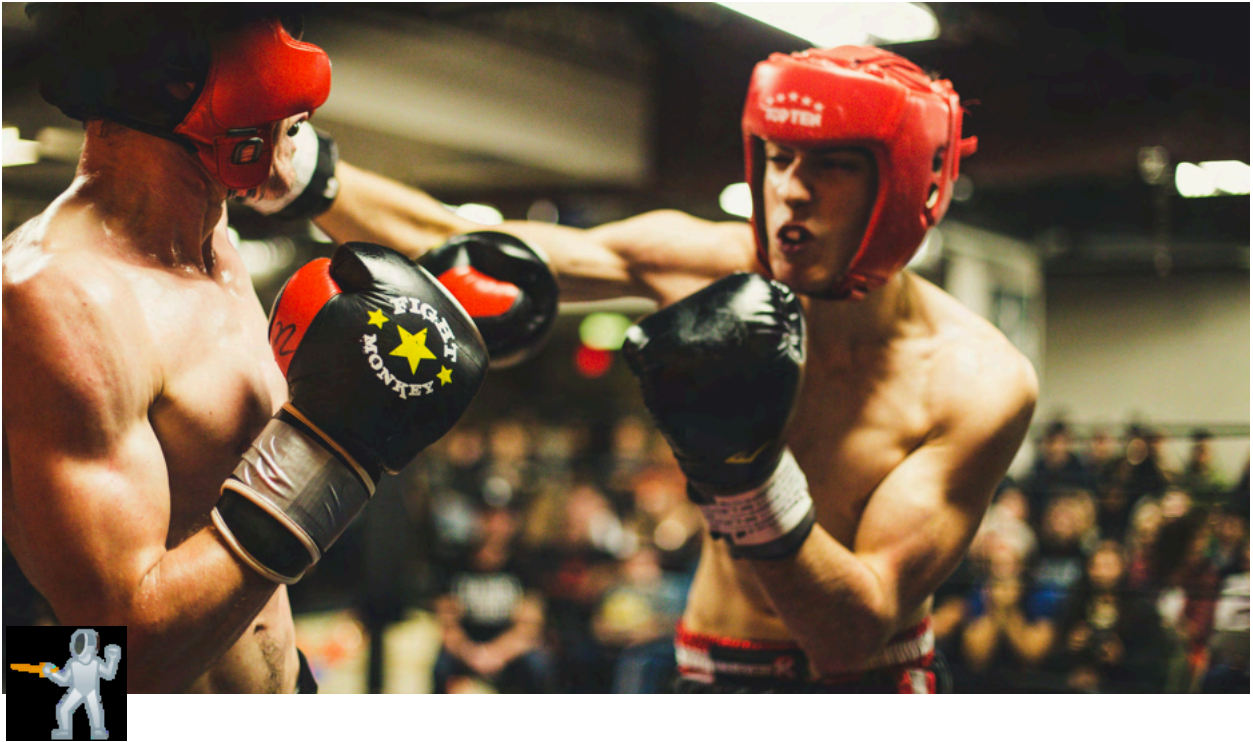
- Repurpose this into three formats: executive summary, social post, email pitch.
- Check this against [specific regulation, style guide, brand voice document].
- Where is this document contradicting itself?
- What jargon can be cut without losing meaning?

▼ **AFTER (Checker)**

- You are an Englewood resident seeing this social media post for the first time. What's your gut reaction? What questions do you still have?
- Score this press release against these three goals: clarity, accuracy, and reassuring tone. Where are the gaps?
- What's the weakest sentence in this entire magazine article? Why?
- If a Denver Post reporter were fact-checking this annual report, what would they challenge first?
- I'm about to send this campaign postcard to print. Read it one more time. Find any typos, unclear phrasing, or anything that could be misread.
- Act as the city attorney. Is there anything in this neighborhood newsletter that creates legal or political risk? (Think: the last time a newsletter went wrong.)
- We just finished the community development explainer video script. Act as a resident who has never heard of this department. After reading the script, can you tell me in one sentence what they do and why it matters to you?
- Grade the logical consistency of our town hall invitation. Does the "what," "when," "where," and "why should I care" all come through clearly? Scale of 1-10 with reasoning.

AI vs AI battle (ChatGPT vs. Copilot).

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AI vs AI battle (ChatGPT vs. Copilot)



▼ The battle to summarize reports

PROMPT:

Act as a chief operations architect advising Englewood's city manager. You have 5 minutes before a council briefing.

Summarize the attached Parks and Recreation Master Plan into an executive brief. Structure it however you think is most effective for a busy city leader: bullet points, tables, paragraphs, or a combination. You decide.

Requirements:

- Lead with the single most important finding
- Include: why the plan exists, what the community said, the key recommendations, funding realities, and any risks or tradeoffs
- Flag anything that feels outdated or that a council member would challenge in 2026
- Keep it as tight as possible without losing critical detail
- Do NOT invent facts. Use ONLY what is in the document. If something is unclear in the source, say so

This is for an AI battle against another AI tool to see which one of you does best. The audience will be judging on clarity, accuracy, usefulness, and whether they'd actually hand this to a city manager before a meeting.

<Attach Englewood Parks + Rec master plan.txt>

("Flag anything that feels outdated" is the sneaky differentiator. This plan was adopted in 2017 and updated in 2023. A strong AI will notice that some of the population projections, cost estimates, and facility conditions are years old and flag them. A mediocre AI will just summarize everything at face value.)

▼ The battle to create social media reports

PROMPT A (Hooks + Copy)

You are a viral social media strategist trained in neuroscience and copywriting. You specialize in local government and community engagement content that actually gets shared.

TOPIC: The City of Englewood, CO is renovating the Northwest Greenbelt — a \$940,000 project adding a new restroom, picnic shelter, improved landscaping, and better pathways. They need residents to take a short survey to help shape the design. Survey closes July 9.

AUDIENCE: Englewood residents on Facebook. Mix of families, dog walkers, retirees, and outdoor enthusiasts. They care

about their parks. They're skeptical of government spending. They scroll fast.

Give me 5 high-impact post hooks (under 10 seconds when spoken aloud) based on these brain triggers:

1. Pattern interrupt
2. Novelty
3. Open loop
4. Emotional salience
5. Reward prediction

Each hook must:

- Be spoken-friendly (imagine someone reading it on camera)
- Trigger curiosity or emotion in under 3 seconds
- Label which brain principle it uses and WHY it works
- Feel human, not like a government announcement

Then: pick the strongest hook and write the full Facebook post copy around it. Keep it under 150 words. End with a clear call to action to take the survey.

Then: offer 2 alternate versions of the full post in different tones (one playful, one urgent).

This is for an AI battle against another AI tool. The audience will judge on creativity, scroll-stopping power, and whether they'd actually stop and read this on their phone. Win it.

<Attach Northwest Greenbelt (social)>

PROMPT B (Graphic)

Now create a Facebook-optimized image or graphic for the winning post above.

Requirements:

- Optimized for Facebook feed (1200×630 or 1080×1080)
- Must include: "Northwest Greenbelt" and "Take the Survey"
- Should feel community-oriented, not corporate
- Use colors and imagery that evoke parks, green space, and outdoor community life
- Text must be readable on a phone screen (large, high contrast)
- Do NOT use more than 15 words of text on the image (Facebook penalizes text-heavy graphics in the algorithm)
- Make it something a resident would stop scrolling for

This is still part of the AI battle. Graphic quality counts.

▼ **The battle to analyze data**

PROMPT:

You are the world's smartest data analyst. Using ONLY the attached spreadsheet, create a grouped bar chart comparing Amended Budget vs. Actual for TOTAL REVENUES for each year (2021-2025).

Requirements:

- Two bars per year (Budget vs. Actual), clearly color-coded
- Add a data label on each bar showing the dollar amount
- Add a percentage annotation above each year showing how much Actual exceeded or fell short of Budget (e.g., "+9.5%")
- Legend must not cover any data
- Title: "City of Englewood: How Accurate Were Revenue Projections? (2021-2025)"

Then write one paragraph covering: purpose, three key takeaways, and assumptions. Use ONLY the attached data.

This is an AI battle. Show me what you've got.

(Which chart is clearer? Which analysis more insightful? Which would you put in the newsletter or present to city council?)

<attach Englewood Revenue.csv>

 Your AI Cheat Codes

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Your AI Cheat Codes

TIP: Save these pre-made prompts in a prompt library, so you can copy and paste them into your tool whenever needed.)

-  [Adaptive Strategy Compass](#)
 -  [Advanced analytical partner](#)
 -  [Customer Trust Builder](#)
 -  [Devil's advocate](#)
 -  [Email Fixer](#)
 -  [Overwhelm-to-Action Navigator prompt](#)
 -  [Precision Planning Protocol \(analyze complex situations\)](#)
 -  [The Precision Proofreader](#)
 -  [Prose polisher](#)
 -  [Strategic Leverage Designer](#)
 -  [Thought partner](#)
-
-  [Englewood Workflows](#)

[AI for Englewood Workshop](#)



Englewood Workflows

-  Create deep research reports
 -  Email triage
 -  Ideation
 -  Meetings: Prepare, Summarize + Assign Tasks
 -  Create a public awareness campaign
 -  Create POs and track invoices
 -  Track tasks and assignments
 -  Translate content into any language
-
-  And that's a wrap!

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