

# Generative AI ("GenAI") Practice Workbook

**Six Different Ways**  
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## You Will Need ...

To put ONE HOUR of undisturbed time in your diary ... plus ...

● ChatGPT or similar

● The example data that we have supplied

● Curiosity

# How To Use This Workbook

The aim is to encourage you to experiment with different types of AI instruction (called a prompt) to experience a wide-range of uses and understand what leads to useful output from Generative AI (the kind of AI that creates content; words, data and pictures). PLEASE TAKE NOTES and SAVE OUTPUTS as we will come back together to discuss how things went. Spend 20 minutes on each of the exercises – you're experimenting not perfecting.

## Have you tried ... ?

### FIRST ...

● —————  
Read pages 3 and 4 to refresh your memory then invest 20 minutes on Exercise One (page 5)

### NEXT ...

● —————  
Read pages 6 and 7 and then do Exercise Two (page 8)

### THEN ...

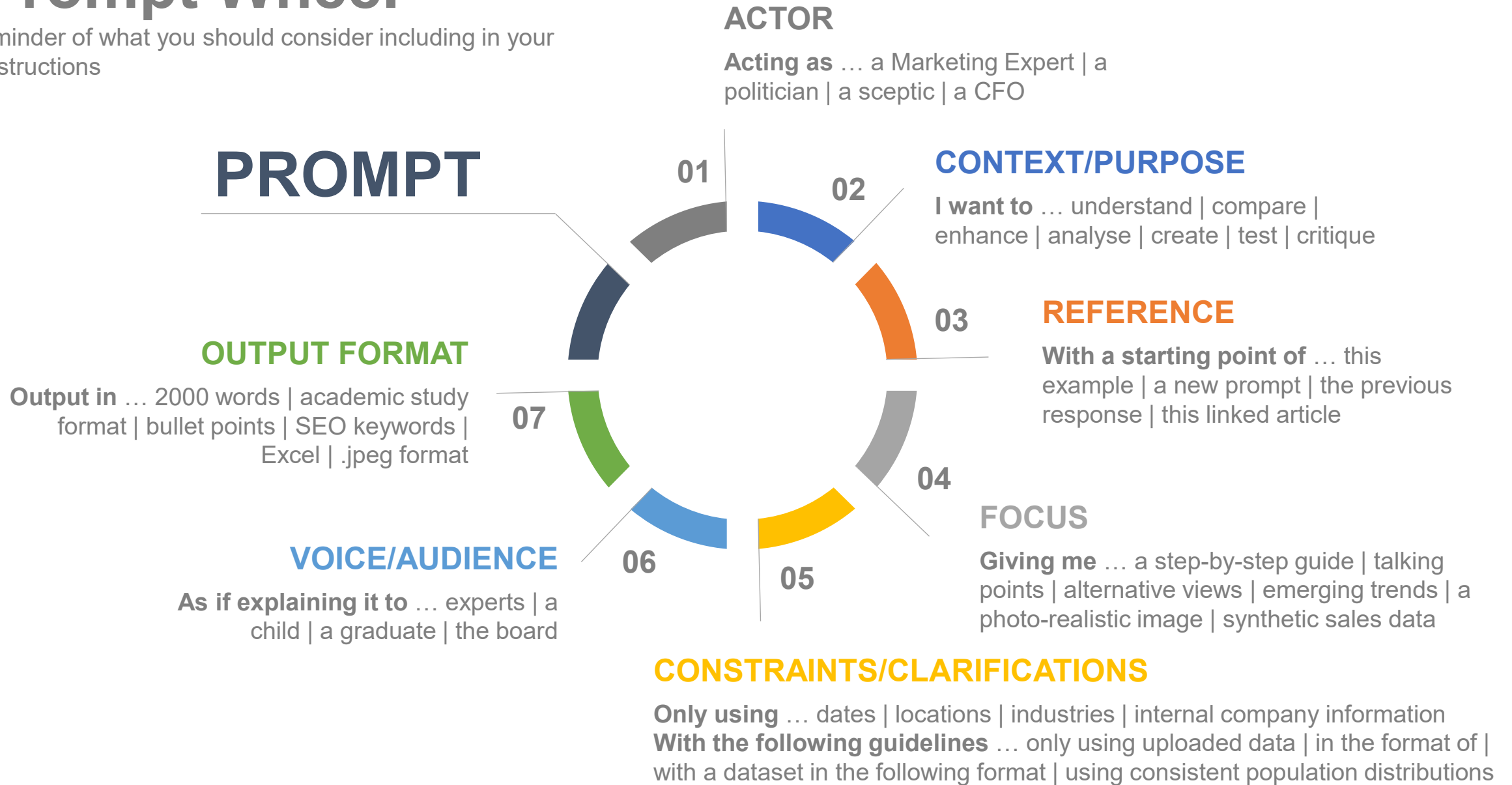
● —————  
Read pages 9 and 10, and then do Exercise 3 (page 11). **You have 4 files that will help you complete the task.**

### FINALLY ...

● —————  
**Arrange to discuss experiences and what you've learnt (feel free to book time directly)**

# “Prompt Wheel”

A reminder of what you should consider including in your AI instructions



# Reminder: More Specific Prompts Get Better Results

Investing a few more minutes typically yields far better results

NO

YES

How do I get products listed on Amazon?

**Acting as a commercial growth advisor**, give me a step-by-step guide on getting my products listed on UK marketplaces; I'm told that Amazon is where I should be but advise me on the best marketplaces given **limited time to do administration**. My company sells promotional merchandise from small UK-based suppliers to large corporates. We often have **unbranded excess stock and over-runs** and I'd like to sell on to **maximise my return on each project**. Assume that I know nothing about online marketplaces and the tools that can support them. Your solution(s) must maximise the margin I make per product and **must not damage my brand**. Give me recommendations for appealing to mid-market companies in the South West. The output is a **downloadable Word document** with the pros/cons of each marketplace option (up to a maximum of 5) and then step-by-step guides suitable for a novice for the best 3 of the marketplace options. Include my **day-to-day tasks** to administer ongoing and advise of any complexities that anyone may have had and how to overcome them

# Exercise 1: Writing Prompts For Content

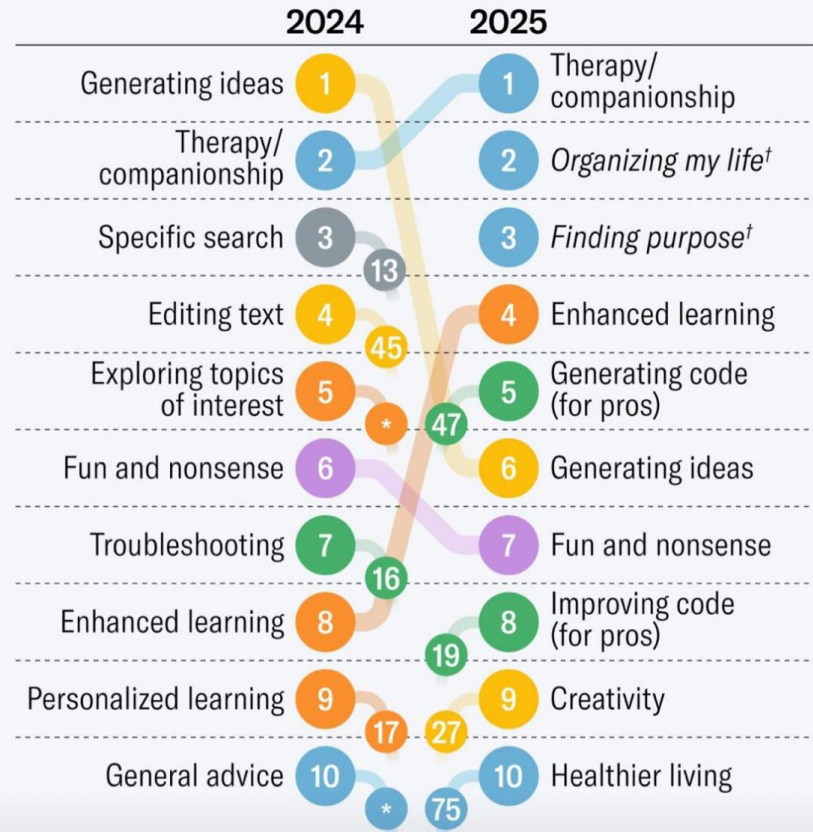
Use your AI tool – and best practice - to create the following content



# Reminder: GenAI Can Also Provide Advice

Where is GenAI heading?

## Top Gen AI Use Cases



\*Did not make list of top 100 in 2025 †New use case  
Source: Filtered.com



## The Trends indicate a shift ...

- from “functional” tasks to an advisor
- from task-based to outcome-based
- to better support for human qualities

## Note in particular ...

- “Editing Text” (position 4 – 45)
- “Generating Ideas” (position 1 – 6)
- “Finding Purpose” (new entry at 3)
- “Healthier living” (position 75 – 10)
- “General advice” (position 10 top outside the top 100)

# Example: Some Common Areas of GenAI Advice

AI tools can be used in a range of imaginative ways ... please just experiment!

## Psychological Tension

“What conflicting thoughts, emotions, or desires might a busy parent have when trying to choose healthy snacks for their kids?”

> **not just content**

## Relatable Training

“Create a multistage game that teaches the user the key principles of the 4P model using the classic “sell me this pen” scenario. Let the user answer from multiple choices and explain the key learning points after each round”

> **interactive and immersive**



## “Winning Hearts And Minds”

“What are some creative analogies for explaining how our AI marketing tool saves time—using cooking or travel metaphors?”

> **internal adoption**

## Cultural Signals

“What are some rising Gen Z TikTok trends that reflect a shift in attitudes toward luxury or status?”

> **scan “other worlds”**

## Rethink Everything

“I need to get 10,000 people to try our new skincare product in one week. Suggest 4 feasible ways”

> **new voices / approaches**

# Exercise 2: Using GenAI As A Trusted Advisor

The purpose of this exercise is to see the difference in quality, depth and usefulness of advice

## Tell me about...

Use the AI tool as 90% of users do; as if it's a search engine

## Then ...

Compare with what you'd actually prompt

## Now ...

Apply some of your learnings ...

## 1. "Quick And Dirty"

Pick a subject you'd like advice about and see the results. Examples may be

- How do I look after a cat?
- I want to live in another country, help me
- Explain some useful Maths concepts to me
- What should I talk to my client about next?
- What's the best email content for complaining about my delivery being late and getting compensation?
- When do I receive my PCP claim refund?
- Why am I not getting faster at running?
- ... or [even better] a challenge of your own!

## 2. "The Usual Way"

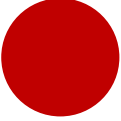
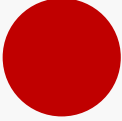
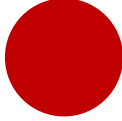
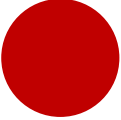

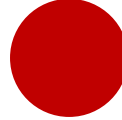
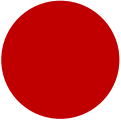
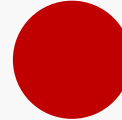
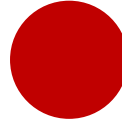
Now rewrite the subject in the way that you'd usually write the prompt (be honest!) and see the difference

## 3. "Use The Prompt Wheel"

Now rewrite the prompt again using the best practice materials you've experienced recently

# Reminder: Data Can Add Context And Nuance

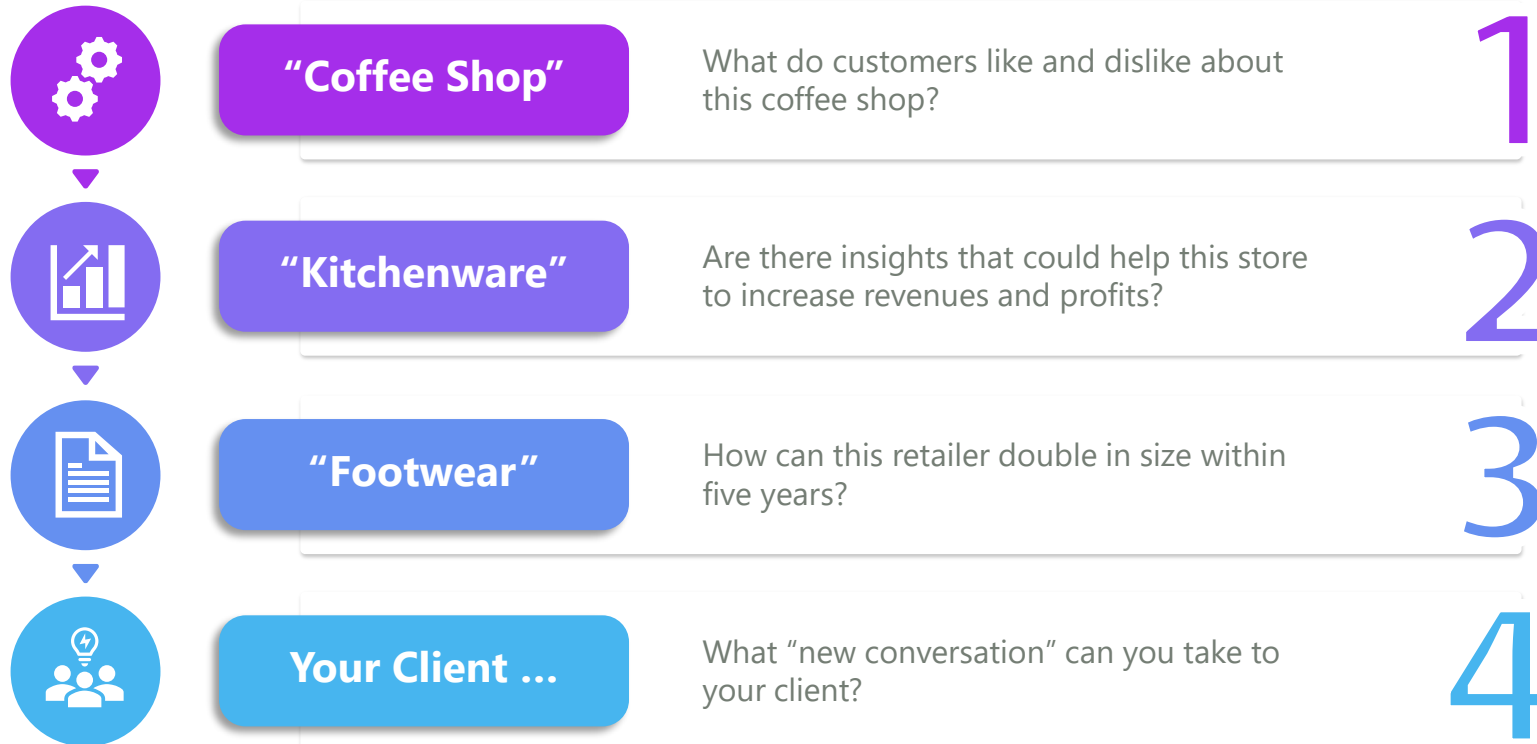
Can we identify sources of data that will be useful for better AI results?

 <b>Operational</b> Project Marketing Resource	 <b>Financial</b> Revenue / expense Assets / liabilities Reporting	 <b>Digital</b> Website App Media
 <b>"People"</b> CRM/Loyalty Human Resources Expertise	 <b>Open Source</b> Company reports Best practice White papers	 <b>Social</b> Social media Reviews Blogs/Forums
 <b>Supplier/Product</b> Specifications Service Records Training	 <b>Research</b> Surveys/Panels Paid Research Trusted Sources	 <b>Other</b> Spreadsheets Notepads! Contact Centre

# Exercise 3: Using Data To Add Context

There is an ocean of data available, key is knowing what data to use and how to use it

In addition to now being able to write brilliant prompts ... you can upload data (via the + symbol in the prompt box) to improve project delivery and/or create “conversation starters” for use with your clients. Using the sample data we have provided – the file names should indicate which is which - spend 5 minutes planning how you could use AI to support each of these scenarios ...



... then maybe find some time to try using the data in your prompts, experiment, reflect, share, discuss and get excited!

# Best Practice: Discuss and Share

Internal conversations should include how you're using AI – success, confusion, failure, brilliance ... keep the conversation going

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The best ideas are already within  
your organisation

Learn together rather than  
individually

Reuse and build on the wisdom  
of the crowd

# Best Practice: A Prompt To Write A Prompt

Once you've refined your instructions in a conversation, you can use AI to rewrite a better version of what you wanted in the first place

I'm writing an AI newsletter for business people and want 5 stories that will appeal to them. I'd prefer them to be successful case studies rather than new capabilities or announcements and for them to be relevant to SME to mid-market sized companies. Some explanation of the AI being used and the benefits, along with 3-5 sentences detailing the story are required and, ideally, a link to the source material. The headline and summary should be punchy, upbeat and compel a user to click through the link

- + "Could you link to the original story"
- + "Being memorable is the most important feature"
- + "Make the case studies relatable"
- + etc etc etc

## Prompt:

Act as a journalist writing an upbeat AI newsletter for a business audience. Find 5 real-world case studies from the past 6 months where AI has been successfully applied in retail, FMCG/CPG, healthcare, education, or charities/not-for-profits. Avoid news about new tools or announcements—focus only on success stories showing clear results for small to mid-sized organisations.


For each story, give:

- A catchy consumer-magazine-style headline
- A 3–5 sentence summary in plain English, no jargon
- A short note on how this type of AI solution could apply to other organisations
- A link to the original story

Make it friendly, clear, and engaging—written for non-technical professionals.


# What Should (and Shouldn't) GenAI Do?

There are useful guidelines when considering when to apply AI



## Good Uses

- Analysis of large data sets for summarisation, second opinion or completeness
- Transform from one "format" or style to another (for example, to improve resonance with an audience)
- Orchestration and completion of tasks in complex processes



## Poor Uses

- When accuracy or certainty are the key objectives, for example, in regulated or standardised tasks
- When human qualities (judgement, empathy, accountability etc) are required
- When the investment outweighs the potential return