



BiG Impact Group

Practical Prompting for State Agencies

Data Day 2026

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BiG Impact Group: Our Foundation



GenAI Training & Instruction

Empowering your team with the knowledge and skills for effective GenAI adoption.



AI & Data Strategy & Implementation

Developing tailored AI and data strategies, and bringing them to life with robust implementation.



State & Local Government Focus

Specializing in AI solutions designed to meet the unique needs of public sector entities.



Show of hands: who's used Copilot and
the result felt fine but forgettable

The Brevity Problem:



5

Search Words

Average search engine request length

7

ChatGPT Words

Average **prompt** length in ChatGPT

90%

Brief Prompts

Percentage of under concise AI requests

Comparing Prompt Quality:

Weak Prompt:	Why that logic breaks down:
Vague, brief, lacking context and specificity	Detailed, specific, with clear instructions
Provides minimal guidance to the AI system	Includes format, tone, and audience guidance.
Results in generic, sometimes unhelpful responses	Generates targeted, high quality AI outputs

Let's look at an example...

Notice how we include details, request format, and provide directives to yield better output.

"Our company manufactures 90% of our products in China and is experiencing significant margin pressure due to U.S. tariffs averaging 245%. Provide a detailed analysis outlining specific short-term actions to mitigate these tariff impacts, potential medium-term strategies for supply chain diversification, and recommendations for long-term adjustments to our overall sourcing strategy. Include examples of comparable companies who have successfully navigated similar tariff challenges."



The Power Of Context:



Context

Background information provided to the AI



Equals

Direct relationship



Priming

Preparing AI to respond in specific ways

... leads to superior output.

Elements Of Effective Prompts:



Expertise

Specify the knowledge domain or expert persona.



Tone

Define the communication style and emotional quality.



Level

Indicate complexity and depth of knowledge required.



Style

Set formatting preferences and creative direction.

Prompting Best Practices:



Ask it to "Show Its Work" (Chain of Thought)

Reduce errors and "hallucinations" by making the AI explain its reasoning step-by-step before providing a final answer.



Provide "Golden Examples" (Few-Shot)

Guide AI on desired tone and structure by providing an existing, non-sensitive document as an example for new content.



Flip the Script: Ask for Questions

Before a major task, ask the AI to pose 5 questions that would improve the deliverable, identifying crucial context gaps.



The "Second Draft" Rule

Refine initial AI outputs using follow-up prompts, such as "Make this 20% shorter," or "Rewrite for a 5th-grade reading level."

Meta-Prompting: Prompts That Write Prompts



Prompts that Writes Prompts

Base-level meta technique



Recursive Improvement

AI refines its own instructions



Ultimate Efficiency

Let AI optimize your prompts

Common Use Cases that Actually Drive Value for States



Save time

- Drafting memos, briefings, and legislative summaries
- Summarizing long documents, reports, and meeting transcripts
- First-pass responses for emails, constituent correspondence, and internal inquiries
- Research synthesis across statutes, policies, and prior decisions
- Translating content for accessibility and multilingual needs



Improve quality

- Standardizing policy language and internal guidance
- Improving clarity and tone of public-facing communications
- Comparing options and surfacing tradeoffs for leadership review
- Quality checks on reports, grant narratives, and analyses
- Knowledge continuity when experienced staff retire or rotate



Reduce risk

- Policy and procedure navigation to reduce misinterpretation
- Reviewing documents for omissions, inconsistencies, or outdated references
- Compliance checks against statutes, rules, and internal standards
- Flagging sensitive data exposure before sharing or publishing
- Creating audit trails for how information was reviewed and prepared

Demonstrations: GenAI in Action

1

Alternative Personas

Enhance and review your content with AI before sharing it externally.

2

Notebooks

Utilize Copilot Notebooks for seamless team collaboration and dynamic documentation.

3

Teach Me

Leverage AI to learn new topics efficiently and deeply.

4

Data Analyst

Leverage AI to quickly analyze messy Excel data and extract insights.

Moving from Content Creator to Thought Partner



You just received a new federal directive with a short compliance window.

Strategist

- What are the risks?
- What are we missing?
- What are second-order impacts?

Analyst

- Summarize requirements
- Identify key deadlines
- Highlight operational implications

Executor

- Draft an action plan
- Outline SOPs
- Create internal communications

Your First Copilot Task Tomorrow Morning

Let's make sure the insights from today translate into immediate action.

Write down one task from this week that took you longer than it should have. That's your first prompt tomorrow morning.

Identify a task that consumed more time than it should have, and challenge Copilot to streamline it for you.



Thank You

If you want us to support enablement within your departments, we are here

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