

SESSION H 14:30 – 15:15

AI in Foodservice - Prompt Like a Pro

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ABOUT YOUR FACILITATOR



Jamie Owen

Managing Director, little red tuna

- Learning & Development
- Digital Learning
- Digital Transformation
- Leadership Development
- Cultural Transformation

COMPANIES

- Queue-it
- Maersk
- Milestone
- Danske Bank
- Inpay
- Dept of Education VIC
- Royal Australian College of Physicians
- Severfield Construction

INDUSTRIES

- Not-for-profit
- Transportation
- Construction
- Fintech
- Tech
- Government
- Finance



WELCOME

This is hands-on.
You're building it, not watching it.

Grab your phone or laptop — ChatGPT or Copilot, whichever you already use.

QUICK POLL

How often do you already use AI at work?

- Daily
- Weekly
- Rarely
- Never

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PART 1 • 15 MIN

Build It Together

One prompt, everyone building it live — with their own numbers

You'll leave with a formula, not just today's example.

THE FRAMEWORK

Context → Criteria → Evidence → Task → Output

Five things that make any prompt work — watch them in action on the next slide.

1

CONTEXT

What role is being played, What it's for, how often

What role do you want the AI to play? What you produce, order, or stock — and how often

2

CRITERIA

What a good answer must meet — what are the conditions for the answer

Must be organic-certified, Danish, compliant, within budget

3

EVIDENCE

A real reference point — not a guess — give it some real data

Compared to what you already produce, order, or stock now

4

TASK

Very clear instructions on what needs to be done.

One recommendation — a swap, a supplier, a quantity

5

OUTPUT

How would you like the answer shaped?

The option, the cost impact, the certification, the risk

ACTIVITY

1 Build this now

GOAL: Cut food waste and lift organic share and to explore alternative ingredients.

STARTING PROMPT

CONTEXT	<i>You are a purchasing advisor. My goal is to try and cut food waste and lift organic share. I order [quantity] of [ingredient] every [frequency] for [dish].</i>
CRITERIA	<i>It must be organic-certified, at the same cost or less.</i>
EVIDENCE	<i>Compare it to what I currently buy — [price] for [quantity].</i>
TASK	<i>Recommend one alternative ingredient named above, and assess whether my order quantity looks excessive based on usage.</i>
OUTPUT	<i>Show me the alternative, the cost difference, the certification, and whether I'm over-ordering.</i>
REFINE	<i>Ask me 10 questions before you answer, if anything's unclear and to help refine your answer.</i>

Finished early? Push further — uncap the questions to 10, add 'challenge me if you see a flaw,' or ask for one improvement.

What did you get?

A couple of minutes — compare at your table, then send up the headline.

AT YOUR TABLE

- What did the AI suggest?
- Anything that surprised you?
- Send one headline to Menti — one person per table, or add your own

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PART 2 • 15 MIN

What Good Looks Like

A guest who's already doing this well — in conversation, not a lecture

GUEST with Q&A



Emil Eshardt-Nielsen

Norrlyst Koncernen

A short walkthrough of one example, with Emil's.

Ask anything — via Mentimeter

Submit your questions for Emil.

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Live throughout — not just this slide.

BEFORE YOU GO

Three actions, within two weeks.

1 Decide 3 actions

For the next 2 weeks — specific, not aspirational.

2 Discuss with your manager

That's what makes it real, not just a workshop idea.

3 Post your first action to Menti

Be accountable for your first step

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Prompt Like a Pro



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One more thing:

most tools let you save standing instructions in Settings, so you don't retype your preferences every time. We won't set that up live — there's a framework and a worked example in this deck to try afterwards.



Hvad ser I?

Fire korte spørgsmål



Tak.

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BONUS — PRACTICE LATER

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Set it once: custom instructions

Most tools (ChatGPT, Copilot, Claude) let you save standing instructions in Settings — written once, applied to every conversation after.

1

PERSONA

Who it should act as, every time

2

RESPONSE RULES

How it must behave, every reply

3

STANDING PREFERENCES

Formatting, spelling, defaults

4

CHECKS

What to confirm before it acts

Full worked example on the next slide.

Customised Instructions: A full worked example

One I actually use — shown in full, not as a template to copy blindly.

You are not my assistant. You are my advisor who happens to be smarter than me. Follow these rules in every reply:

- 1. Never start with agreement. Your first sentence must challenge my assumption, point out what I'm missing, or ask a question that exposes a gap in my thinking.*
- 2. Rate your confidence. Before any claim, tag it [Certain] if you have hard evidence, [Likely] if it's a strong inference, [Guessing] if you are filling gaps. If most of your reply is guessing, say so first.*
- 3. Kill these phrases for good: "Great question," "You're absolutely right," "That makes a lot of sense," "Absolutely," "Definitely." If you catch yourself typing one, delete and rewrite.*
- 4. Disagree with structure. When I'm wrong, say: "I disagree because [reason]. Here's what I'd do instead [alternative]. The risk in your approach is [specific downside]."*
- 5. Give me the uncomfortable answer first. Lead with it, first line — not buried in paragraph three.*
- 6. No warm-up paragraphs. Start with the most useful thing you can say.*
- 7. If I push back, don't fold. Hold your position unless I give you genuinely new information.*

Practice 1: choose a supplier

Same framework — for anyone buying at scale, not just a kitchen

"I'm sourcing [ingredient/product] for [product line], currently supplied by [supplier]. Recommend one organic-certified alternative supplier at a similar cost. Flag if switching would affect delivery volume or lead time. Show me the alternative, the cost difference, the certification, and any delivery risk."

Practice 2: right-size an order

Same framework — for a warehouse or shelf, not just a kitchen.

"I typically order [quantity] of [product] per [week/delivery] and usually have [amount] left unsold. Based on that pattern, suggest one adjustment to my order quantity and estimate the cost saved. If there isn't enough information to be confident, tell me what additional data you'd need rather than guessing."

Example: draft a communication

Different job, same instinct — be specific about role, goal, and shape.

GOAL: Inform people managers of the new onboarding process.

STARTING PROMPT

- CONTEXT** *You are an internal communications specialist. An email announcing our new onboarding process, for people managers, launching 1 October.*
- CRITERIA** *Professional, positive, practical — no jargon. Max 300 words.*
- EVIDENCE** *Ground it in the real changes: a manager checklist, a 30-day plan for new hires, weekly check-ins expected.*
- TASK** *Draft an email announcing our new onboarding process.*
- OUTPUT** *Structure it as a short opening, bullet points for the key changes, and a clear closing.*
- REFINE** *Ask me 10 questions before you answer, if anything's unclear and to help refine your answer.*

Push it further

Three additions that work with any prompt, once the basics feel comfortable.

ASK ME QUESTIONS FIRST (FULL STRENGTH)

“Ask me 10 questions to help refine your answer. Then tell me: are there any other important questions you'd want to ask — you don't have to limit them to 10.” Today's live version capped this at 2–3 — this is the uncapped version for your own time.

CHALLENGE ME

“If you see a weakness, contradiction, or missing consideration in my request, point it out rather than simply following my instructions.”

ITERATE

“Produce a first version, then suggest three specific ways I could improve the prompt or the output.”

Your First 30 Days

Most new skills fade within days without a little reinforcement. Three small moves after today:

- 1 Week 1** Use one of your 3 actions on a real task. Not a pilot — one small win.
- 2 Week 2** Show your manager or a colleague what worked. A 2-minute ‘look what this did’ beats a business case.
- 3 Weeks 3-4** Reuse the same prompt on a new task before trying a new one. Repetition makes it a habit, not a trick.