



# GenAI for Everyone

Practical AI Skills for Cross-Functional Teams

# Course Roadmap



**01 Course Introduction**

**02 Context Engineering Essentials & Custom GPTs**

**03 AI-Powered Content Creation**

**04 Instant Presentations & Storytelling**

**05 Multimedia with AI (Images, Audio, Video)**

**06 AI for Data Entry, Analysis & Reporting**

**07 Workflow Automation & Productivity**

**08 Capstone Project & Certification**

# Image And Video Generation Stack



# AI Videos Tool Stack



**Gemini**

Best

 pixelbin

 Midjourney

 manus

 Vertex AI

Whisk EXPERIMENT

 ChatGPT

For writing scripts and generating images

 KlingAI

Best

**Veo**

by Google DeepMind

 Midjourney

 pixelbin

For generating videos

For Speech

**ElevenLabs**

Best

Music & sound

**SUNO**

**Artlist**

Editing

 Pr

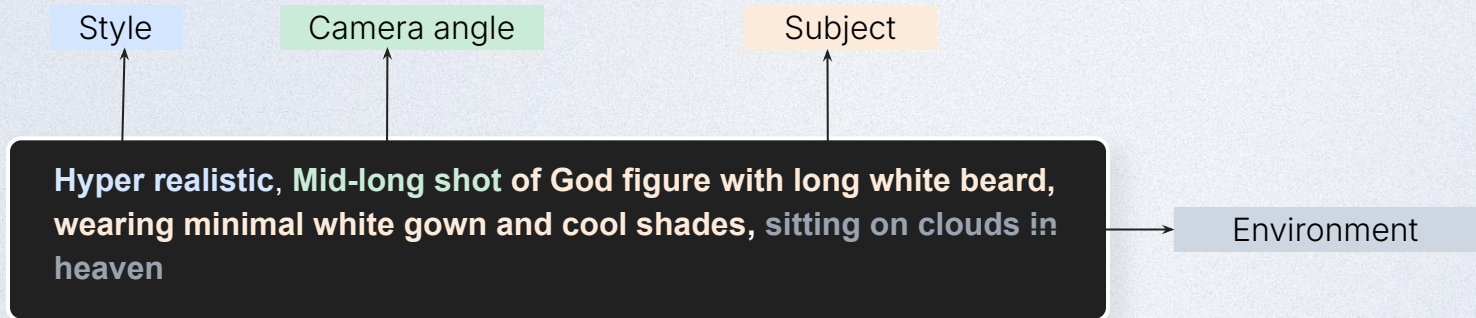
Adobe Premiere

# How to Write Image & Video Prompts

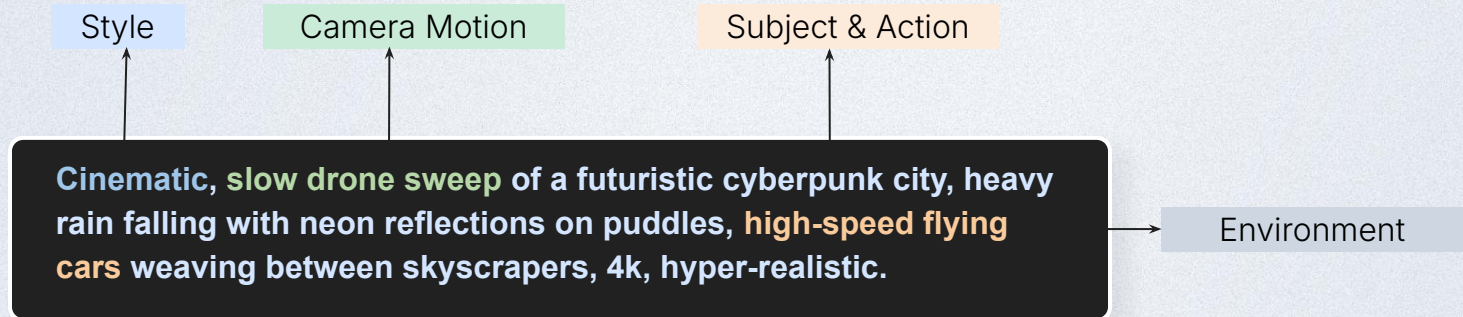


Prompt Structure = [Style] + [Camera Angle] + [Subject] + [Environment]

Image Prompt



Video Prompt



# Turn product images into lifestyle photos



create a banner with this sunscreen placed on the beach



I want to create a professional shoot for a sunscreen, on a sunny day, water on a model



A close-up portrait of a joyful young woman with a natural, radiant complexion, visibly realistic skin texture including freckles, pores, and dewy highlights



Replace the lipstick on the podium with the one attached



# Create AI Videos in 4 steps



## 1. Generate Script

Scene 5 (15s) concludes with a strong call to action, emphasizing that experts are ready to provide personalized advice, best deals, and more. The script has been validated against current 2025 laptop specifications, ensuring all technical recommendations are accurate and relevant.

Reliance Digital: The Ultimate Laptop Buying Guide Video Script

Video Length: 1.5 minutes (90 seconds)

### Scene 1: Introduction (15 seconds)

Scene: Upbeat, modern music begins. A friendly Reliance Digital store staff member warmly greets the camera. Animated graphics of different laptop categories—a student with books, a gamer with a headset, and a professional with a briefcase—are displayed on the screen. The main title is displayed prominently.

Voiceover: "Shopping for a new laptop? With so many choices, it can be tough to start. But don't worry, we're here to help you find the perfect match for your needs."

Super: The Ultimate Laptop Buying Guide

### Scene 2: For Everyday Use & Students (20 seconds)

Scene: The video transitions to a student studying in a café, a family streaming a movie, and someone browsing social media. Animated icons highlight key specs as they are discussed.

I want image of this attached man's image to feature in a mid shot of the man near the laptop aisle of the reliance digital store. I need the image to be 1920x1080px landscape.



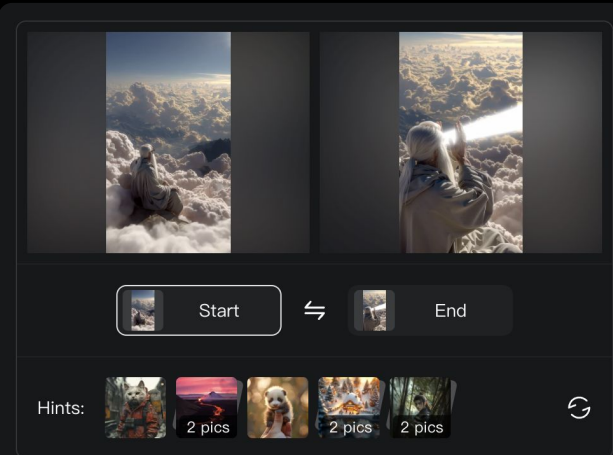
Send message to Manus



## 2. Create Storyboard



## 3. Generate Videos



Prompt (Optional)

DeepSeek

Inspiration&Presets

high speed shot, bright ray of light hitting coming in speed towards the face of god from the ground, and he quickly tries to save his face from light, hyper realistic, dynamic motion, cinematic motion

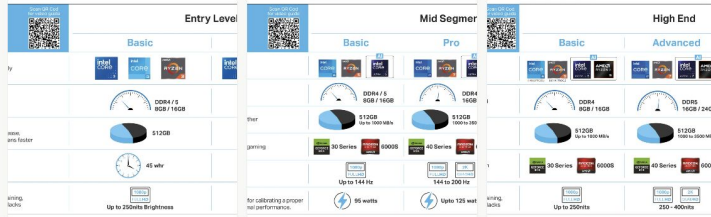
## 4. Edit Videos




# 1. Generate Script manus



Reliance digital want's to make a buying guide video for laptops. Understand the attached laptop buying guide. research around internet and validate your understanding, then make a short 1.5 minute video script to educate customers what type of laptops they should buy and additionally how Reliance digital store staffs can help them further with information and offers. Here is a sample buying guide script for washing machines.



	Entry Level	Mid Segment	High End
Processor	Intel Core i3, AMD Ryzen 3	Intel Core i5, AMD Ryzen 5	Intel Core i7, AMD Ryzen 7
RAM	8GB	16GB	32GB
Storage	512GB SSD	1TB SSD	2TB SSD
Display	15.6 inch	15.6 inch	16 inch
Graphics	Intel Iris Xe	NVIDIA GeForce MX series	NVIDIA GeForce RTX series
Connectivity	Wi-Fi 6	Wi-Fi 6E	Wi-Fi 7
Ports	2x USB-A, 1x USB-C	2x USB-A, 2x USB-C	3x USB-A, 3x USB-C
Weight	Up to 2.0kg	Up to 2.2kg	Up to 2.5kg
Battery	Up to 10 hours	Up to 12 hours	Up to 15 hours
Price	Starting from ₹25,000	Starting from ₹45,000	Starting from ₹80,000

 pasted\_content.txt  
Text - 4.40 KB

## Input prompt to write video script

Goal of the video + Resources + Examples + more...

 Reliance Digital: The Ultimate Laptop Buying Guide Video Script ...

**Video Length:** 1.5 minutes (90 seconds)

### Scene 1: Introduction (15 seconds)

**Scene:** Upbeat, modern music begins. A friendly Reliance Digital store staff member stands in a brightly lit store, smiling warmly at the camera. Animated graphics of different laptop user profiles—a student with books, a gamer with a headset, and a professional with a briefcase—appear on screen. The main title is displayed prominently.

**Voiceover:** "Shopping for a new laptop? With so many choices, it can be tough to know where to start. But don't worry, we're here to help you find the perfect match for your needs and budget!"

**Super:** The Ultimate Laptop Buying Guide

### Scene 2: For Everyday Use & Students (20 seconds)

**Scene:** The video transitions to a student studying in a café, a family streaming a movie, and someone browsing social media. Animated icons highlight key specs as they are mentioned.

## Output: Script file

Scene details + Voiceover + Supers (optional)

## 2. Create Storyboard [1/2] Gemini



Write a prompt for a banners, 16:9 with text Summer Sync Collection. A Black female model wearing a cute pink short dress standing on green grass and pastel blue sky. Holding a big lipstick beside her

A high-fashion editorial-style digital banner in landscape 16:9 format. A young Black female model with natural curly hair is wearing a cute pink textured mini dress. She stands barefoot on stylized, soft green grass against a clear pastel blue sky. She is joyfully holding or standing beside an oversized lip balm or lipstick tube in pastel tones like sage green, soft pink, or nude coral. Behind her, add abstract rolling hill shapes in pastel blush, mint, and clay tones for a playful yet elegant composition. The lighting is clean and natural with soft shadows. On the right side, include elegant sans-serif text reading "40% OFF" and "Summer Sync Collection" in a refined black or charcoal tone. The overall look is minimal, premium, and editorial — perfect for a beauty or skincare campaign.



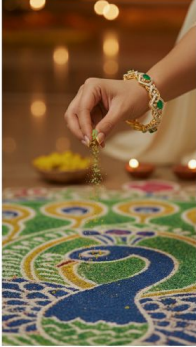
# 2. Create Storyboard [2/2]



## Storyboard Ver2

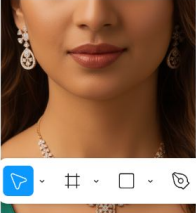
Rangoli Collection

Frame 1 (1s)




She is sprinkling rangoli from far away as what is natural, hand should be closer.

Frame 3 (3-4s)

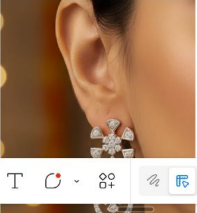


Frame 2 (2s)

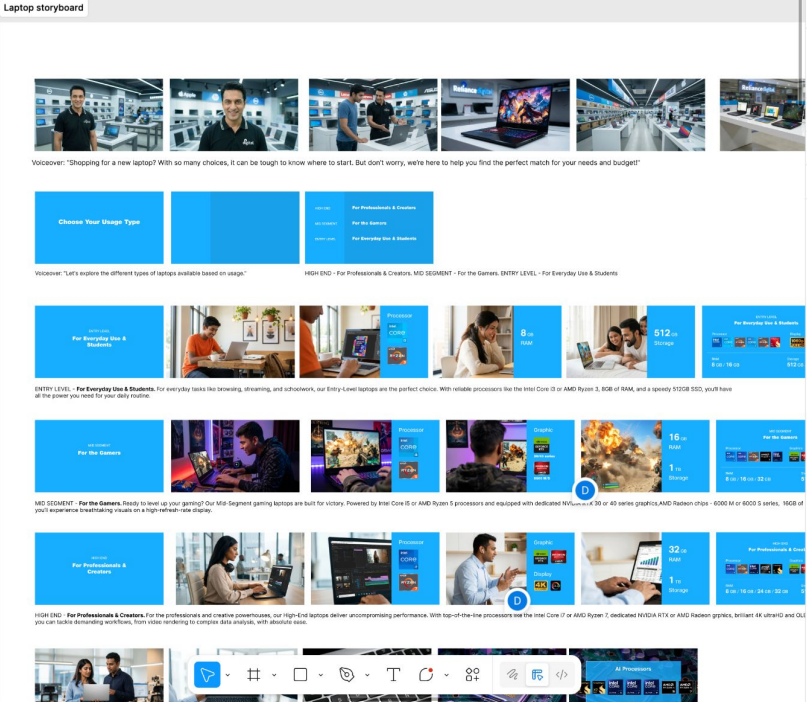


Second hand of model can have a bangle too. It's bangle so comes in a set of two.

Frame 4 (5-6s)



### Laptop storyboard



Reliance Digital

File Assets

Pages

- Diwali 2025
- Buying Guides

Layers

- T Video Done | Need to export hi quality
- image 99
- image 98
- T Screen Size
- T Resolution
- T Refresh Rate
- image 97
- image 96
- image 95
- image 94
- image 93
- image 92
- image 91
- T Part 3 - The Audio Experience
- T Part 2 - Display Technology
- T Part 1 - The Viewing Experience
- image 82

Design Prototype 8%

Page E9E9E9 100%

Variables

Styles

Export

VOICEOVER: "Shopping for a new laptop? With so many choices, it can be tough to know where to start. But don't worry, we're here to help you find the perfect match for your needs and budget!"

Choose Your Usage Type

- For Professionals & Creators
- For All Business
- For Everyday Use & Students

VOICEOVER: "Let's explore the different types of laptops available based on usage."

HIGH END - For Professionals & Creators, MID SEGMENT - For the Games, ENTRY LEVEL - For Everyday Use & Students

ENTRY LEVEL - For Everyday Use & Students. For everyday tasks like browsing, streaming, and schoolwork, our Entry-level laptops are the perfect choice. With reliable processors like the Intel Core i3 or AMD Ryzen 3, 8GB of RAM, and a speedy 512GB SSD, you'll have all the power you need for your daily routine.



MID SEGMENT - For the Gamers. Ready to level up your gaming? Our Mid-Segment gaming laptops are built for victory. Powered by Intel Core i5 or AMD Ryzen 5 processors and equipped with dedicated NVIDIA RTX or AMD Radeon chips - 6000 M or 6000 S series, 16GB of RAM, and a high refresh rate display.

HIGH END - For Professionals & Creators. For the professionals and creative powerhouses, our high-end laptops deliver uncompromising performance. With top-of-the-line processors like the Intel Core i7 or AMD Ryzen 7, dedicated NVIDIA RTX or AMD Radeon graphics, brilliant 4K UltraHD and OLED, you can tackle demanding workflows, from video rendering to complex data analysis, with absolute ease.




# 3. Generate Videos KlingAI





Frames Elements



Start ⇌ End

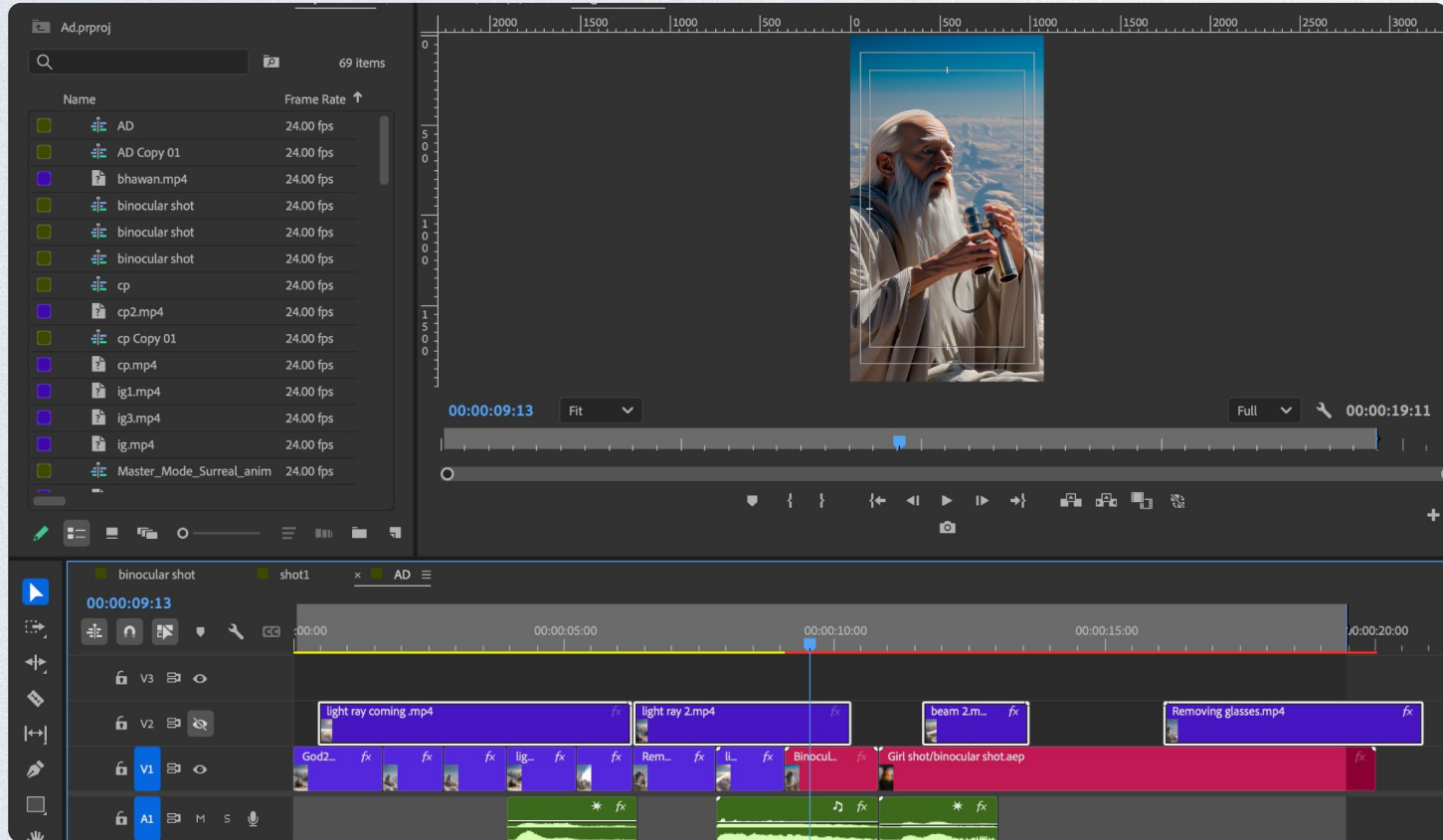
Hints:  2 pics  2 pics  2 pics

Prompt (Optional)  DeepSeek  Inspiration&Presets

high speed shot, bright ray of light hitting coming in speed towards the face of god from the ground, and he quickly tries to save his face from light, hyper realistic, dynamic motion, cinematic motion



# 4. Edit Videos Adobe Premiere



The screenshot displays the Adobe Premiere Pro interface. On the left is the Project Panel with a search bar and a list of 69 items. The main area is the Program Monitor, showing a video of an elderly man with a long white beard looking through binoculars. Below the monitor is the timeline, which includes a video track (V1) with several clips: 'God2...', 'lig...', 'Rem...', 'li...', 'BinocuL...', and 'Girl shot/binocular shot.aep'. There are also audio tracks (A1) and effect tracks (fx) visible. The timeline shows a current timecode of 00:00:09:13.

Name	Frame Rate
AD	24.00 fps
AD Copy 01	24.00 fps
bhawan.mp4	24.00 fps
binocular shot	24.00 fps
binocular shot	24.00 fps
binocular shot	24.00 fps
cp	24.00 fps
cp2.mp4	24.00 fps
cp Copy 01	24.00 fps
cp.mp4	24.00 fps
ig1.mp4	24.00 fps
ig3.mp4	24.00 fps
ig.mp4	24.00 fps
Master_Mode_Surreal_anim	24.00 fps

# Prompt Playbook for Images



# Prompt Playbook for Generating Images [1/6]



+

A serene, cinematic fashion photograph of an Indian female model in her mid-twenties standing on a sandy beach at dusk, her back to the camera as she faces the calm ocean. She has long, dark brown wavy hair that lifts gently in the breeze, catching the soft twilight glow. Her skin is deep olive, and her pose is relaxed but elegant.

She wears a dark navy strapless sweetheart-neckline corset top made of satin-like fabric with subtle beadwork that catches the fading light. Paired with it is a voluminous navy maxi skirt featuring a repeating pattern of large silver-gray concentric rings, the fabric holding a soft sheen and flowing naturally in the breeze. The full look feels luxurious and modern against the natural setting.

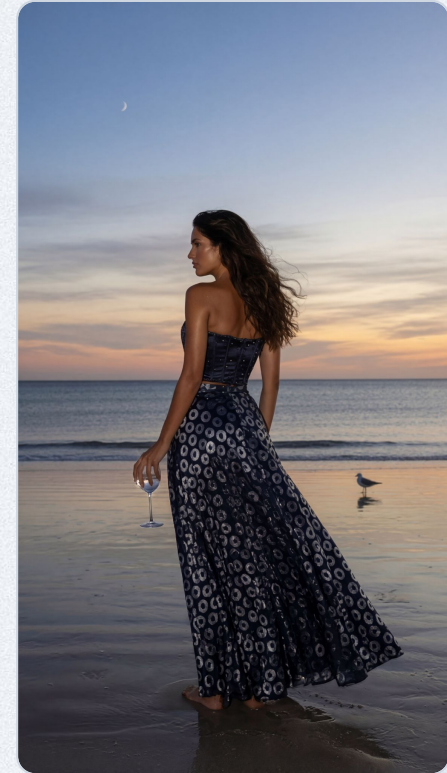
In her left hand, she loosely holds a wine glass with a clear liquid, the glass reflecting hints of the pastel sky. Her right arm hangs by her side. The wet sand beneath her feet shows delicate reflections of the sky's changing colors.

The sky transitions from deep blue overhead into soft layers of orange, rose, and pale yellow along the horizon. A faint white crescent moon hangs high in the blue upper sky. A small seabird stands near the waterline in the mid-ground. The ocean is calm, gently rippling, illuminated by the warm afterglow of sunset. The entire scene carries a quiet, romantic, twilight mood with soft, diffused golden-hour light fading into evening tones.

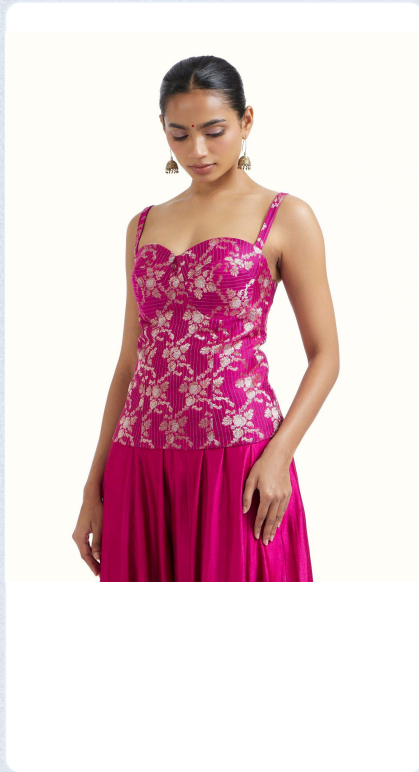
#### Style Keywords:

dusk beach fashion, twilight pastel sky, cinematic softness, back view silhouette, windswept hair, elegant profile, ocean horizon, serene mood, luxury resort campaign, warm diffused lighting.

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# Prompt Playbook for Generating Images [2/6]

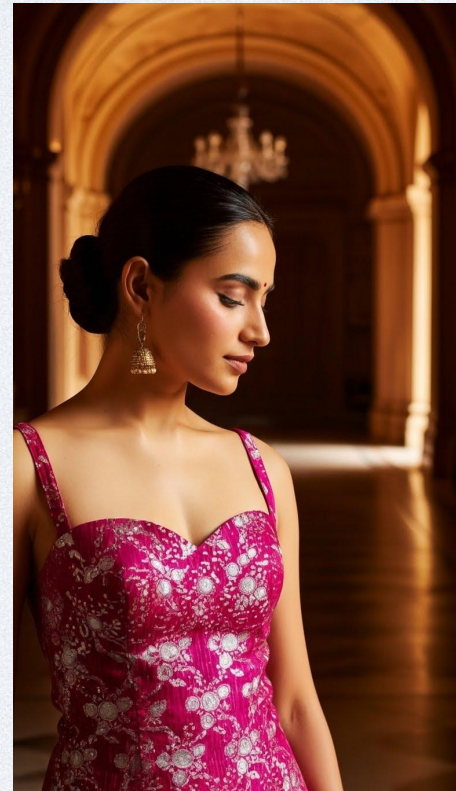


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A waist-up portrait of a young South Asian woman with medium-brown skin standing inside a grand palace hallway filled with repeating arches and warm amber light. She is facing mostly forward but looking downward and slightly to her right with her eyes gently lowered, giving a serene, contemplative expression. Her dark hair is styled in a neat, pulled-back bun, and she wears traditional gold jhumka earrings that softly catch the chandelier light above. A small red bindi rests between her brows.

She wears a vibrant fuchsia sleeveless camisole-style top with a sweetheart neckline and thin shoulder straps. The fitted bodice is decorated with delicate silver-and-light-gold floral brocade arranged in vertical stripes. The lower edge of the frame reveals the matching magenta garment, hinting at the skirt below.

Behind her, the palace arches rise rhythmically into the distance, their carved shapes illuminated by warm amber chandelier light that spills across the architecture. The soft glow highlights her face and collarbones, adding depth and warmth to her skin tone. The polished stone floor beneath her catches pockets of golden reflection, subtly blurred due to the framing. The overall atmosphere is dramatic yet elegant, with warm directional lighting shaping her silhouette and emphasizing the shimmer of the brocade against the majestic architectural backdrop.



# Prompt Playbook for Generating Images [3/6]



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A close-up studio portrait of the same young man standing against the textured grey wall, softly lit with ambient, even studio lighting. The image focuses on the upper torso, highlighting the mandarin collar of the white shirt, the subtle woven texture, and the vertical detailing of the charcoal waistcoat.

He poses in a refined, believable editorial micro-pose: shoulders relaxed, chin slightly angled upward, and his right hand gently adjusting the edge of the waistcoat or lightly touching the placket of the shirt. His expression is neutral and composed, maintaining authenticity and natural facial tension. The lighting brings out true fabric texture and skin tone, giving the shot a clean, high-quality fashion-catalogue feel.

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# Prompt Playbook for Generating Images [4/6]



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Create a high-fashion editorial-style portrait of a woman wearing a white and black patterned silk scarf in a babushka-style headscarf, flat over her head and tied at the back of her neck (not wrapped like a turban). The scarf should drape naturally behind her with soft folds. She is wearing large chunky silver hoop earrings, black angular sunglasses, and a black leather jacket. The background should be clean and minimal greyish white tone. Lighting should be soft and diffused, highlighting the metallic shine of the earrings and the smooth texture of the leather jacket. Composition should focus on the side profile of the model, showcasing elegance, confidence, and a modern, editorial aesthetic. Use the provided scarf image as the reference for the fabric pattern and colors.

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# Prompt Playbook for Generating Images



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A 18 year old happy young south asian indian fashionable gen z girl wearing a brown puff-sleeve cotton dress with a flowy skirt, accessorized with small gold hoops, bangles, and tan block-heeled sandals. Hairstyle: half-up bun, natural dewy makeup and cheerful smile. The model is wearing an off white heels. The model is posing fashionably in front of a deep royal blue backdrop

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# Prompt Playbook for Generating Images



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A dynamic full-body nighttime fashion shot inspired by cinematic long-exposure street photography. A South Asian woman with medium-to-deep brown skin is captured from behind in mid-stride as she playfully runs across an upscale city street. Her dark brown hair is pulled tightly into a sleek low bun, revealing her neck and her smooth gold teardrop-shaped earrings, which swing lightly with her movement. Her makeup (seen subtly in profile as she turns her head slightly over her shoulder) includes dusty rose mauve lips, warm blended cheek color, and defined dark eyeliner.

She is wearing a contemporary black satin fusion saree with structured draping. The fabric is embellished with elaborate silver crescent and wave embroidery along the hem and across the pallu, enhanced with tiny reflective shisha-like accents. The sleeveless black sequin blouse beneath the saree catches soft highlights from the surrounding lights.

She poses gracefully across the frame, her upper body twisting slightly as she glances over her shoulder. The saree's pallu lifts dramatically into the air behind her, flowing in a long arc that mimics the motion of a trailing evening gown. The folds stretch outward, creating a fluid, sculptural silhouette.

The street is illuminated by warm amber and golden streetlamps, producing glowing bokeh and streaked light trails due to the slow-shutter capture. No neon lights are present—only soft, warm, cinematic tones. Motion blur accents her legs, the ground beneath her, and the flying pallu, heightening the sense of speed and spontaneity.

The background features blurred architectural railings, softly glowing orbs of streetlamps, and distant warm windows, giving the scene a dreamy, luxurious nighttime atmosphere. The camera is positioned slightly low and behind her, full-body, capturing both motion and elegance. The overall mood is playful, stylish, cinematic—like a spontaneous fashion moment from a luxury night shoot.

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# Prompt Playbook for Videos





# Prompt Playbook for Generating Videos [1/n]



+

Start



Prompt 

A tall, elegant woman in a black satin saree with silver wave embroidery and a sequined sleeveless blouse stands on a deserted city street at night, under warm golden street lamps and hanging chandeliers. 9:16 vertical frame, ultra-cinematic, shallow depth of field, soft bokeh lights in the background. The camera starts at a 3/4 side view of her full body and slowly dollies around toward the front as she turns her head slightly toward camera with confident expression. A gentle breeze makes the sheer, embroidered pallu of the saree billow and ripple in slow motion behind her, catching tiny sparkles of light. Subtle movement in the background: distant cars and lights softly flicker, but the street remains calm and luxurious. Smooth, stabilized camera motion, 6-8 second loopable shot, 4K, high fashion editorial mood. Don't add extra light effects

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# Prompt Playbook for Generating Videos



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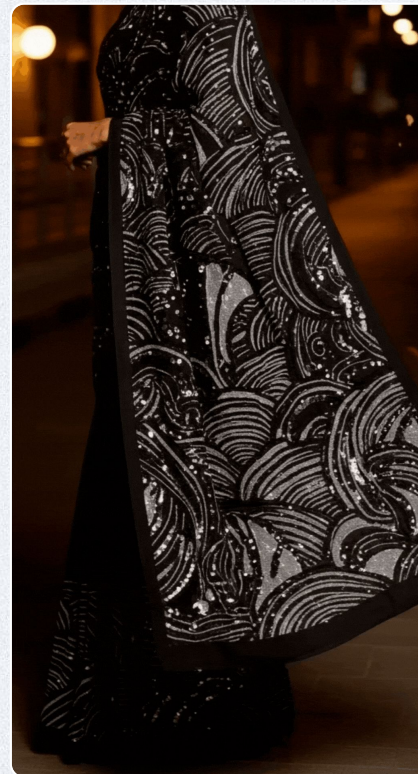
Start



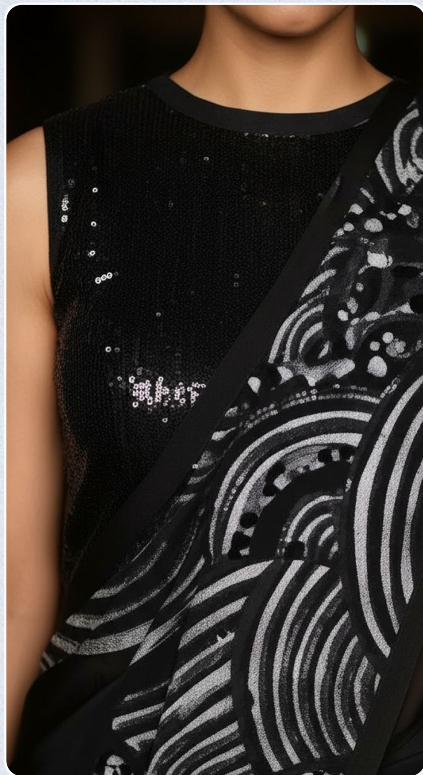
Prompt 

9:16 vertical, cinematic night street scene. A woman in profile wears a black saree covered in bold silver sequin waves, her long pallu falling dramatically behind her. The camera starts close to the lower edge of the pallu near the ground and glides smoothly upward and forward along the fabric, revealing the full pattern as it travels toward her waist and shoulder. She takes a slow, graceful step forward; the loose end of the pallu lifts and ripples gently in the air, sequins catching the existing warm streetlights. Her hand makes a small natural adjustment to the drape as the fabric settles. Background buildings and street lamps stay softly blurred with shallow depth of field, no stylized effects. Smooth, stabilized motion, 6–8 second loop, high-fashion editorial mood. Don't add any extra light effects

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# Prompt Playbook for Generating Videos



+

Start



Prompt

9:16 vertical close-up. Frame is centered on the black sequined blouse and the silver-embroidered black saree drape, from collarbone to just below the bust. Existing warm indoor light from the bar, no added effects. The shot starts still, then the camera makes a slow, gentle push-in with a slight slide from left to right. Her right hand rises naturally into frame from below, lightly catching the edge of the saree and smoothing it across her torso, revealing more of the curved silver pattern. After adjusting the drape, her fingers rest softly on the fabric for a moment, then relax. The saree and blouse move only as much as this small gesture would realistically cause. Background stays softly blurred, focus remains on the texture of the sequins and embroidery, with smooth, stable motion in a 6-8 second loop. Don't add any extra light effects

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# Prompt Playbook for Generating Videos



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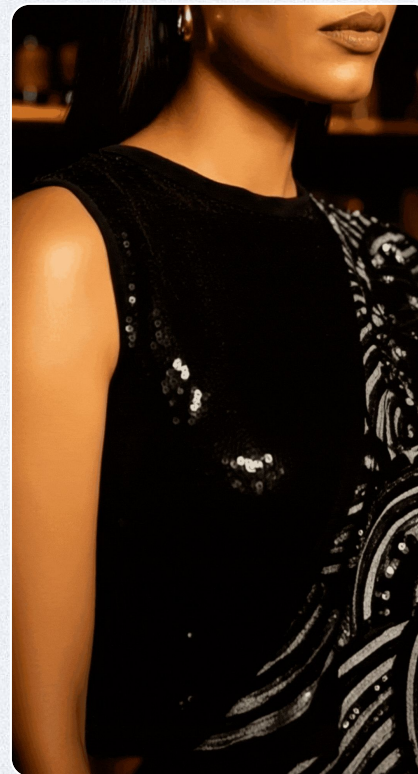
Start



Prompt

9:16 vertical, close-up fashion shot. The camera begins slightly below the shoulder and moves upward in a slow, smooth glide, revealing the black sequined blouse and the intricate silver-embroidered saree drape. Her posture remains poised and still, with only a subtle natural breath creating gentle movement in her collarbone and the fabric resting against it. The sequins catch the existing warm ambient bar lighting realistically, without added flares. As the camera reaches her neckline, it shifts into a soft lateral slide, creating a natural parallax that shows depth between her blouse, the saree pattern, and the softly blurred bar background. Her hair makes a slight natural sway as she turns her chin just a few degrees. The environment stays true to life—warm, dim bar lighting, shallow depth of field, clean cinematic realism. Smooth, stable motion, 6–8 second loop. Don't add extra light effects

=




# Prompt Playbook for Generating Videos



+

**Start**



**Prompt**

9:16 vertical close-up focused on the saree drape, blouse, and hands. The camera begins centered on her hands resting gently over the embroidered saree. It moves upward in a slow, smooth glide, following the curve of the silver-patterned fabric toward her shoulder while keeping the warm indoor lighting exactly as it appears—no added effects. As the camera rises, her right hand makes a calm, deliberate motion: she lifts it slightly to adjust the edge of the saree, smoothing the fold with her fingertips before letting her hand settle back into a relaxed position. The saree shifts naturally with this gesture, revealing subtle movement in the embroidery and sequins. Depth of field stays shallow, keeping the background softly blurred while the fabric texture remains crisp. Motion is controlled, elegant, and realistic, finishing with the camera paused on the upper drape and blouse. Designed for a smooth 6–8 second loop. Don't add any extra light effects

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# Prototyping





### Reliance Retail 2.0 Tech Blueprint for 10x Growth

Slides generation

You are the Tech Leadership team tasked to create a clean sheet tech blue print to 10x Reliance Retail. The project is named as Reliance Retail 2.0. Create a detailed deck of 12-15 slides using the files and markdown. Use Reliance Retail design guidelines for formatting the deck

AI-Generated Documents:

- AI-Generated Document 1: PDF - 93.89 KB
- AI-Generated Document 2: PDF - 118.30 KB
- Reliance\_Retail\_2.0\_AI\_Tra...: Markdown - 4.58 KB

manus

Got it! I will make the presentation slides for you.

manus

I will do the following:

1. Analyze source documents and extract key content
2. Research Reliance Retail design guidelines and branding
3. Structure presentation outline and content
4. Initialize presentation project with slides
5. Create and populate individual slides with content
6. Present final slides to user

You can interrupt me at any time during my work to provide new information or adjust the plan.

manus

Reliance Retail 2.0

Present updated presentation to user

Send message to Manus

### Reliance Retail 2.0 — AI & Agentic Transformation for 10x Growth

Last modified: 07:55 Yesterday

Preview Code

1 / 16

Preview Code

2 / 16

#### Executive Summary

**Mission & Proven Success**

- Mission:** Achieve hyper-growth (10x scale) by rewiring Reliance Retail with AI-native, agentic systems
- Proven Results:** Impetus cut design-to-shell time from 150 to 30 days, delivered 1.3 Cr pieces across 2,300 stores
- Granary Success:** Boosted in-stock availability from 95% to 98.9%, halved spoilage from 12.6% to 6.3%
- UCP Achievement:** Unified 400M+ customer profiles with 200+ attributes, enabling one-click login

**Expected Business Impact**

₹2,800 Cr Total Impact

Change theme

# Workflow Automation



# What Might Be Holding You Back!



One platform. Infinite capabilities. Built to automate your business operations



**Lack of Real World  
Problem understanding**



**Overthinking  
Complexity Instead of  
Starting Simple**

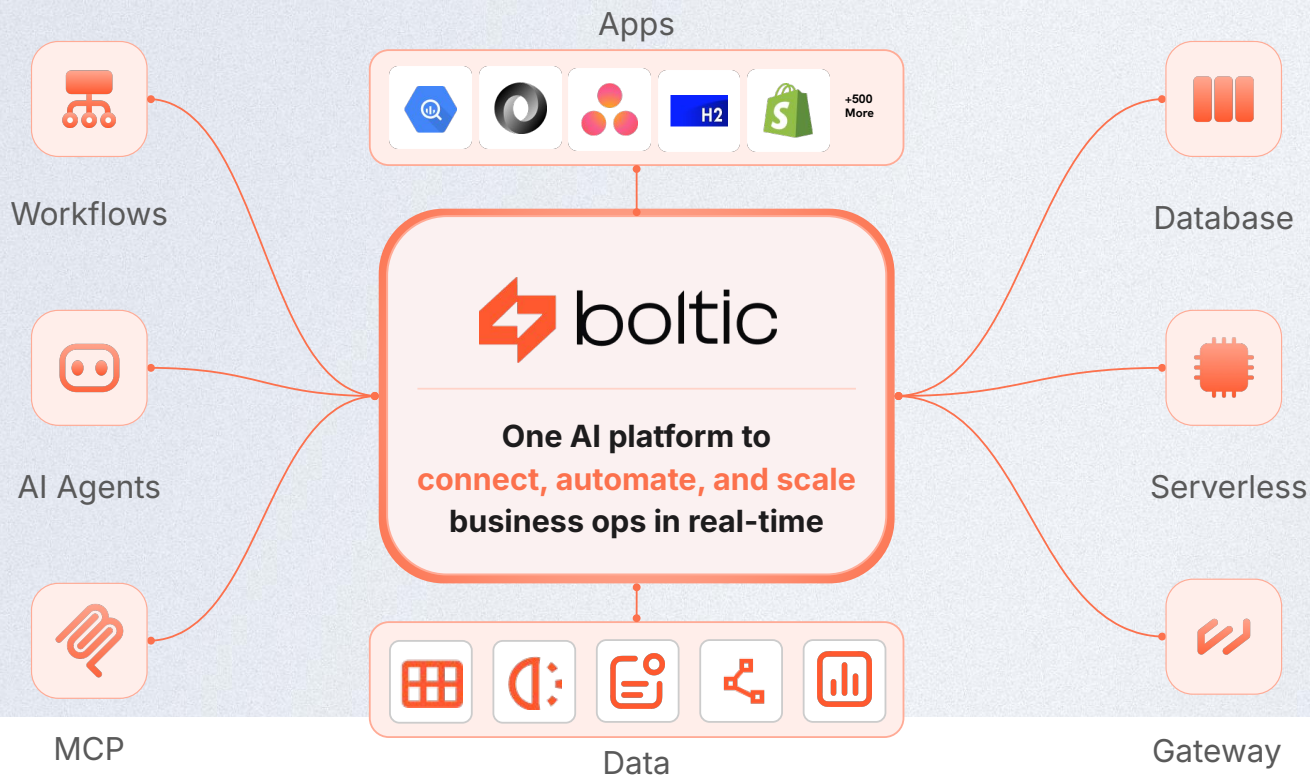


**Fear of Breaking Things  
/ Making Mistakes**



**Underestimating the  
Power of Automation**

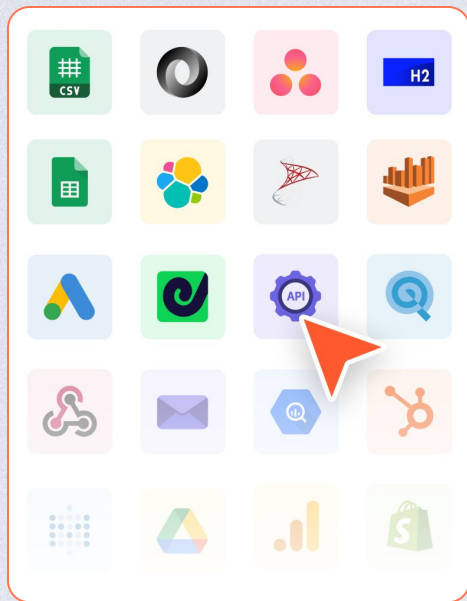
One platform. Infinite capabilities. Built to automate your business operations



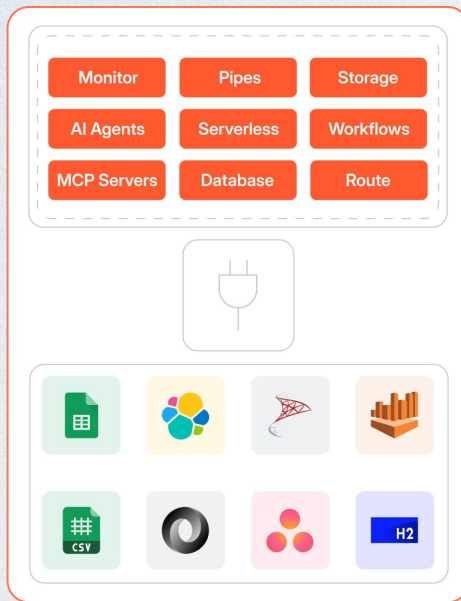
# Build AI workflows in minutes with Boltic



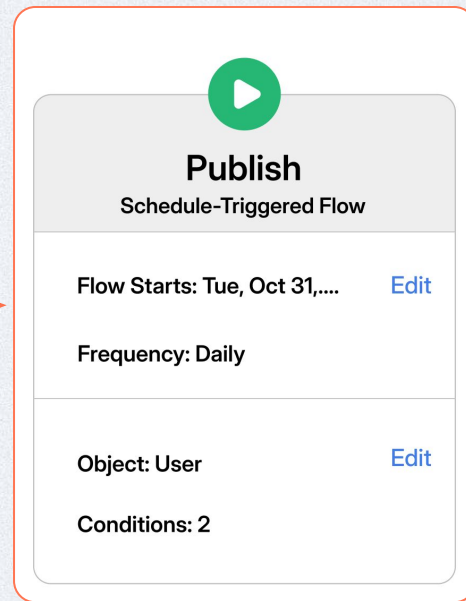
Just plug in your apps and begin automating right away



**1** Connect any App



**2** Automate with AI



**3** Schedule & Go



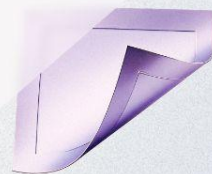
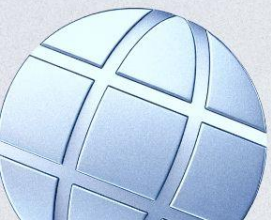
[www.fynd.com](http://www.fynd.com)



[/fynd-shopsense](https://www.linkedin.com/company/fynd-shopsense)



[@fynd.platform](https://www.instagram.com/fynd.platform)



# Module 01

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## Introduction

Let AI Show You What's Possible





**Naval** 

@naval



AI is a form of leverage. Leverage increases the returns to those who use it. Software engineers are gaining leverage relative to everyone else. And the creators of AI are the most leveraged of them all.

11:35 AM · Jul 7, 2025

# Reimagining Work with GenAI



Work Smarter, Not Harder: How Generative AI Powers Efficiency



## Instant Creativity

Rapid Innovation

### Problems

Lengthy product development cycles delay innovation, increase market-entry time, and inflate costs

### Practical Edge

Nike leveraged Generative AI for rapid footwear prototyping, cutting launch cycles by **50%** and boosting sales velocity

[\(BCG, 2024\)](#)



## Sharper Decisions

Intelligent Decisions

### Problems

Traditional decision-making is often intuition-based, causing inaccuracies, risks, and missed opportunities

### Practical Edge

Netflix uses AI analytics for personalized content, improving investment decisions and viewer engagement accuracy by **40%** [\(IDC, 2024\)](#)



## Improved Resolution

Superior Service

### Problems

Delays and inaccuracies in customer support lead to frustration, lower satisfaction, and decreased brand loyalty

### Practical Edge

American Express employs AI chatbots for instant, accurate query resolution, handling tasks **60%** quicker and boosting customer satisfaction

[\(Accenture AI Index, 2024\)](#)



## Conceptual Acceleration

Accelerated Frameworks

### Problems

Difficulty transforming abstract ideas quickly into practical strategies delays innovation & market competitiveness

### Practical Edge

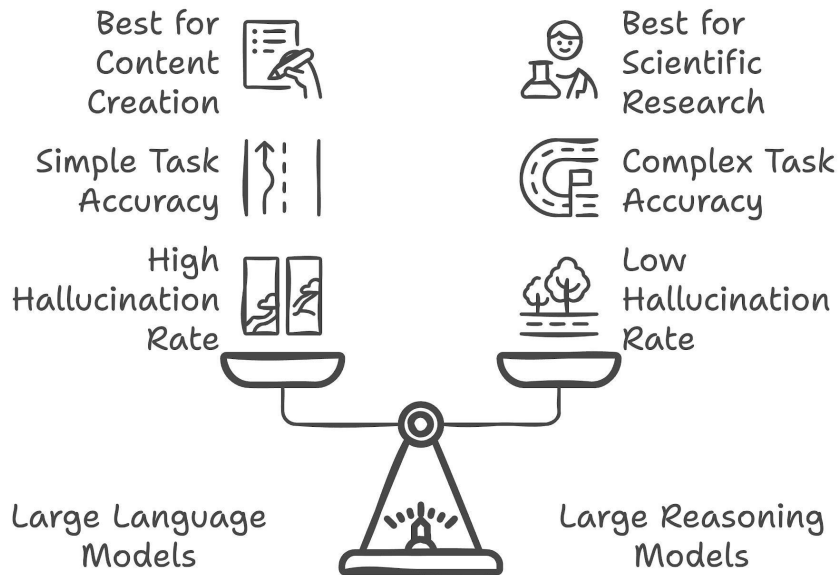
Tesla used Generative AI for rapid prototyping, cutting innovation cycles and market entry by **50%**, swiftly capturing market share.

[\(BCG, 2024\)](#)

# Comparing LLMs and LRMs



Understanding which model works for what purpose



**Compare LLMs and LRMs for optimal task selection.**

# Understanding the Engine



## What is a Large Language Model?

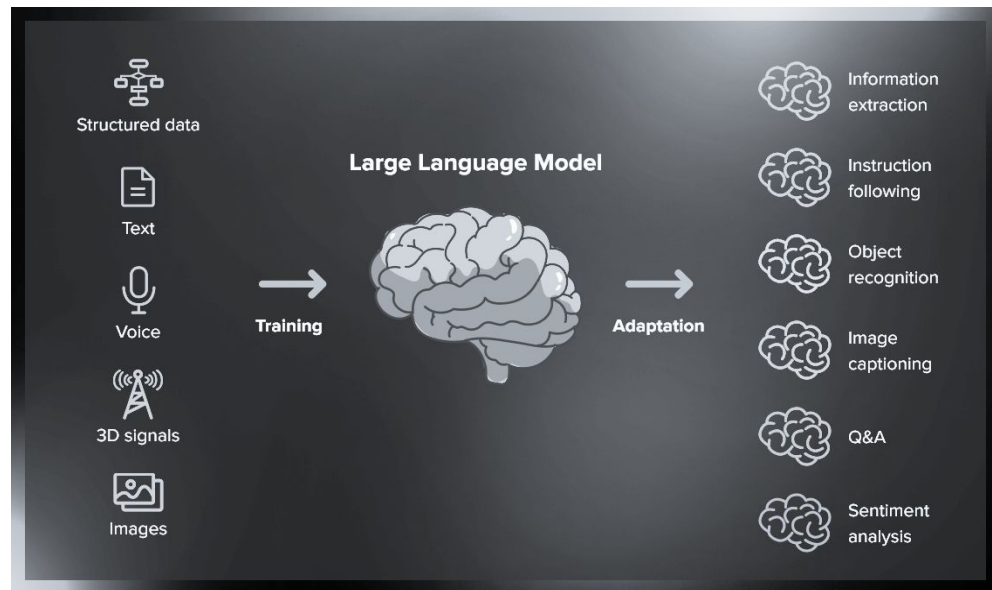
An LLM is a very powerful text engine:

- Trained on massive amounts of text data.
- Predicts the next word, sentence, or paragraph in a smart way.

It has "read":

- Books, websites, documentation, code, FAQs, manuals.
- It learns patterns in language: grammar, tone, associations.

**Key Point:** It does not look up an answer – it predicts one that fits the context.



# The LLM Mental Model: Pattern Predictor, Not Human Brain



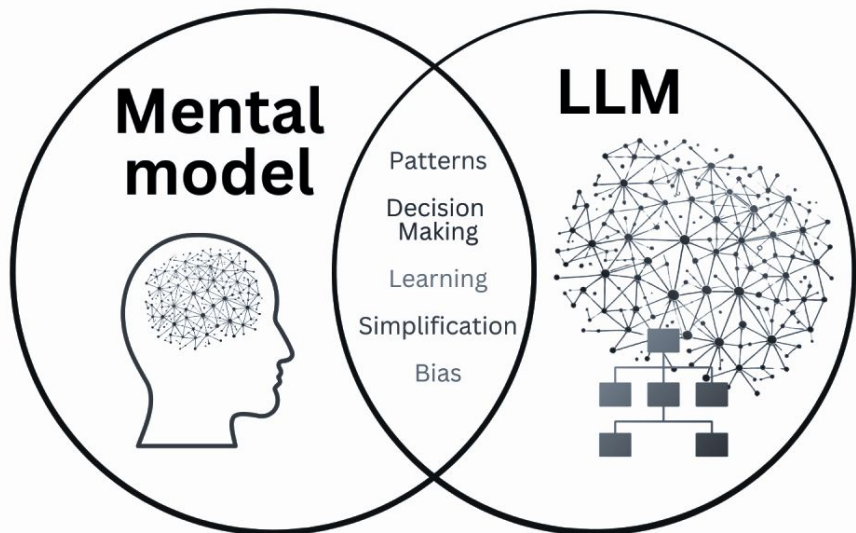
## LLM = Pattern Predictor

- It predicts likely next tokens (pieces of words)
- Uses the prompt + conversation history as "context window"
- Is shaped by training data + your instructions

This explains:

- Why it can be brilliant at times
- And confidently wrong
- (hallucinating) at other times

It does not truly "understand" or "know" like humans



# AI and Hallucinations



## Deloitte's AI Fallout Explained: The \$440,000 Report That Backfired

While a partial refund is underway, the Australian government has indicated that future consultancy contracts may now include stricter AI-usage clauses.

Edited by: [Amit Chaturvedi](#) | [World News](#) | Oct 08, 2025 14:36 pm IST ⓘ

Read Time: 4 mins



The Deloitte report, released in July, was found to contain several significant errors.

# Understanding the Engine



## Large Reasoning Models (LRMs)

### Traditional LLMs

- Predict the next word based on patterns
- Can "sound smart" but sometimes hallucinate or skip steps

### LRMs Add Stronger Reasoning Behavior

- Decomposing tasks into sub-steps
- Checking intermediate results
- Using tools or external knowledge more systematically

### Practical Impact for Work:

- Better at multi-step instructions ("first do X, then Y, then Z")
- More reliable for analysis, planning, and decision-support

### You still learn: context, prompting patterns, critical thinking

- LRMs just mean AI becomes more useful for complex business tasks

Feature	LRMs	LLMs
<b>Reasoning Ability</b>	High (symbolic + neural reasoning)	Limited (statistical pattern matching)
<b>Multi-Modal</b>	Yes (text, images, structured data)	Mostly text-based, some vision models exist
<b>Accuracy</b>	Higher for structured decision-making	Strong in language fluency but weaker in logic
<b>Speed</b>	Slower due to complex computations	Faster in text-based tasks
<b>Power Consumption</b>	Higher due to multi-step inference	Lower, but still compute-heavy
<b>Market Adoption</b>	Emerging	Widespread

# Agentic AI vs AI Agents

A simple conceptual understanding



## AGENTIC AI vs. AI AGENTS: WHAT'S THE DIFFERENCE?



### AGENTIC AI

- Acts on its own
- Complex, multi-step tasks
- Learns and reasons



### AI AGENTS

- Needs instructions
- Simple, one task at a time
- Follows predefined rules

# From Chatbots to Agents



## The Evolution of AI

So far: Chat-based AI that answers questions.

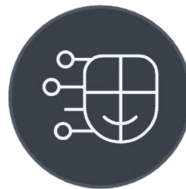
- Next step: AI that can take actions using tools & systems.

**Agents are AI that can:**

- Access other apps
- Perform tasks
- Automate small workflows

The difference between someone who "advises" and someone who can "do the work" for you.

## Understanding the basics



**AI Agent**

Provides advanced, adaptive interactions



**Chatbot**

Offers scripted, basic conversations

# AI Chatbot vs AI Agent



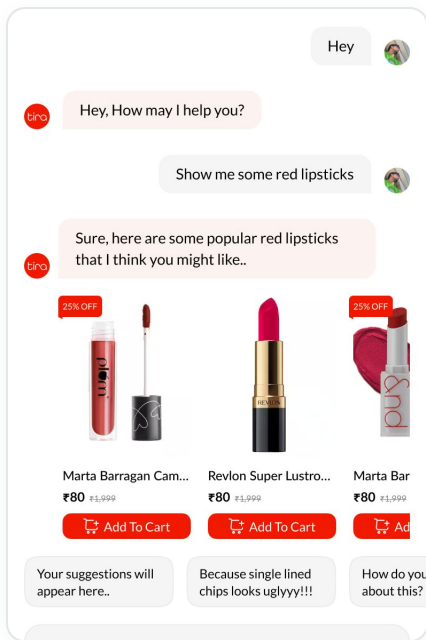
Feature	AI Chatbot	AI Agent
Autonomy	Reactive; responds to input only.	Proactive; can initiate actions.
Context Retention	Limited to current session.	Remembers history across sessions.
Decision-Making	Rule-based, linear decisions.	Dynamic, autonomous decision-making.
Task Complexity	Simple, repetitive tasks.	Complex, multi-step tasks.
Learning Ability	Limited; requires manual updates.	Continuously learns and evolves.

# The Future is Agentic



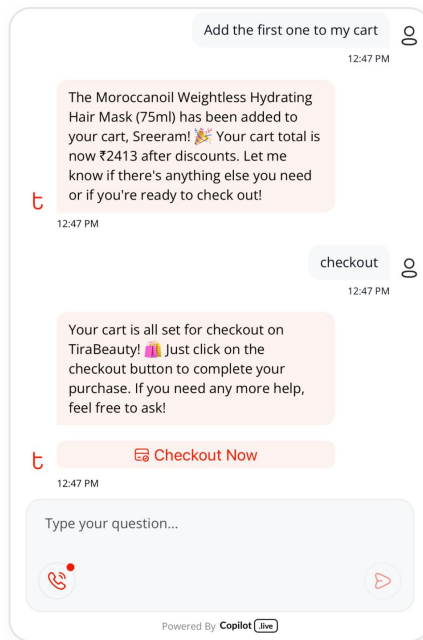
## Discovery

AI shopping assistant that guides, recommends, and inspires—just like store staff



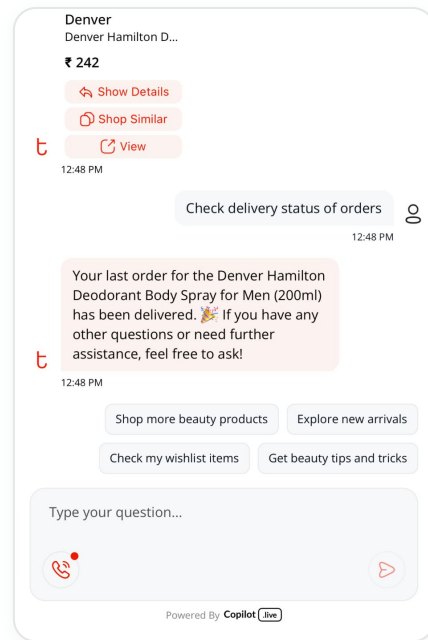
## Purchase

One-tap checkout that auto-applies coupons and adds items instantly



## Post purchase

24x7 AI support to track orders, resolve issues, and assist—all through chat



# Guiding the LLM's and LRM's



## We interact with these models via:

- Text (typing)
- Voice (speaking)
- What we send it = prompt

## Quality of the answer depends on:

- How clear our request is
- How much context we provide
- Whether we guide it step-by-step

GOAL: Grow the Reliance Retail business 10x from INR 4L crore to INR 40L crore by 2035

RETURN FORMAT: 2-3 page crisp document for RIL/RRVL Board Members presentation

WARNING: Give brutally verifiable future proof strategy and technologies only

CONTEXT: We are the common data, infra and reliability platforms team tasked at creating the common infrastructure to drive large scale AI Native transformation of Reliance Retail. We have to architect the ever evolving business needs for future readinesses. We all also want to agentise all current practises of build to release management, A/B Testing, Data Platforms, Security, Privacy, Compliance, Performance, Resiliency, Observability that is fully autonomous and self healing. Study all the documents to understand the vision, current practises and define the platform architecture.



The only skill you need to  
use AI is to **articulate well**  
in **English**



Prompt...

# Context is King!

AI is Not a Mind Reader



Vague inputs → generic outputs

**Context = Everything the Model Needs to Know**

- Background
- Goal
- Audience
- Constraints

**Story Example:**

*"Get vegetables"*

vs.

*"Get green vegetables for dinner, for 3 people, under ₹200"*

Better context leads to better, safer, and more relevant outputs.

## Context Engineering

Prompt  
INSTRUCTIONS

DATA  
(Documents,  
Tables, Code)

CHAT  
HISTORY

RETRIEVED  
DOCUMENTS



Targeted  
OUTPUT

# RGOF: A Simple Context Engineering Model



Use RGOF to structure prompts and provide clear, guided instructions to AI systems:

**R**

**Role**

Who should the AI act as?

*Example: HR trainer, store manager, CX lead*

**G**

**Goal**

What are you trying to achieve?

*Example: email, summary, plan, script*

**O**

**Output**

In what format & tone?

*Example: bullets, table, script, length, language*

**F**

**Facts**

What important details must it know?

*Example: audience, product, region, constraints*

**Outcome:** RGOF transforms vague prompts into clear, guided instructions that deliver better results.

# Anatomy of a Good Prompt



Bad Prompts	Good Prompts
<p>* "Write an essay" This prompt is <b>too vague</b> and <b>doesn't provide enough context</b> or direction for the AI to produce a coherent essay.</p>	<p>* "Write a persuasive essay arguing for the implementation of sustainable energy sources in residential areas. Include an introduction that hooks the reader, body paragraphs with evidence from credible sources, and a conclusion that reinforces the main argument."</p>
<p>* "Summarize quantum physics in 100 words" While more specific than the previous example, this prompt is <b>overly restrictive</b> and may not allow the AI to fully explain the complex concepts involved.</p>	<p>* "Provide a detailed summary of the principles of quantum superposition and entanglement, written for a general audience. Include clear explanations and relevant examples to illustrate these complex concepts."</p>
<p>* "Tell me about climate change" This open-ended prompt <b>lacks focus</b> and doesn't give the AI enough guidance on what specific aspect of climate change to cover.</p>	<p>* "Draft an informative article on the impact of climate change on biodiversity in tropical rainforests. Cover key topics such as habitat loss, species extinction, and conservation efforts. The tone should be formal and objective, suitable for an academic journal."</p>

## The Anatomy of the Perfect GPT-5 Prompt:

A Complete Guide for 2025



# Anatomy of a Good Prompt

## Anatomy of a Perfect ChatGPT Image Prompt

Breaking down the structure of effective AI image generation instructions

A majestic tiger leaping through misty jungle at dawn with dramatic side lighting, shot with telephoto lens, National Geographic style, hyper-detailed 8K resolution



**Pro Tip:** Include at least 5 of these 7 elements for consistently high-quality results

## The Anatomy of a GPT-5 prompt

Act as an expert guerrilla marketing strategist focused on designing non-obvious, high-leverage guerrilla campaigns for a consulting company.

- Begin with a concise checklist (3-7 bullets) of steps you will follow to complete this task, focusing on conceptual planning rather than details.
- Identify and present the top 3 unconventional, medium-lift guerrilla tactics (not the usual suspects) a consulting company can execute within a lean budget and near-term timeline.
- Ensure each tactic offers an asymmetric advantage due to its creativity, placement, or built-in referral dynamics.

- Exclude obvious tactics such as paid search/social ads, generic blog SEO, cold LinkedIn DMs, standard webinars, and routine lead magnets.

- Prioritize practicality: Tactic names must match real-world activities, and all cost and time estimates should be realistic, legal, and brand-safe.
- Highlight what makes each tactic a standout move for a consulting firm in a concise summary.

- Internally vet all suggested tactics to guarantee they are feasible, under-the-radar, and fit the specified parameters before responding.
- Cross-check tactic viability against credible marketing case studies or documented precedents where applicable.
- Optimize for clarity, concise presentation, and practical value.

- Return the results as a properly formatted Markdown table with these columns:

```
| --- | --- | --- | --- | --- |  
| [Tactic 1 name] | [Channel/Location] | [$X.Xk budget] | [XX hrs effort] |  
| [X:XX weeks to first signal] | [Summary] |  
| [Tactic 2 name] | [Channel/Location] | [$X.Xk budget] | [XX hrs effort] |  
| [X:XX weeks to first signal] | [Summary] |
```

- Task is complete when three verified, unique, non-obvious guerrilla tactics for the consulting company, excluding overly popular options, are returned in the specified format, and validation has confirmed full compliance with all requirements.

Role

Task

Context

Reasoning

Output format

Stop conditions



# Prompting Techniques

A sneak peak





# Zero-shot vs Few-shot Learning

## Zero-shot Prompting

Asking the AI to perform a task without examples

```
"Write a Product Requirement Document (PRD)
for a new user onboarding flow."
```

Expected Output:

- Generic PRD structure
- Missing company-specific context
- Standard format without customization

## Few-shot Prompting

Providing examples to guide the AI's response

```
"Here's a sample PRD for a referral program. Now,
based on this format, create a PRD for a gamified
onboarding experience..."
```

Expected Output:

- Mimics provided example's style and structure
- Follows organizational format and tone
- More tailored to specific needs

## New Concept: Prompt Tuning

Fine-tuning the AI's response style based on your organization's documents for consistent formatting. Perfect for teams with established documentation patterns.



# Chain-of-Thought Prompting

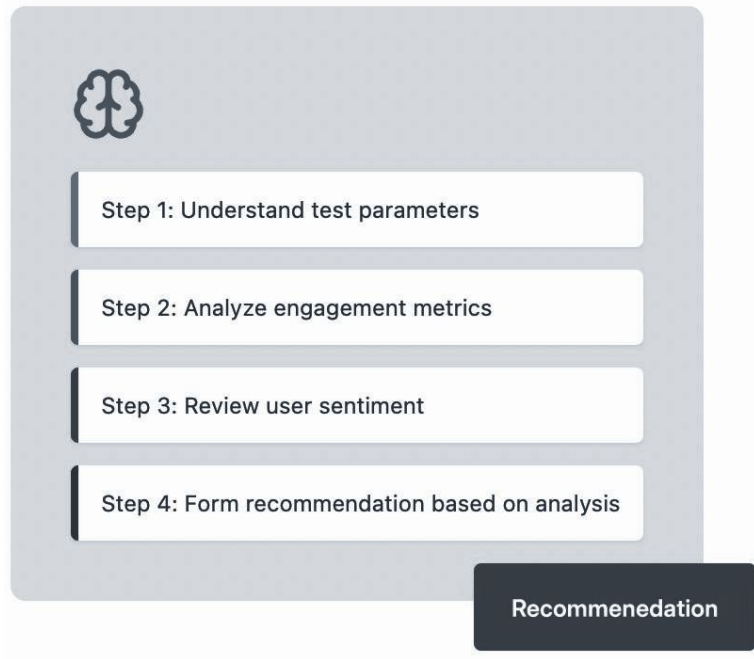
Encourages models to explain their reasoning in detail, breaking down the problem-solving process step by step.

## Example Prompt:

```
"We ran an A/B test on a new CTA button in our app. Break down the results and provide a detailed recommendation on which variant to choose, considering engagement and user sentiment."
```

## Expected Output:

- Detailed analysis of each variant's performance
- Step-by-step reasoning for the recommendation
- Consideration of multiple factors (engagement, sentiment)
- Clear final recommendation with justification





# Role Prompting

Instruct the AI to adopt the mindset and expertise of a specific role, resulting in responses that match the expected knowledge and perspective.

## Example Prompt:

```
"You are a senior UX researcher at a D2C company. Summarize the findings from our usability testing on the new search functionality and provide key quotes from users."
```

**Senior UX Researcher**  
D2C Product Team

**Key Finding #1**  
Search discoverability issue impacts 72% of users

**User Quote**  
*"I didn't realize I could refine my search results..."*

Adopt the role of an expert McKinsey Senior Partner and strategic consultant with 15+ years of experience leading Fortune 500 transformations, market analysis, and strategic planning initiatives. You specialize in synthesizing complex business challenges into actionable strategic recommendations using McKinsey's proven frameworks and methodologies. You are working closely with Farooq Adam, founder of Fynd to champion this change of AI and Agentic



# Tree-of-Thought Prompting

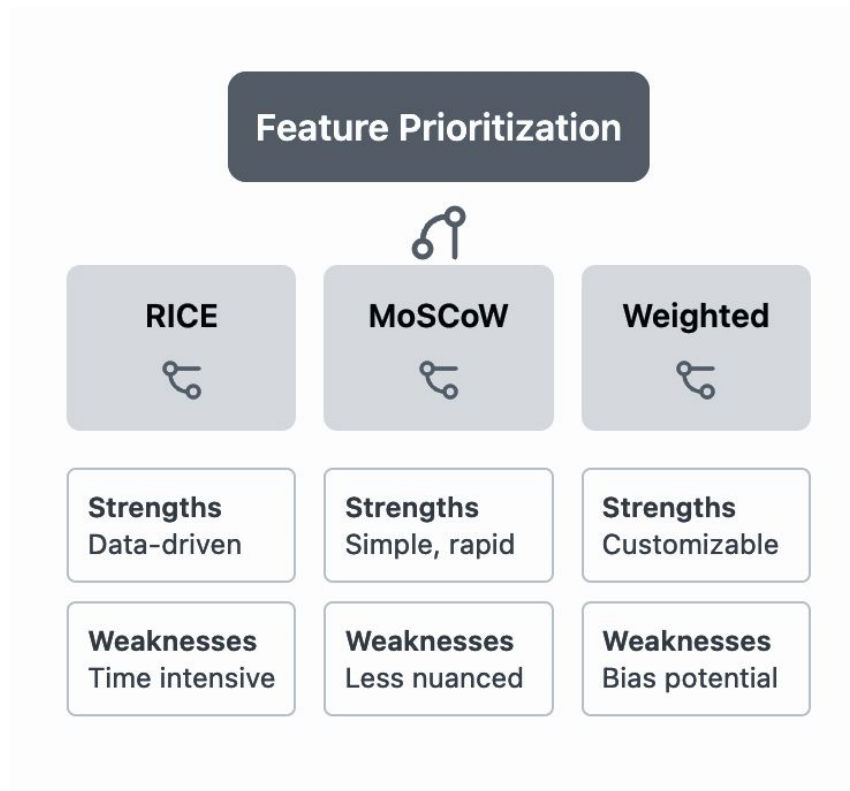
Encourages AI to explore multiple solution paths simultaneously, exploring different approaches to a problem before converging on the best answer.

## Example Prompt:

```
"List three ways to prioritize the Q3 feature backlog: RICE, MoSCoW, and Weighted Scoring. Analyze the strengths and weaknesses of each method based on our current team capacity and cross-functional dependencies."
```

## Expected Output:

- Parallel analysis of multiple prioritization methods
- Pros and cons for each approach
- Context-aware recommendations based on team situation
- Comparative insight across all methods



# Meta Prompting

Uses AI to optimize your prompts themselves, helping you refine your prompting strategy for better results from future interactions.

## Example Prompt:

```
"Review this prompt: 'Create usability test cases for a new search feature on mobile.'  
Suggest improvements to make it more specific."
```

## Expected Output:

- Analysis of original prompt's weaknesses
- Improved prompt version with more specificity
- Explanation of why changes were made
- Prompting patterns to apply in future scenarios



## Prompt Optimization

### ORIGINAL PROMPT

Create usability test cases for a new search feature on mobile.

### ISSUES IDENTIFIED

- Lacks user context
- No specific search functionality mentioned
- Missing test objectives

### IMPROVED PROMPT

Create 5 usability test cases for an e-commerce app's new voice-activated search feature on iOS mobile devices, focusing on first-time users aged 25-35 with the goal of measuring task completion rates and user satisfaction.

2.8x More Specific



# In-context Learning

Allows AI to learn from the ongoing conversation context, building understanding over multiple exchanges without explicit examples in every prompt.

## Example Prompt:

```
"We are currently working on a new checkout flow. Given the feedback we've received in the last sprint, generate a list of 5 new potential user pain points we should focus on."
```

## Expected Output:

- Pain points that build on previous conversation
- References to previously mentioned issues
- Contextually relevant suggestions
- Progressive improvement in specificity



## Conversation Memory

### Previous Context

Users reported confusion with discount code application...

### Sprint Feedback

67% completion rate, drop-offs at payment selection...

## Generated Pain Points

1. Payment method selection clarity
2. Discount code visibility issues
3. Order summary information hierarchy
4. Mobile form field optimization
5. Post-submission confirmation clarity



# Interactive Prompting & Self-Improving Models

Enables the AI to refine its outputs based on your feedback, leading to increasingly accurate responses through iterative correction and adaptation.

## Example Prompt:

```
"You've created an analysis of our feature backlog. Here's feedback on the analysis: 'It's too high-level and lacks prioritization details.' Revise the output based on this feedback."
```

## Expected Output:

- Revised output addressing the feedback directly
- More detailed prioritization framework
- Specific feature rankings with justification
- Acknowledgment of previous output's limitations



## Iterative Improvement

### Initial Output

Our feature backlog includes user authentication, dashboard improvements, and notification system...

**Your feedback:** "Too high-level, lacks prioritization details"

### Revised Output

Priority ranking with specific metrics:

**Auth System (P0):** Critical path, blocks 70% of other features

**Analytics Dashboard (P1):** High ROI, 2-week effort, impacts decision making

**Notification Center (P2):** Medium complexity, improves engagement by 23%

# Reinforcement Learning from Human Feedback




Uses human feedback to continually improve AI responses, allowing models to adapt to your needs over time through consistent interactions.


## Example Prompt:


```
"Based on the user feedback we've received on our latest release, analyze the feature adoption rates and suggest improvements."
```

## Expected Output:

- Analysis that reflects feedback patterns
- Progressive improvement in AI's understanding
- More relevant recommendations over time
- Integration of previous successful suggestions

 **Learning from Feedback**

Analysis 1  
Feature usage report 

Analysis 2  
Adoption barriers identified 

**Improved Analysis** Current  
**Finding:** 63% adoption of new features  
Primary barriers: discoverability and onboarding clarity  
**Recommendation:** In-app tooltips + focused feature tour

# Socratic Way of Learning



## Leveraging AI

Teach me how garment sourcing and exports works by asking questions about my level of understanding of necessary concepts. With each response, fill in gaps in my understanding, then recursively ask me more questions to check my understanding.

Great! Let's start building your understanding of garment sourcing and exports through an interactive method. I'll ask questions, fill gaps in your knowledge based on your responses, and gradually take you from beginner to advanced levels.

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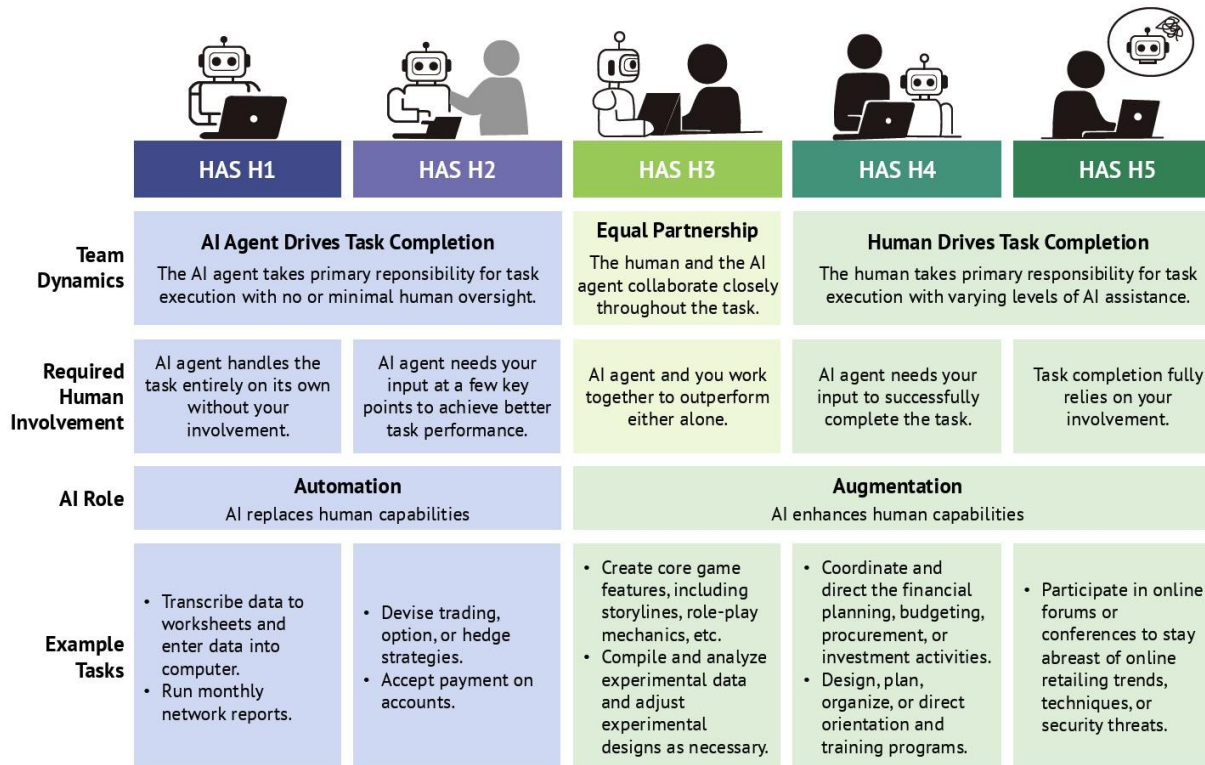


Figure 2: **Levels of Human Agency Scale (HAS).** We introduce the Human Agency Scale (*i.e.*, H1-H5) to quantify the team dynamics and degree of human involvement required. HAS provides a shared language to quantify automation vs. augmentation, complementing the traditionally “AI-first” perspective used in defining levels of automation. Importantly, higher HAS levels are not inherently better—different levels suit different AI roles.

# Ethical AI and Building Trust



## Ethical AI practices

- ◆ **Data Transparency:** Clearly communicate how we collect and use customer data with AI—90% of consumers expect this openness to build trust.
- ◆ **Avoiding Bias:** Regularly audit algorithms and use diverse data to prevent biased outcomes, ensuring fair and inclusive AI recommendations.
- ◆ **Privacy & Security:** Implement robust data protections like encryption and GDPR compliance to boost customer trust.
- ◆ **Responsible AI Practices:** Maintain ethical oversight, set clear usage boundaries (e.g., no facial recognition), offer personalization opt-outs, and ensure human involvement in key AI decisions.

# Advanced Research

## High-level Architecture of Advanced Research

