

Guide for effective use of language models

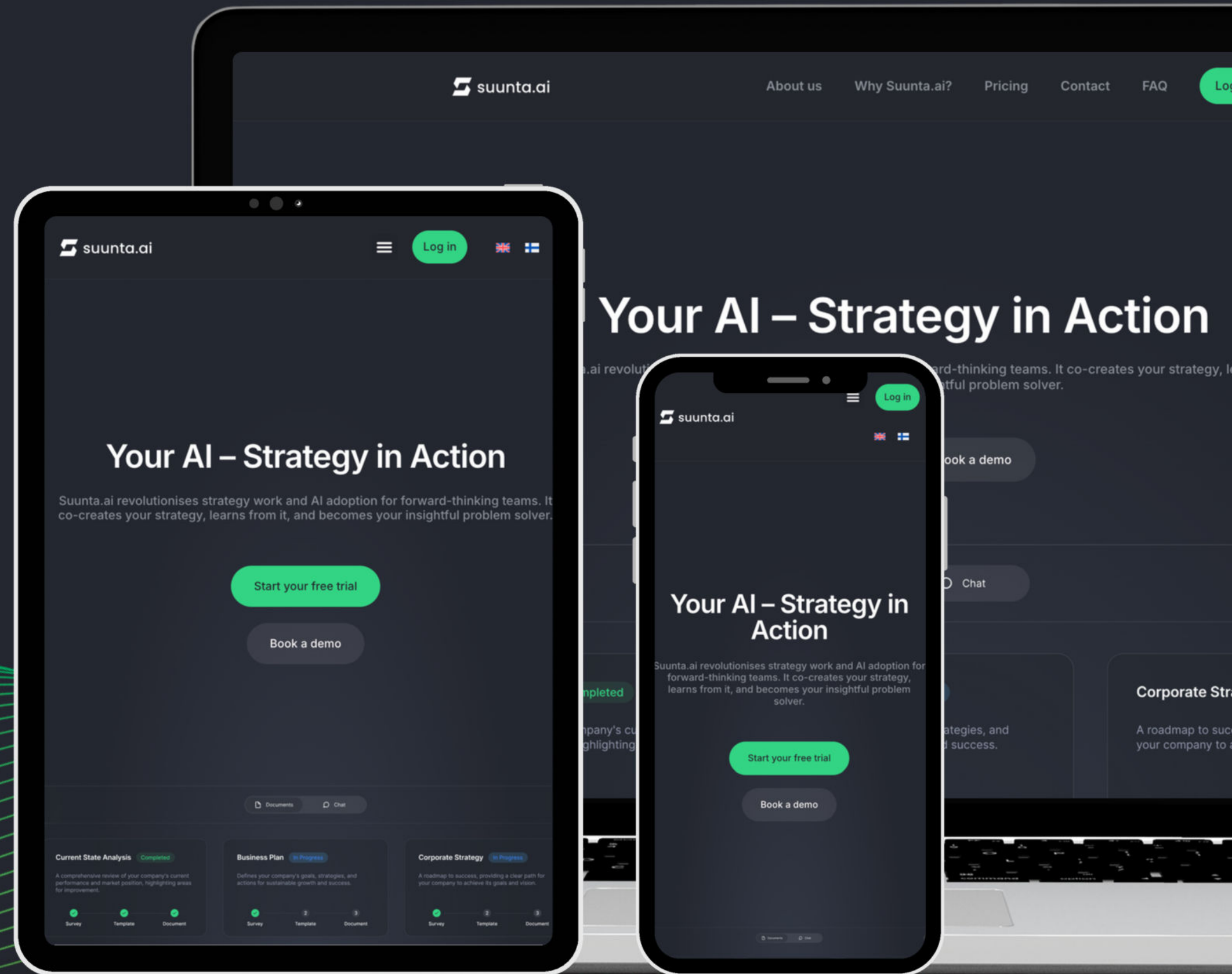
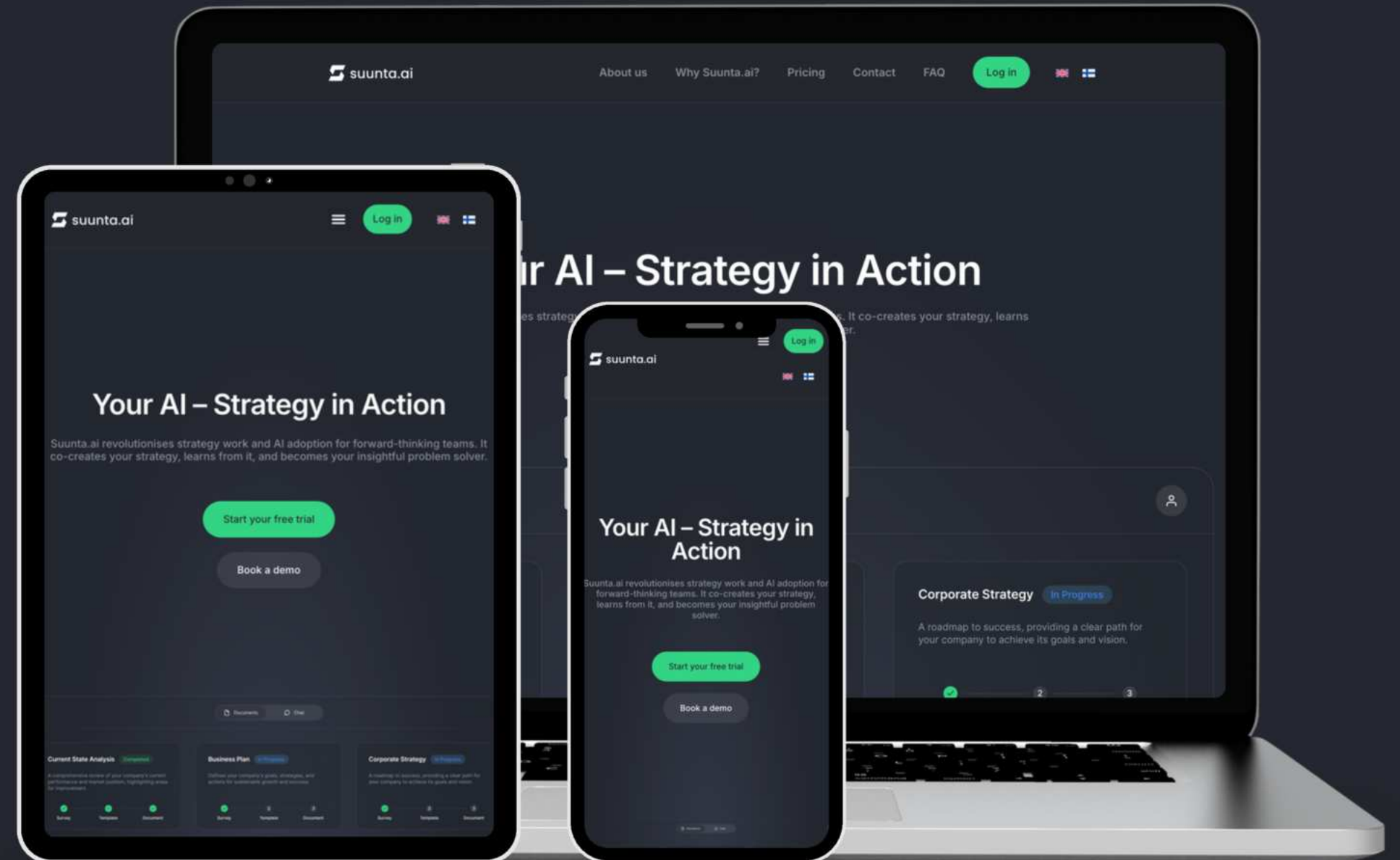


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Effective use of a language model

What is prompting?

Prompting refers to giving commands or instructions to a language model so that it can generate responses, solutions, or content. Typically, the language model's response follows the given instruction, and the information is based on the prompt and training data. In contrast to these language models, Suunta.ai also incorporates company strategies into its responses, making them more tailored and relevant.

- A prompt is a text-based input or question that a user provides to a language model. For example: "Write an email response to a customer inquiring about delivery time."
- Language models process the given prompt and generate responses or content accordingly. A well-crafted prompt directly influences the usefulness and accuracy of the response. The clearer and more specific the prompt, the better the results the language model can produce.

I created a private Salesforce report. How can I share it with others?

Here are some product presentation materials attached. Please review them critically and provide suggestions for improvement.

Can you help me come up with ideas for a brand campaign?
Ask questions and help me plan the campaign based on them.

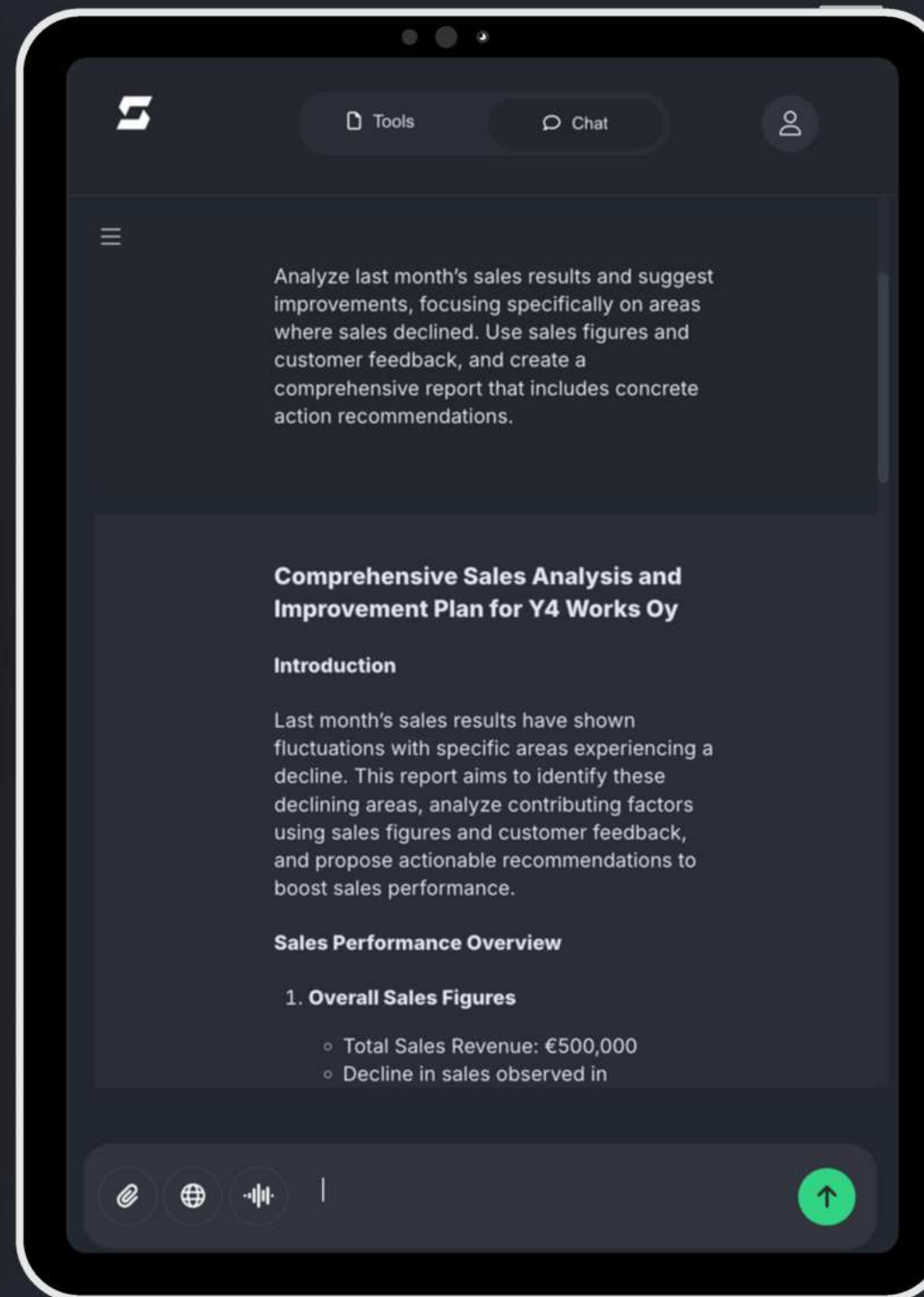
Structure of a prompt

A prompt consists of four key elements: instruction, context, input data, and format.

Each element helps guide the model's response, but not all four elements are necessarily required for every prompt.

You can also refine a prompt further by considering:

- **Person:** Who is the target audience for the content?
- **Tone:** What style or tone is preferred for the response?
- **Evaluation:** How will the quality of the AI-generated response be assessed?



Instruction or task

What do you want to accomplish?

"Analyze last month's sales results and suggest improvements"

Context

What essential information is relevant to the task?

"Pay special attention to areas where sales declined"

Input data

What information is needed to complete the task?

"Sales figures and customer feedback"

Format

In what form do you want the response?

"Report"

Prompt refinement

Refining responses, also known as iteration, is a key technique when working with a language model. This process involves providing feedback on the AI's responses or results, guiding it toward a more precise and desired outcome.

With iteration, your approach continuously evolves. Initially, the language model may generate a response that doesn't fully meet your expectations. In such cases, it's important to analyze areas for improvement and provide clearer instructions on what you need. This could involve refining the question's wording, adding contextual details, or specifying how the response should differ from the previous one.

First version

Original output

Iteration 1

Modify the wording of x, adjust the terminology of y, and add information z.

Iteration 2

Rephrase x differently, emphasize y, and add information z.

Iteration 3

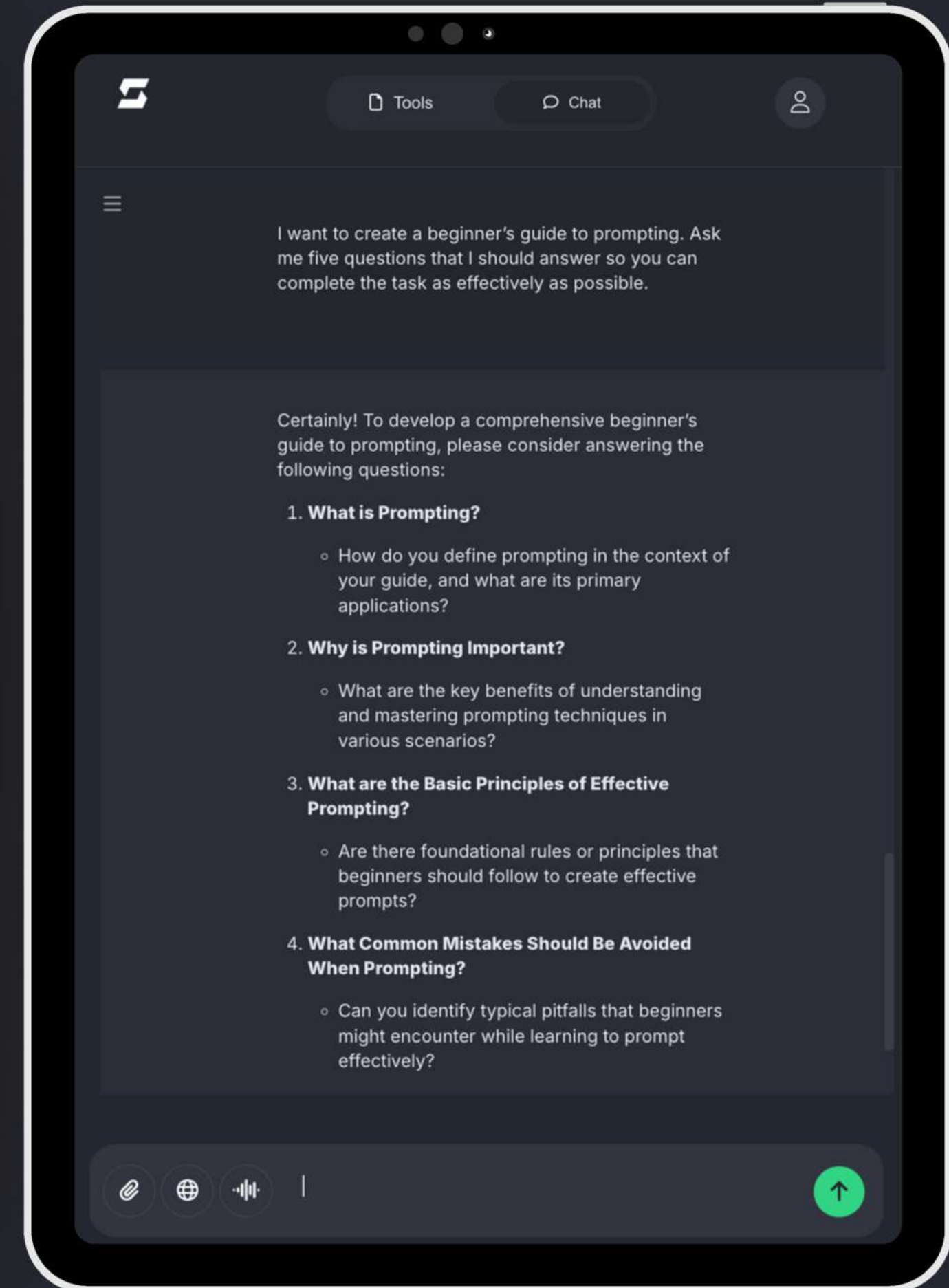
Move x to the beginning of the paragraph, remove y, and add an example x at the end.

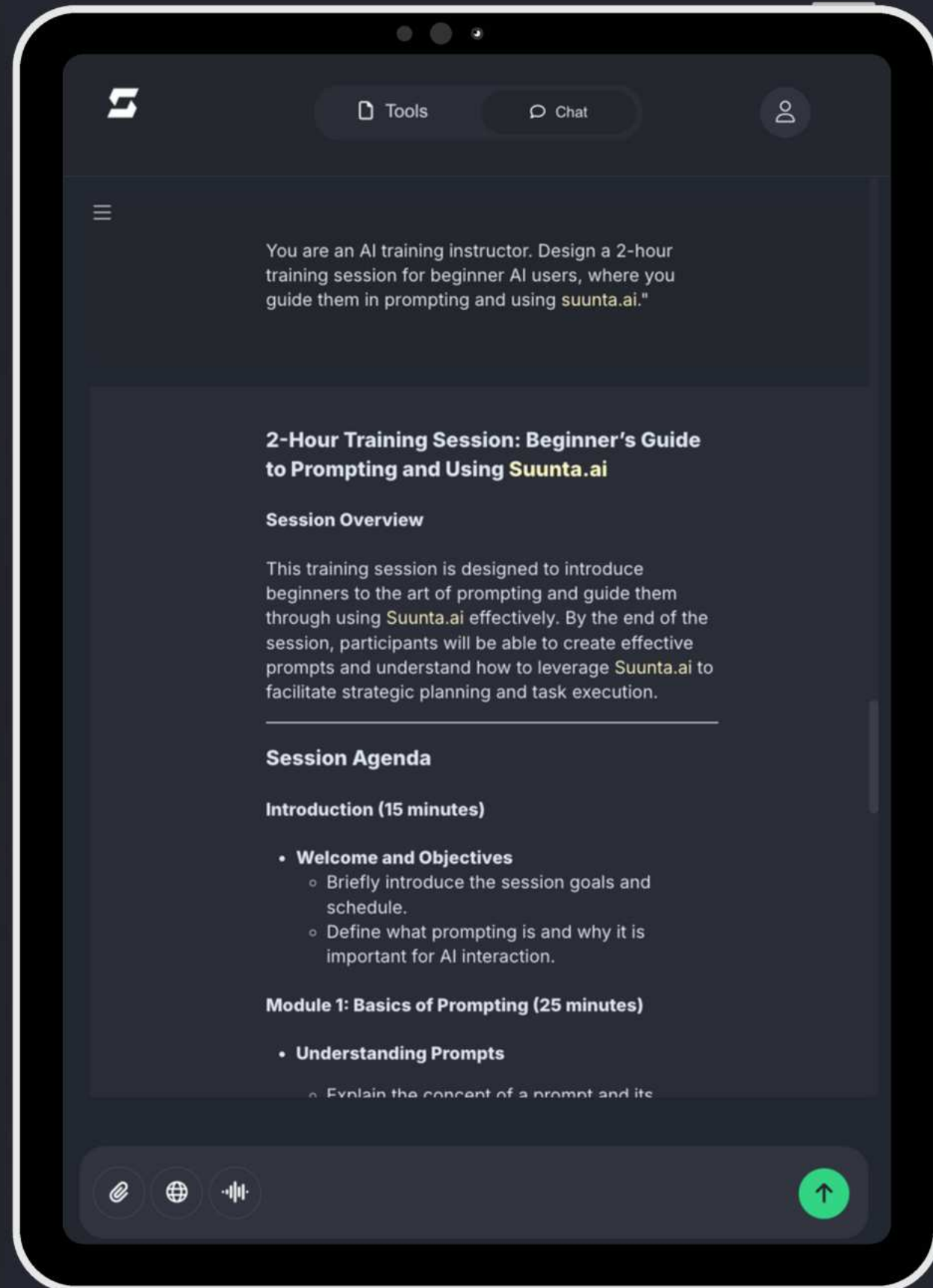
Ask AI to generate questions

You can prompt the language model to ask you questions, helping it produce the best possible outcome.

This is particularly useful when:

- You are outlining a new idea or topic.
- You want to achieve the most detailed and precise result.
- You need to expand on a specific subject and want to ensure you've provided all the necessary background information.





Assign a role to the language model

One effective way to utilize a language model is to assign it a clear role, guiding the content it generates.

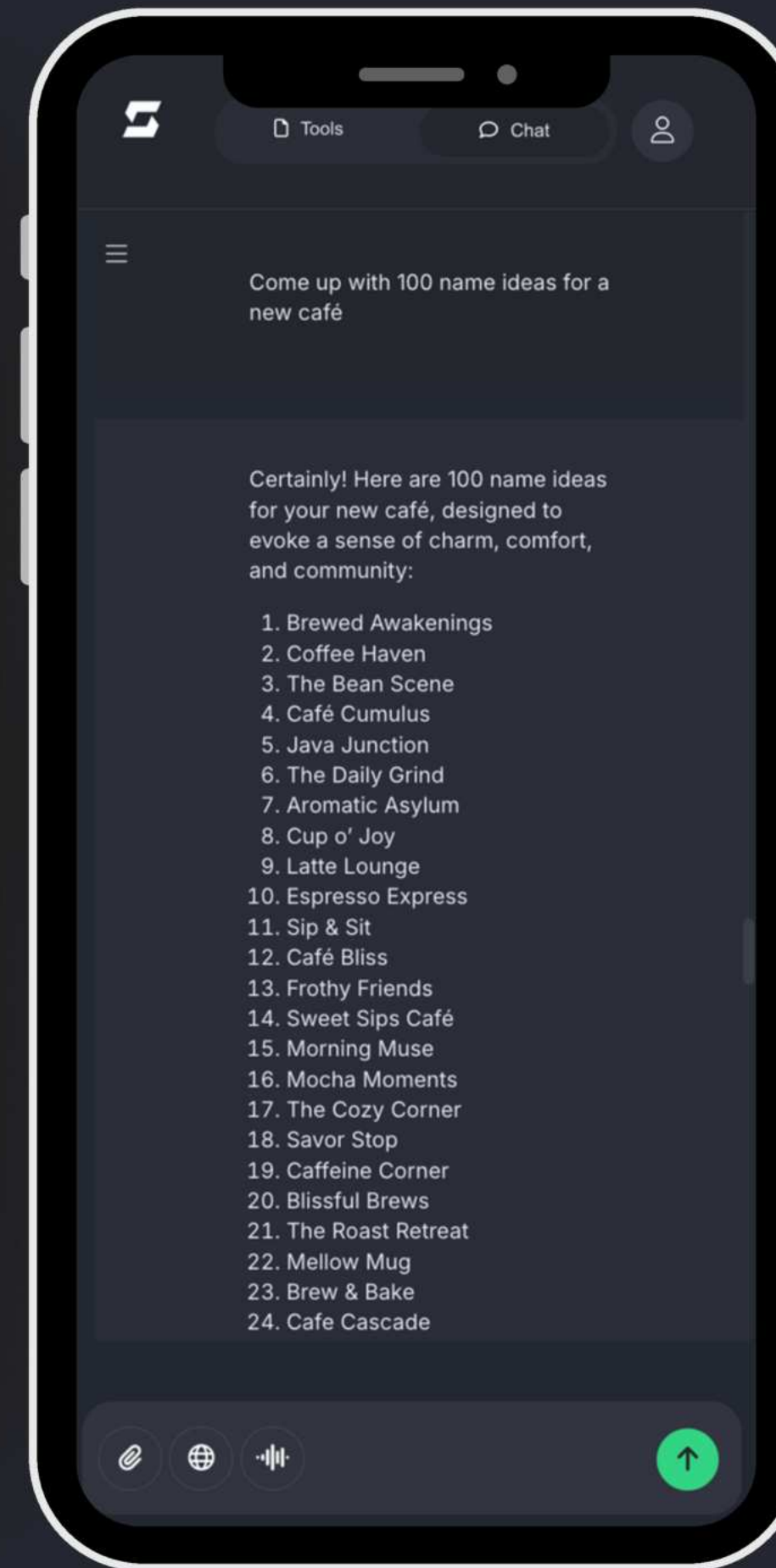
For example, the model can act as a storyteller, marketing strategist, project planner, or critic. Defining a role helps it produce responses that better align with your objectives.

The model's role can also evolve throughout a project. Initially, it may serve as an idea generator, later transitioning into a refiner, polishing and enhancing the final details.

Unlimited ideas and perspectives

In traditional collaboration, brainstorming and decision-making can be time-consuming and constrained by the number of participants, schedules, and creative limitations. A language model, however, can rapidly generate numerous alternatives without these restrictions.

By requesting 30 suggestions from the language model instead of just one, you gain a broader perspective and more choices, increasing the likelihood of innovative solutions. This approach takes advantage of the model's ability to efficiently process and analyze vast amounts of data, enhancing human skills in recognizing meaning and drawing connections.



Not like this:

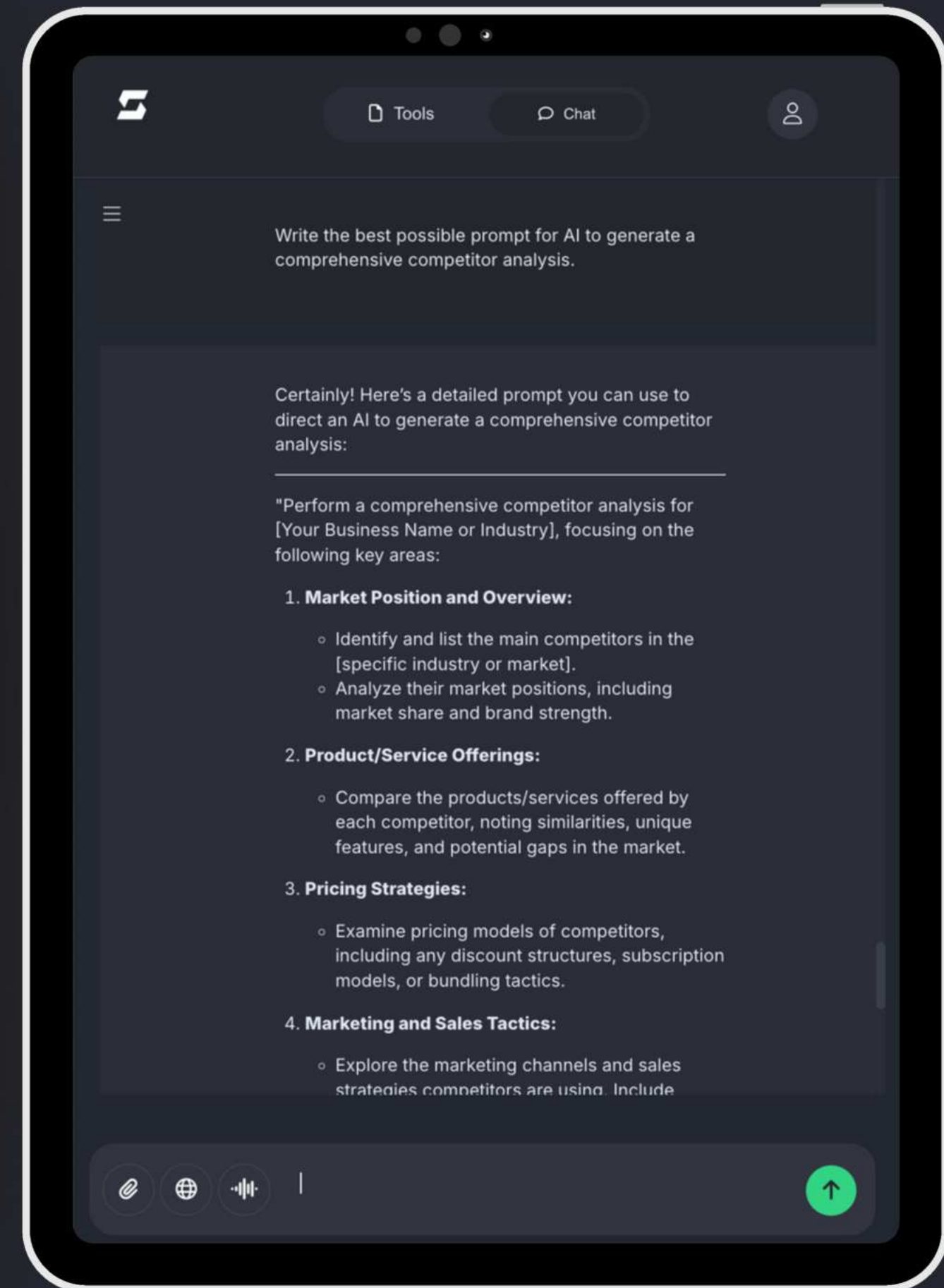
"Come up with a name for a new café."

Try this instead:

"Come up with 100 name ideas for a new café."

Ask the language model to generate a prompt first

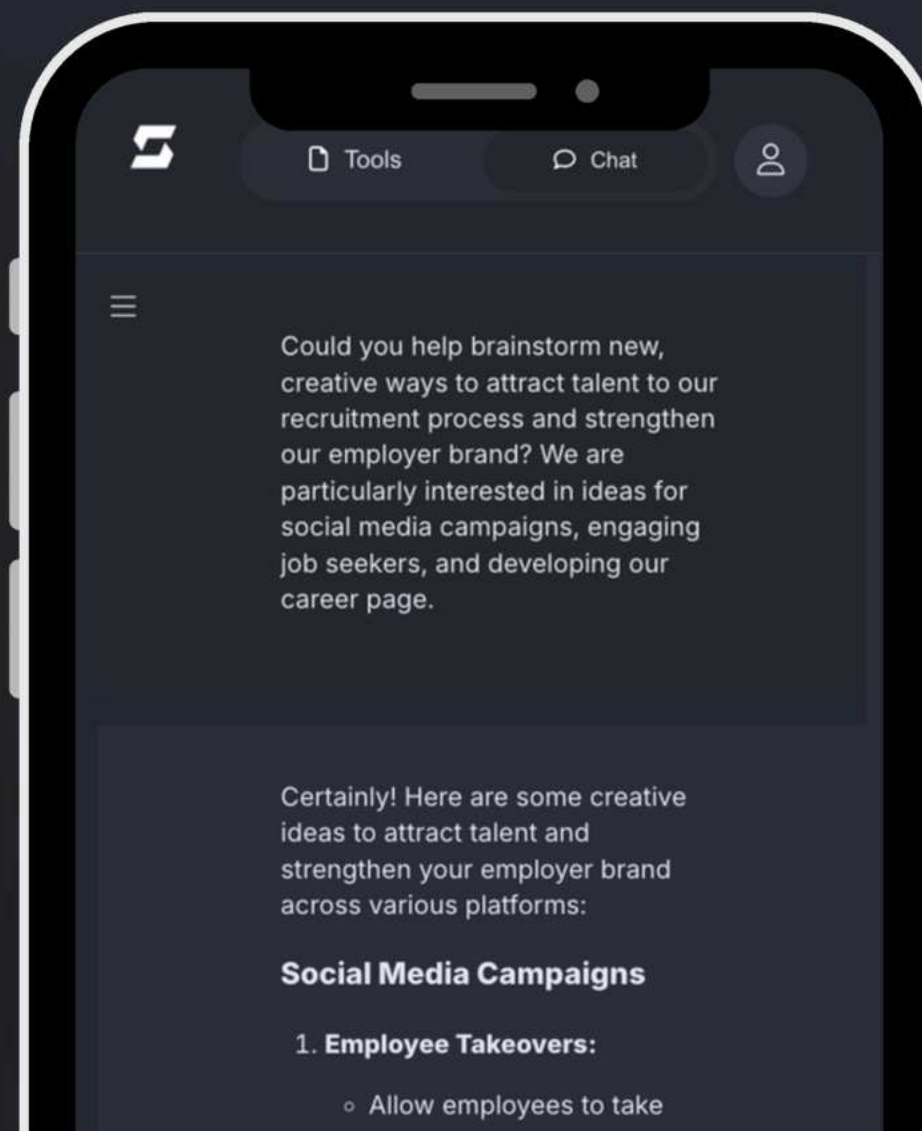
Before assigning a task to the language model, you can first ask it to create a suitable prompt for itself. This helps ensure that you receive the highest quality response possible. For example, you can specify your goals and key requirements, and the model will suggest an optimal prompt based on them. This way, you get more precise and usable results with less effort.



Different ways to leverage a language model

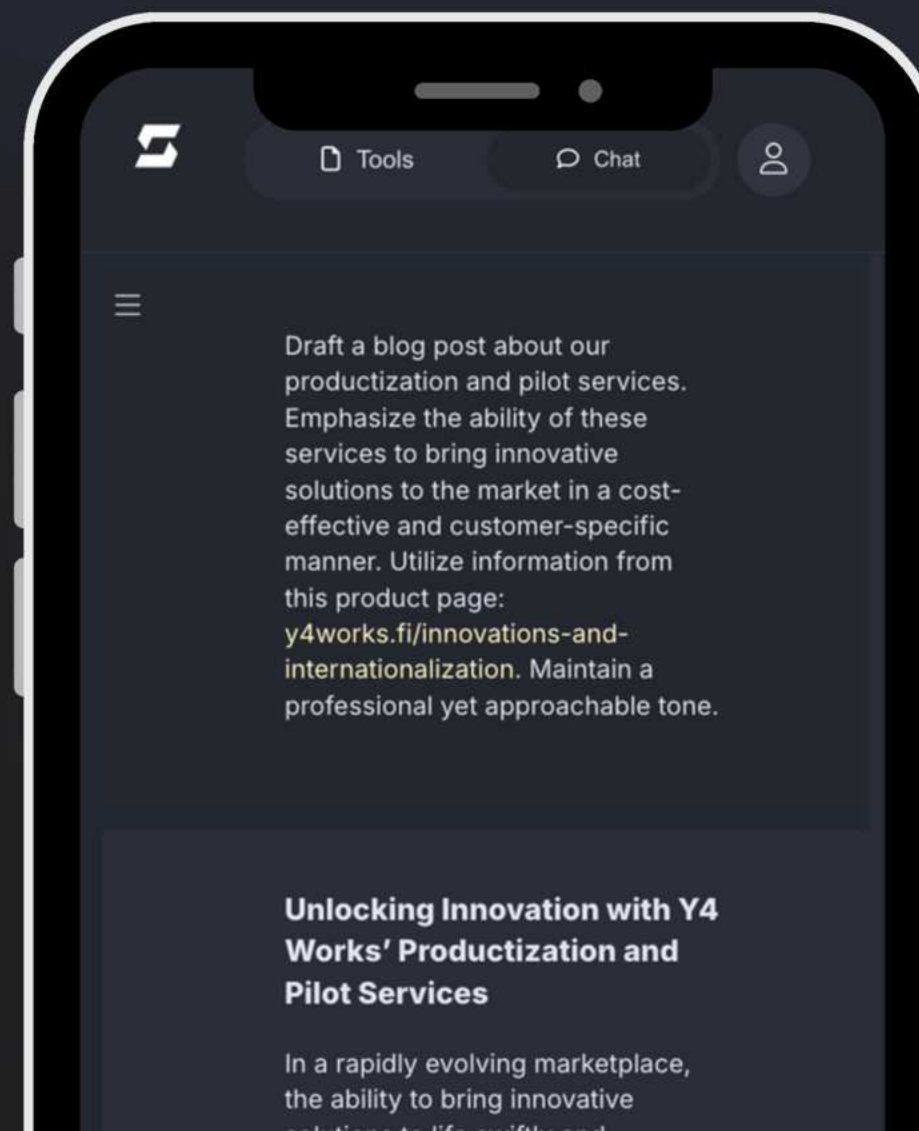
Language model as an idea generator

The language model supports creative work by providing perspectives, suggestions, and ideas - for example, for marketing campaigns or content strategy planning. It can also pose questions that inspire new thoughts.



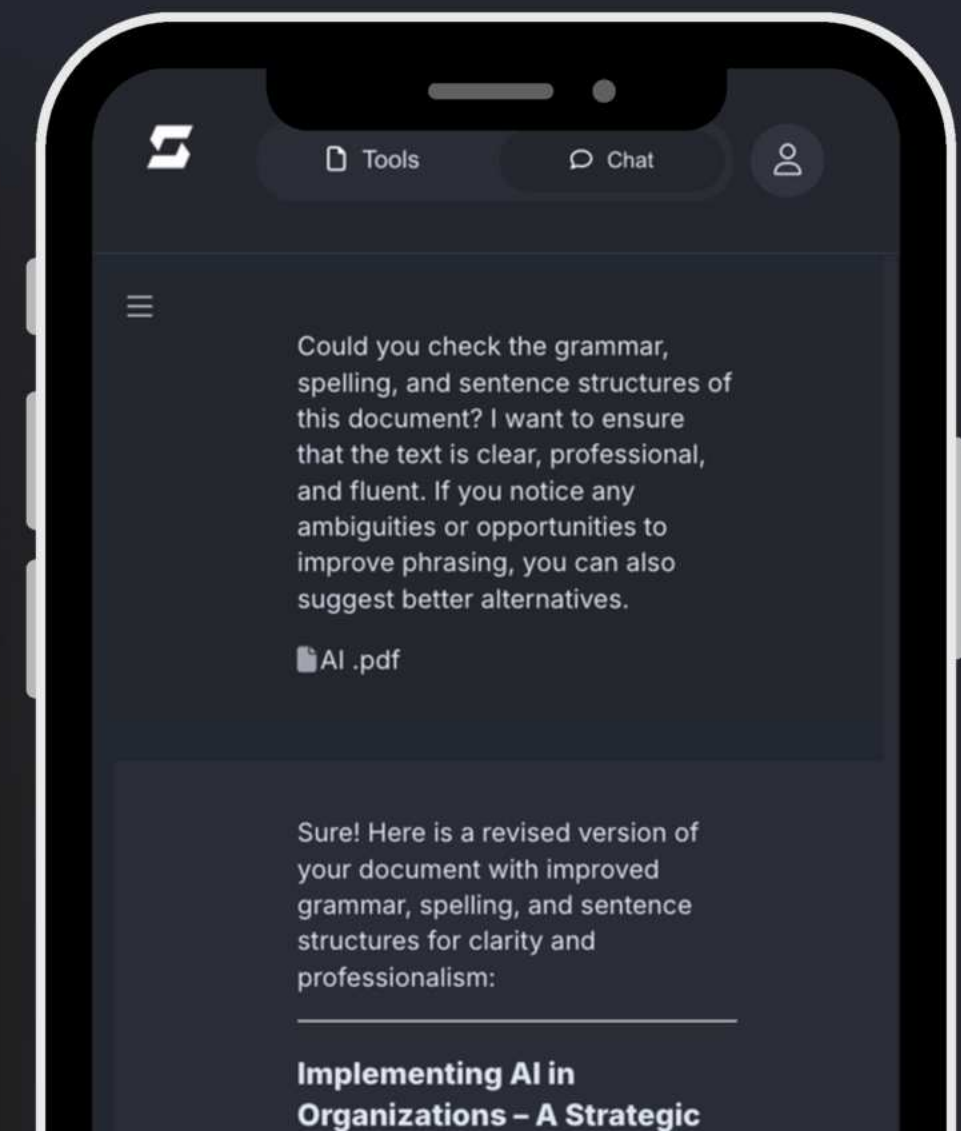
Language model as a drafter

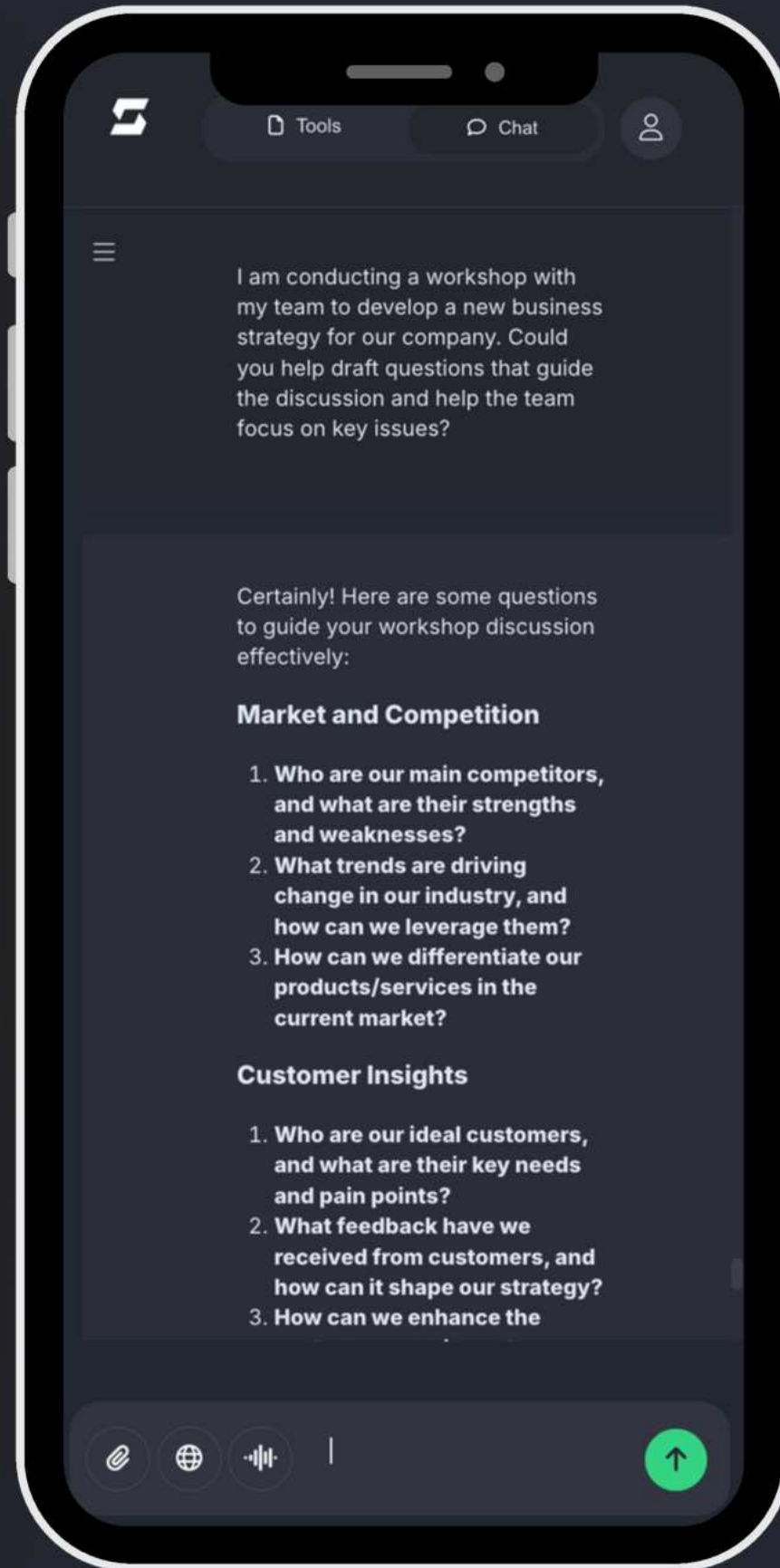
The language model can generate text drafts, such as reports, emails, or article outlines. This accelerates the initial writing phase and gives users a starting point that they can modify and expand based on their needs.



Language model as a refiner

During the finalization stage, the language model can help by proofreading, suggesting better sentence structures, and correcting grammar or stylistic errors. This ensures that texts are professional and polished.





Language model as a facilitator

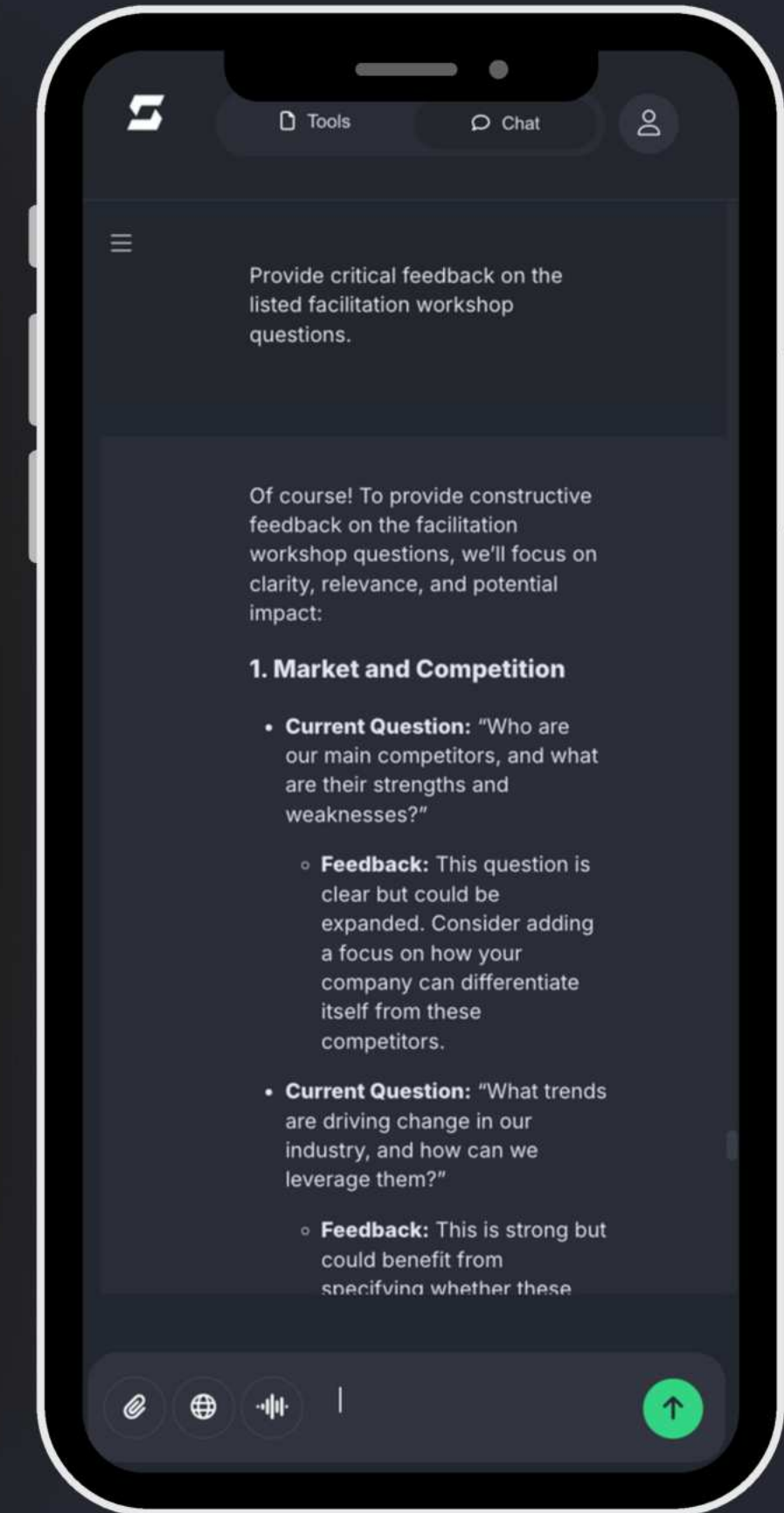
The language model can serve as a facilitator in discussions and brainstorming sessions by asking clarifying questions and keeping conversations focused on the main topic. This is especially useful for group work and strategic planning.

Tip! Try prompting: "Ask me questions and help me refine this." This ensures that your text is professional and well-structured.

Language model as a critic

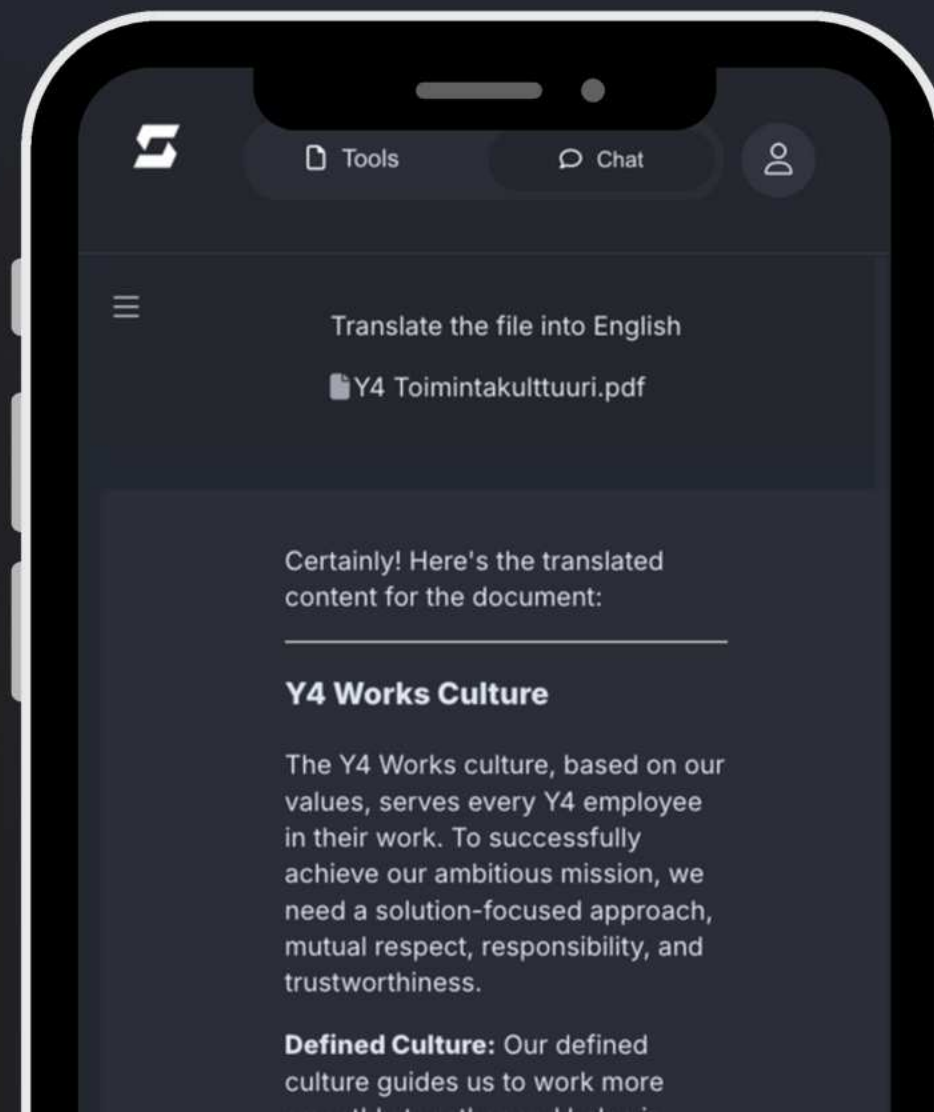
The language model can provide critical feedback on your text, assess its logic and content, and suggest improvements. For example, it can help determine whether your argumentation is persuasive and clear.

Tip! Have the language model critique its own output. Ask it to generate a draft, copy it into another conversation, and request critical feedback.



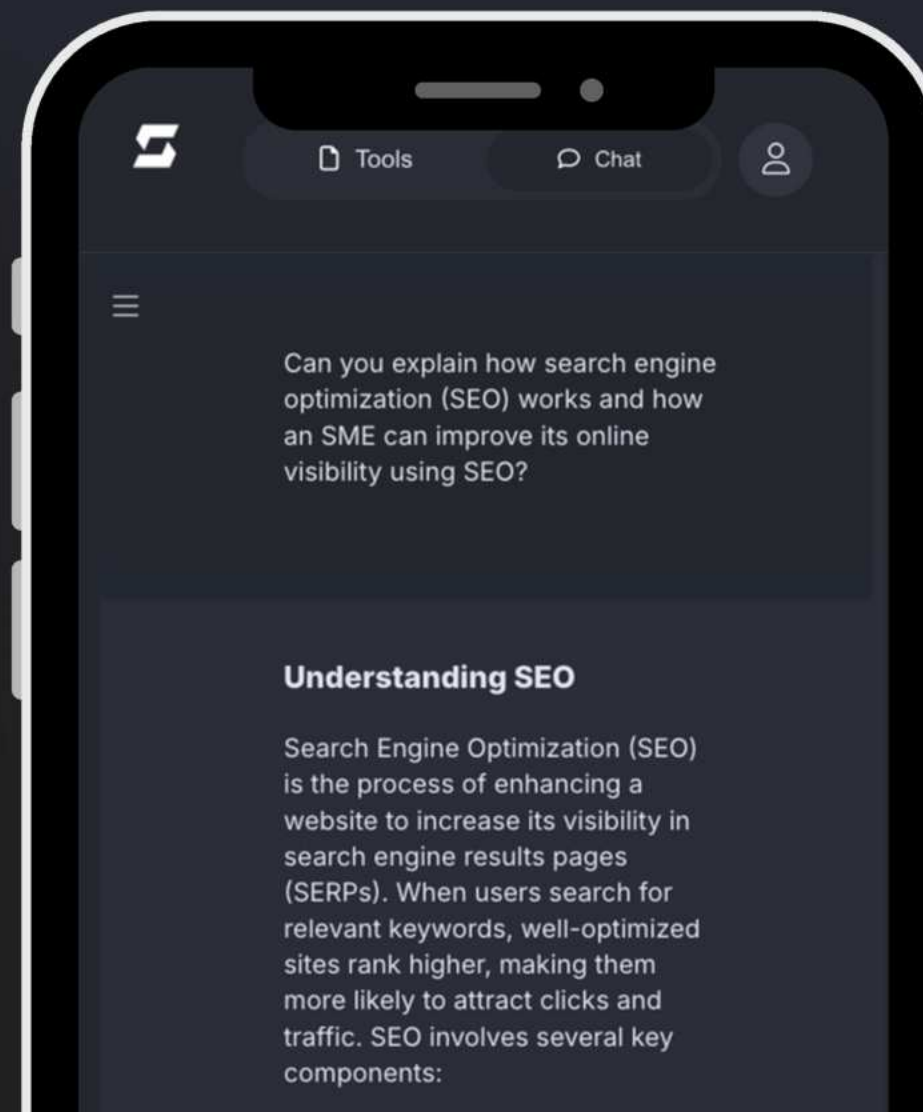
Language model as a translator

The language model can act as a translation tool, quickly converting texts into different languages while refining tone and meaning. It can also facilitate multilingual communication.



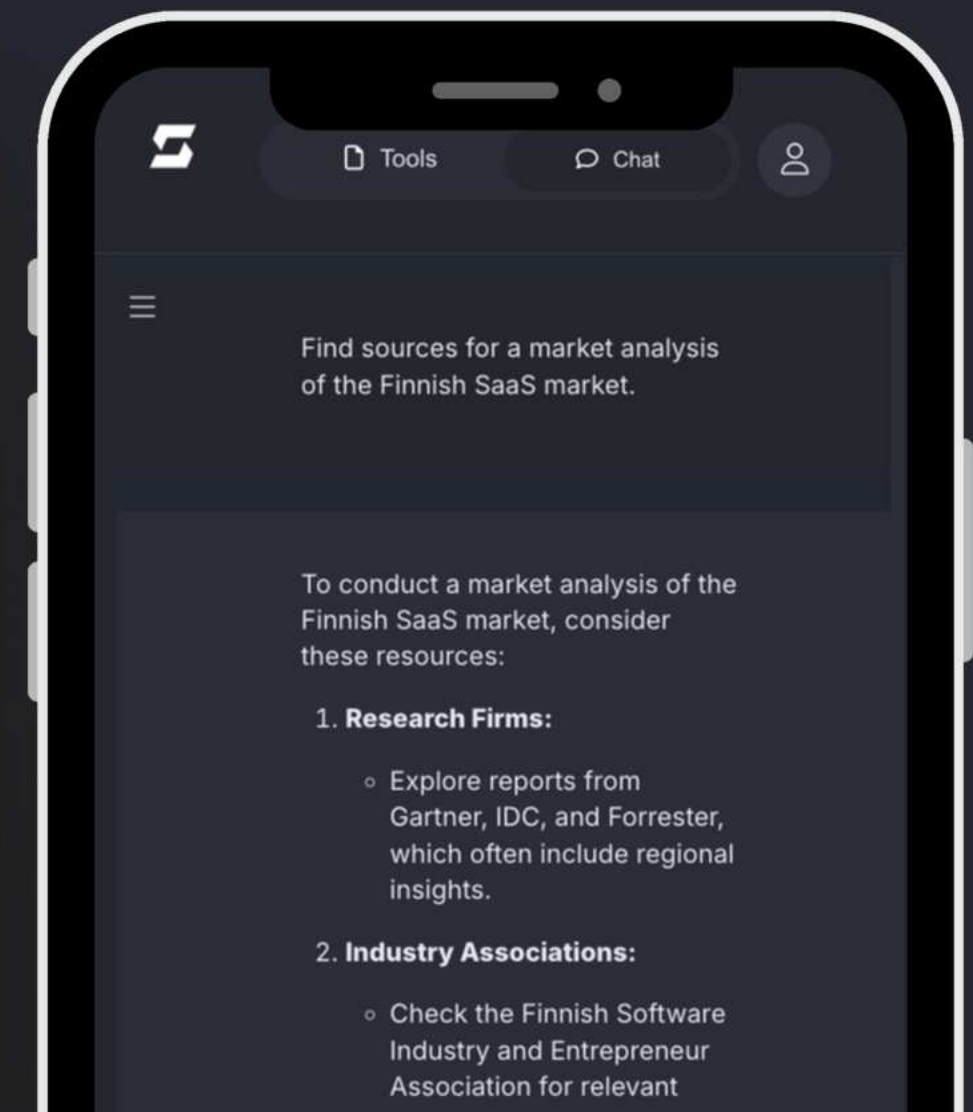
Language model as a learning assistant

The model can function as a learning aid by clarifying concepts, explaining complex topics, and providing simple examples. This makes it particularly useful for studying specialized fields.



Language model as a research assistant

The model can assist in gathering and analyzing research material by offering a fast way to retrieve information from extensive databases and summarizing complex topics. This helps save time in the early stages of research.

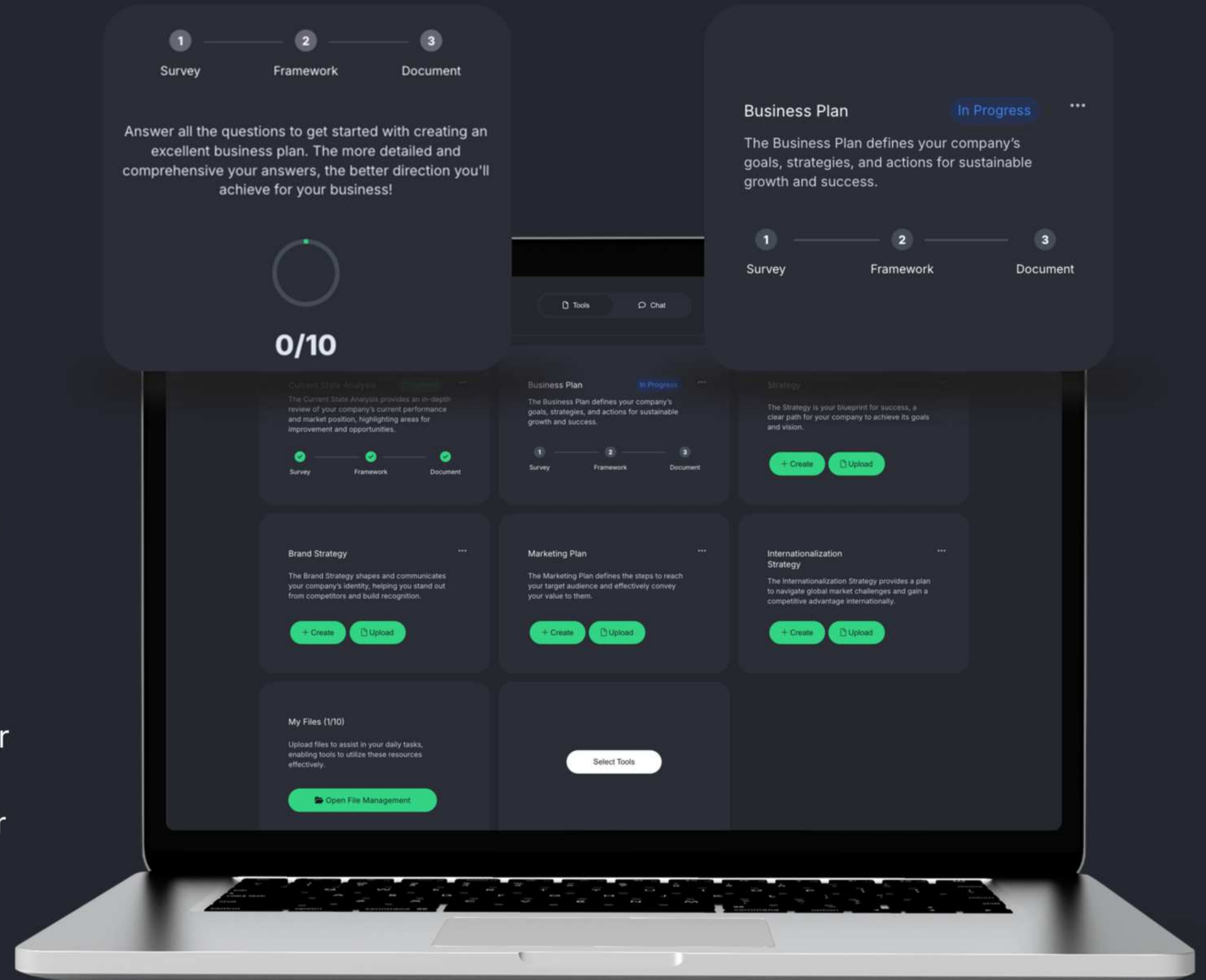


Tips for effective use of Suunta.ai

Create a comprehensive context in Suunta.ai

Suunta.ai provides you with a powerful document creation tool. Fill out the documents with the mindset that every answer fuels the language model with context. The more accurately the model understands your business and company goals, the better its responses will be.

Start with a current state analysis and work through the documents step by step. Take your time with your answers: think of it as having a thoughtful conversation with a brainstorming partner. Remember to also update your documents as needed.



Reasoning feature

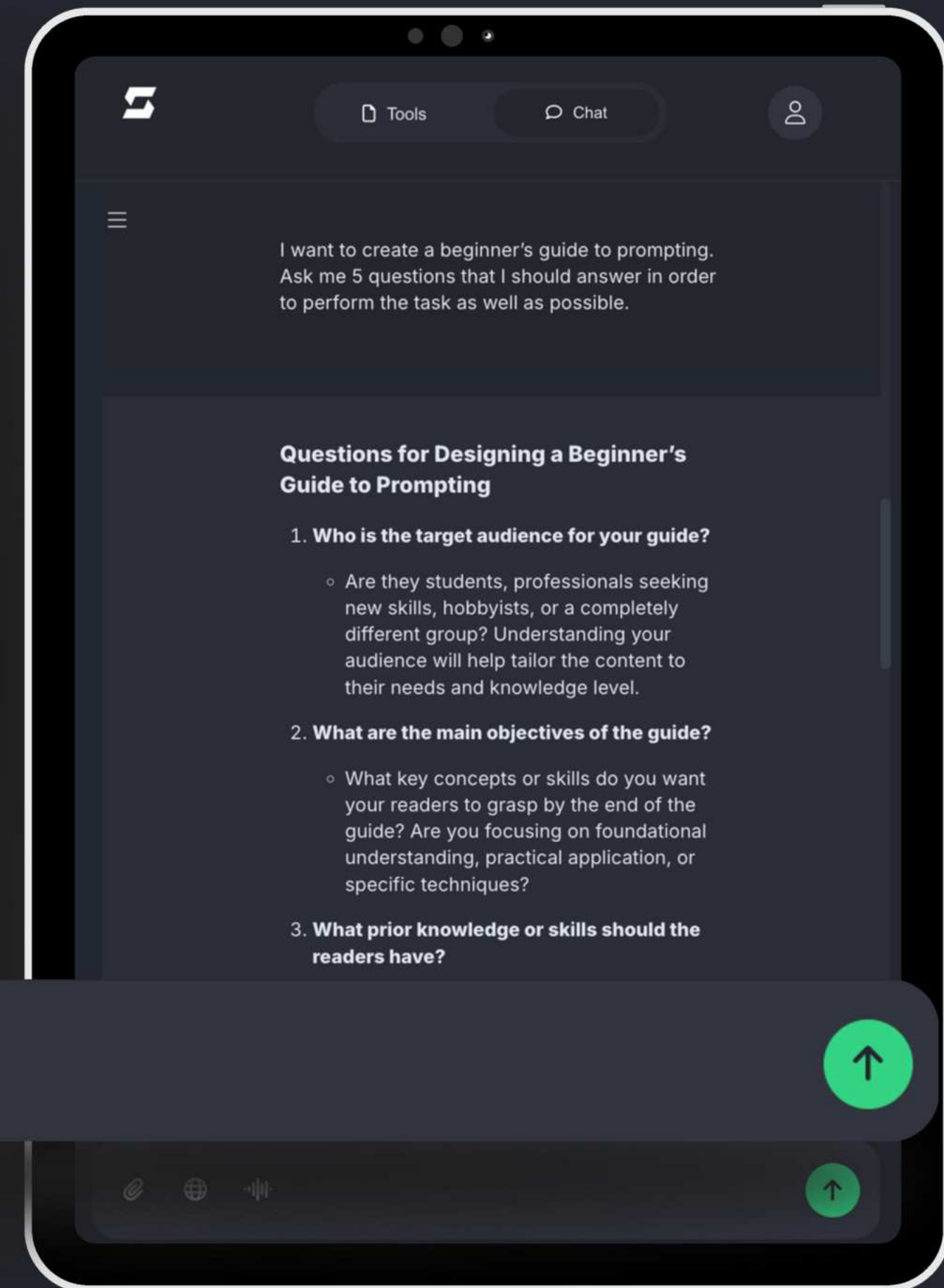
You can ask Suunta.ai to "think" by activating the reasoning button in the text box. This feature deepens the language model's internal processing, allowing it to generate more thoughtful, precise, and contextually relevant responses. This helps you receive more comprehensive and high-quality answers to various questions.

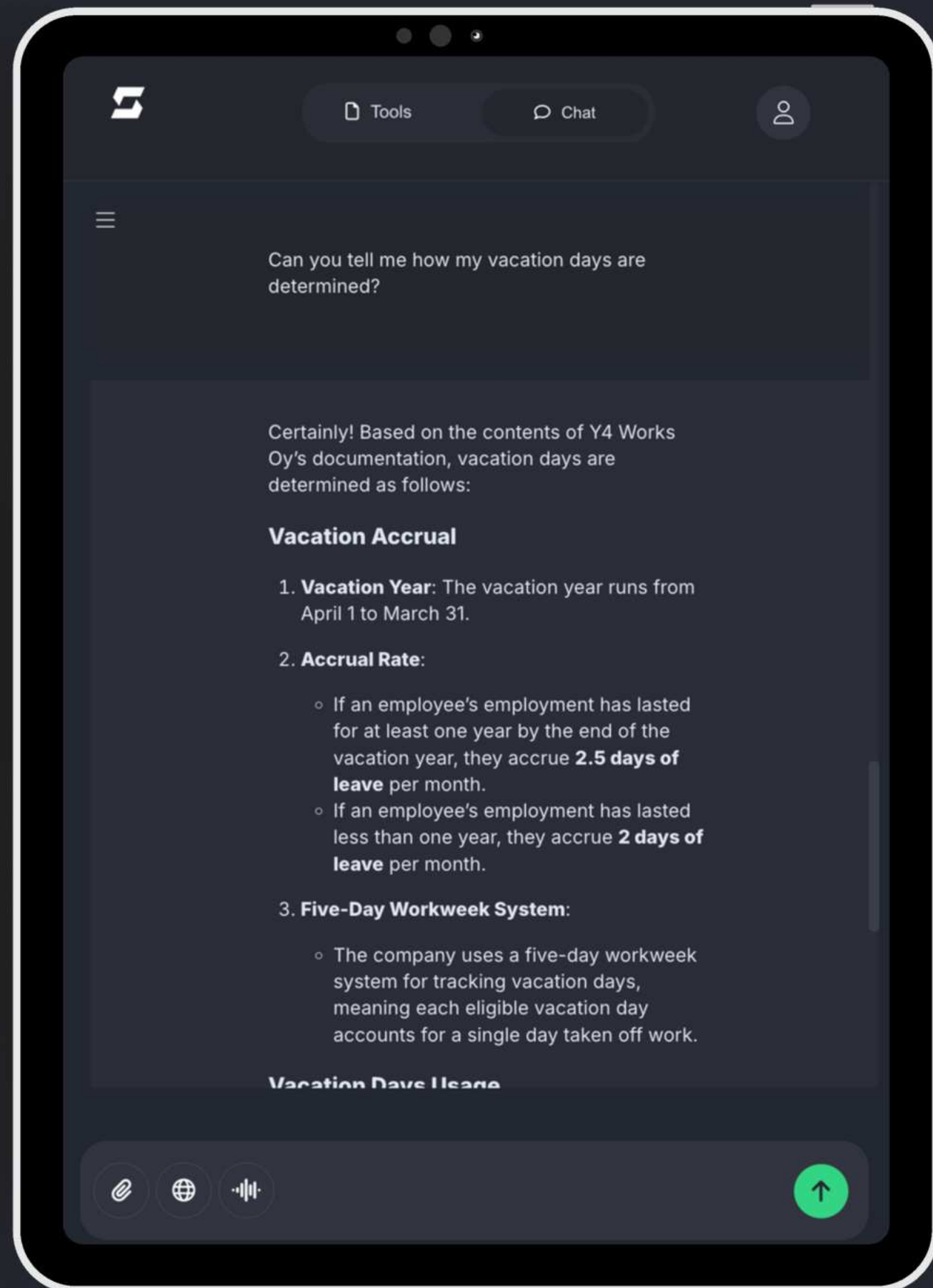
For reasoning models, it is best to provide as much context as possible in the initial prompt.

Web search feature

You can ask Suunta.ai to retrieve up-to-date information by activating the web search button in the text box. The language model will then utilize the latest online sources to provide answers based on real-time information.

The web search feature is particularly useful when you need the latest news, market trends, research data, or other real-time information that the language model would not otherwise include.





Upload and leverage your own files

You can upload files and materials to Suunta.ai, which can then use the information to generate tailored responses. This allows Suunta.ai account users to **both retrieve and apply** the information from uploaded materials.

Example of information retrieval:

Instructions

You can upload company guidelines or other essential information for employees to Suunta.ai. Users can then ask questions in chat and receive responses based on these guidelines.

Example of information application:

Offers

A common use case for Suunta.ai is creating offers. For example, you can upload old offers, product descriptions, and details about employee expertise. When Suunta.ai has the necessary context, it can utilize the documents and follow the company's style in offers.

Suunta.ai use cases across professional roles

Examples of use in different roles

Strategy

- Strategic communication
- Competitor analysis
- Market analysis
- Pricing development
- Planning metrics and actions
- Strategy monitoring

Administration

- Workforce shift planning
- Task lists
- Customer volume forecasting
- Analysis of company financial data
- Drafting emails for customers
- Understanding laws and regulations

Product development

- Product development
- Creating product descriptions
- Test reports
- Customer need assessment and feedback
- Setting performance metrics

Operational execution

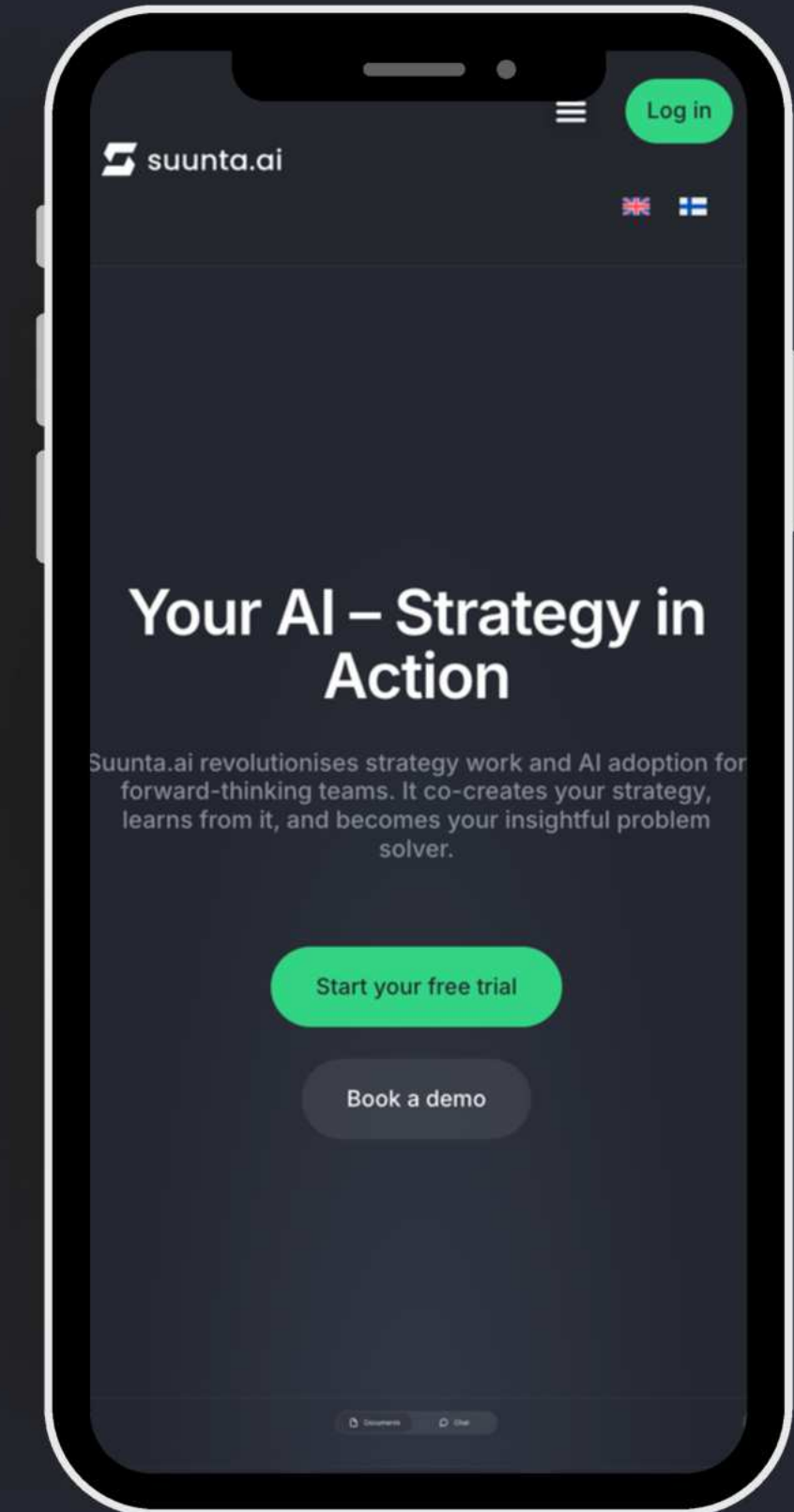
- Analyzing the maintenance needs of equipment
- Route planning
- Analyzing site images
- Writing reports
- Asking questions from guides uploaded to Suunta.ai

Sales and marketing

- Creating a marketing calendar
- Selecting marketing channels
- Planning and budgeting events
- Writing marketing messages for target groups
- Refining sales target groups
- Writing offers

Human Resources

- Creating and translating HR guidelines
- Designing employee development plans
- Creating performance review templates
- Developing employee satisfaction surveys and analyzing responses



HR

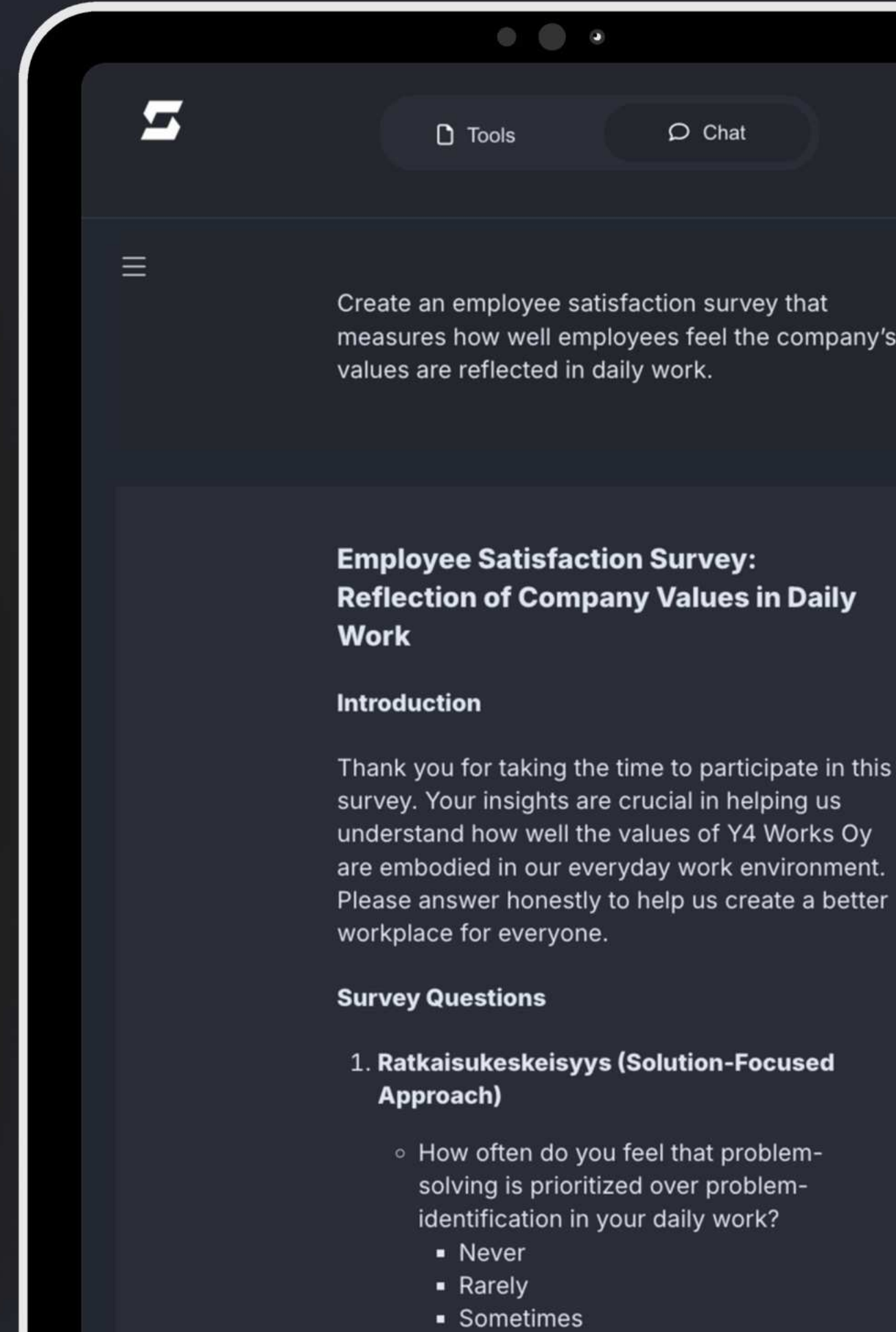
"I streamline the creation of company-specific recruitment messages, internal communications, and legally required documents - saving hours each day."
– HR specialist

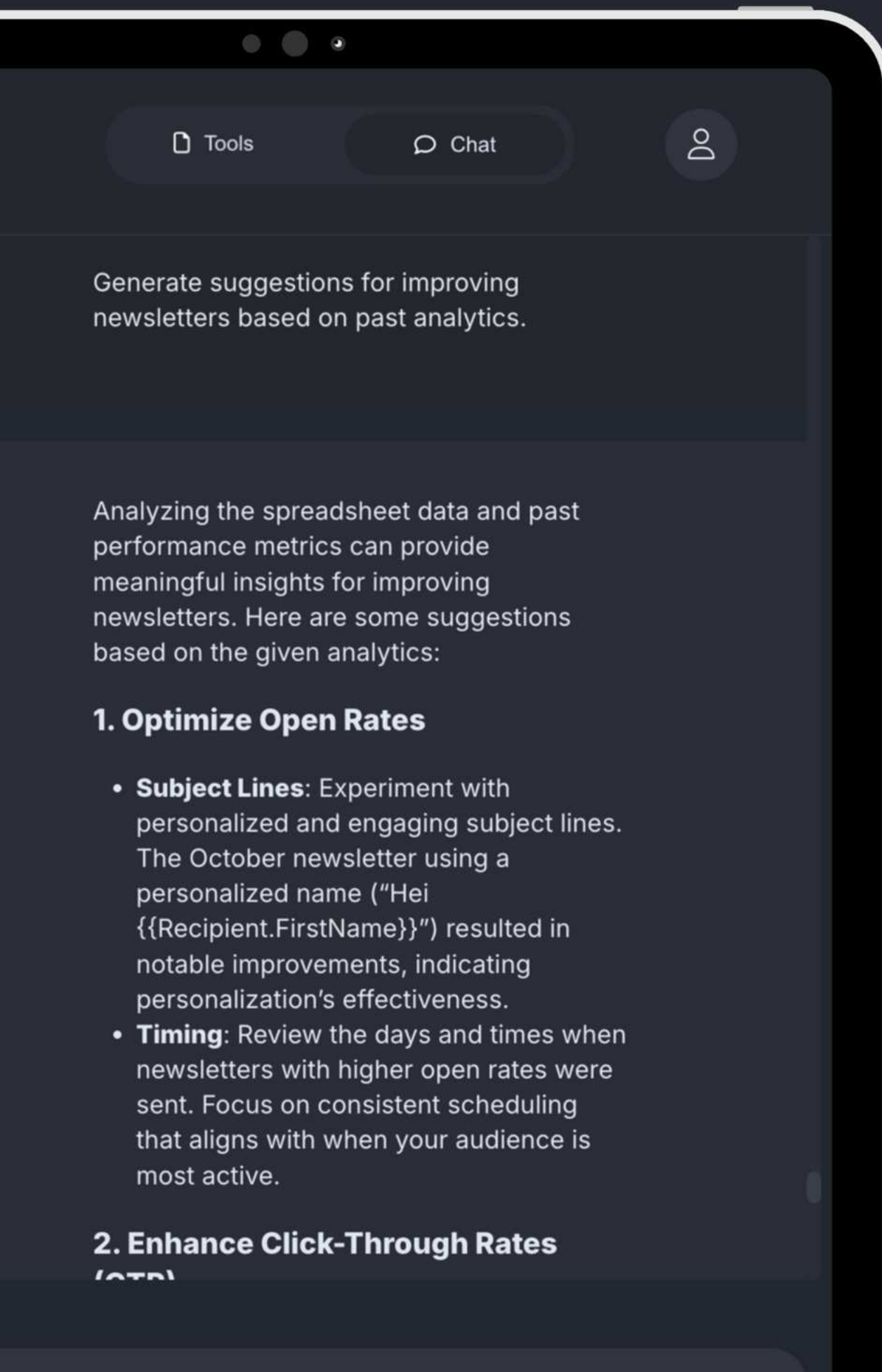
Common use cases

- Crafting personalized candidate messages and job postings.
- Designing and analyzing employee satisfaction surveys.
- Developing community-building strategies aligned with company goals.
- Structuring performance review frameworks and goal-setting processes.
- Formatting HR communication consistently with the company brand.
- Evaluating external service providers (e.g., payroll, occupational health).
- Creating and translating HR guidelines based on company policies.
- Minimizing HR helpdesk inquiries: employees can ask Suunta.ai directly.

"Create an employee satisfaction survey that measures how well employees feel the company's values are reflected in daily work."

Suunta.ai understands your company values and work culture, allowing the tool to generate relevant questions accordingly.





Marketing

"After creating a brand strategy and marketing plan, I uploaded our brand guide to Suunta.ai - now the AI-generated content reflects our team's style."

– Marketing manager

Common use cases

- Content creation that aligns with the brand tone and business needs.
- Campaign planning and brainstorming in line with marketing goals.
- SEO-optimized texts, considering the target audience and business objectives.
- Data analysis to support decision-making in line with marketing strategy.
- Creating a company-specific marketing calendar
- Selecting marketing channels based on strategy and target audience.
- Planning and budgeting events according to company goals.
- Target audience analysis and segment personalized communication

"Generate suggestions for improving newsletters based on past analytics."

Suunta.ai utilizes the provided data to generate ideas for refining marketing initiatives.

Sales

"Suunta.ai helps me prepare for customer meetings, tailor sales pitches, and create offers. I also use it for sales reporting and analysis, making my workflow more efficient."

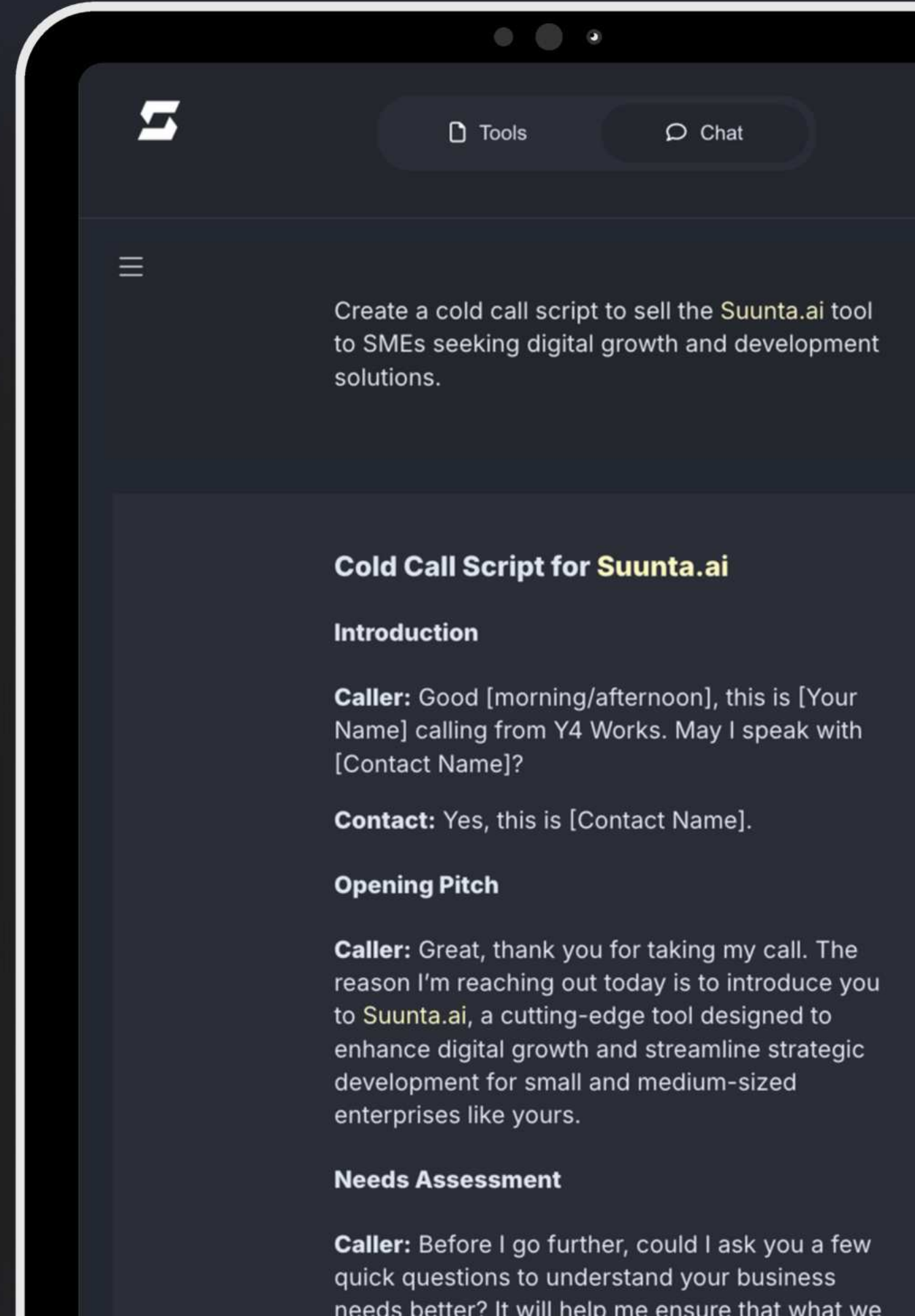
– Sales team lead

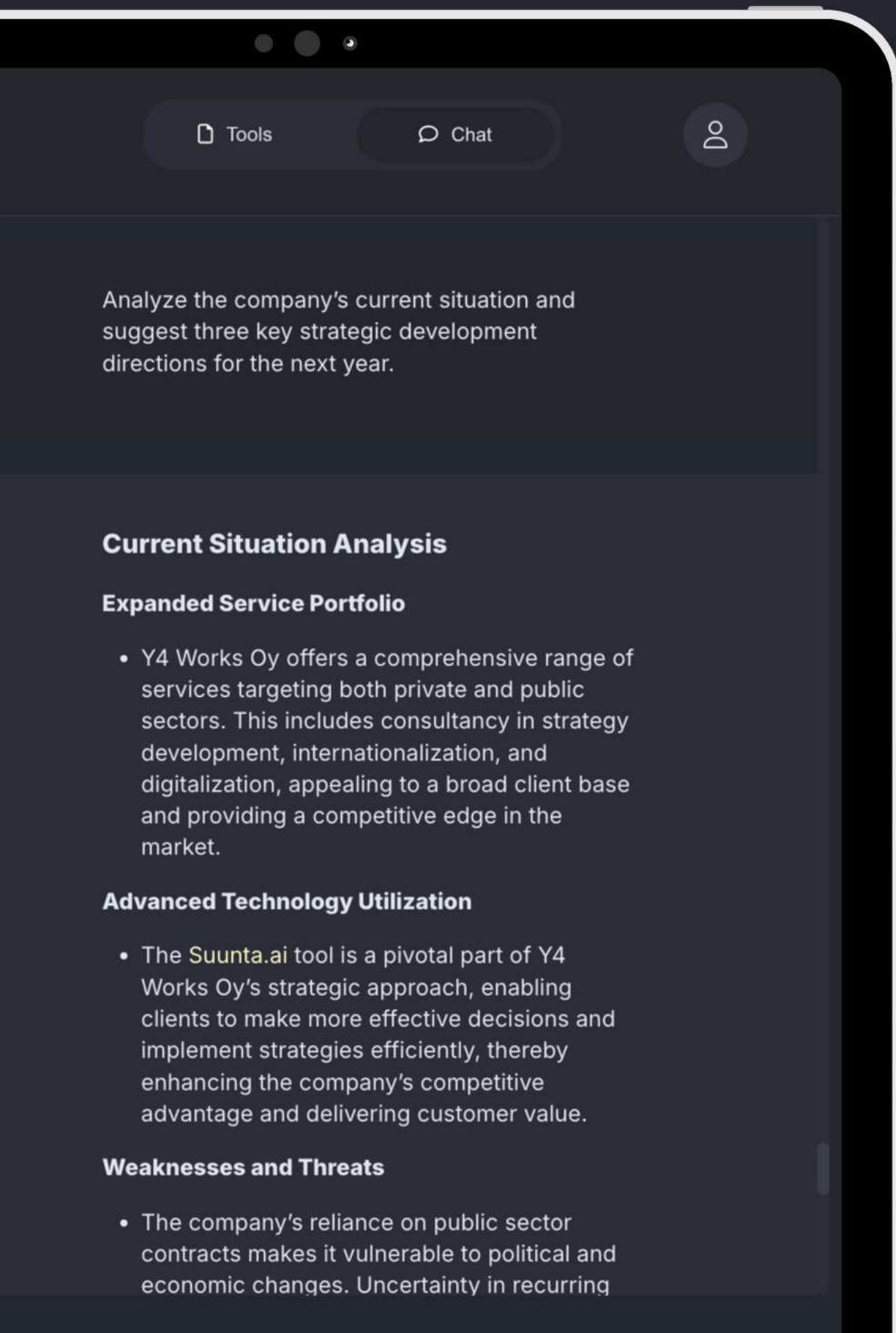
Common use cases

- Creating personalized sales messages based company practices.
- Optimizing offers based on competitor analysis to enhance differentiation.
- Preparing RFQ responses based on previous offers and sales insights.
- Customizing cold call and outreach scripts according to customer segmentation and company operations.
- Personalizing sales presentations to match each customer interaction.

"Create a cold call script to sell the Suunta.ai tool to SMEs seeking digital growth and development solutions."

Suunta.ai knows your company and products, enabling effortless creation of tailored cold call scripts for specific products and business needs.





Development work

“Suunta.ai supports brainstorming and conceptualization. It enables quick responses and minimizes reliance on external experts.”

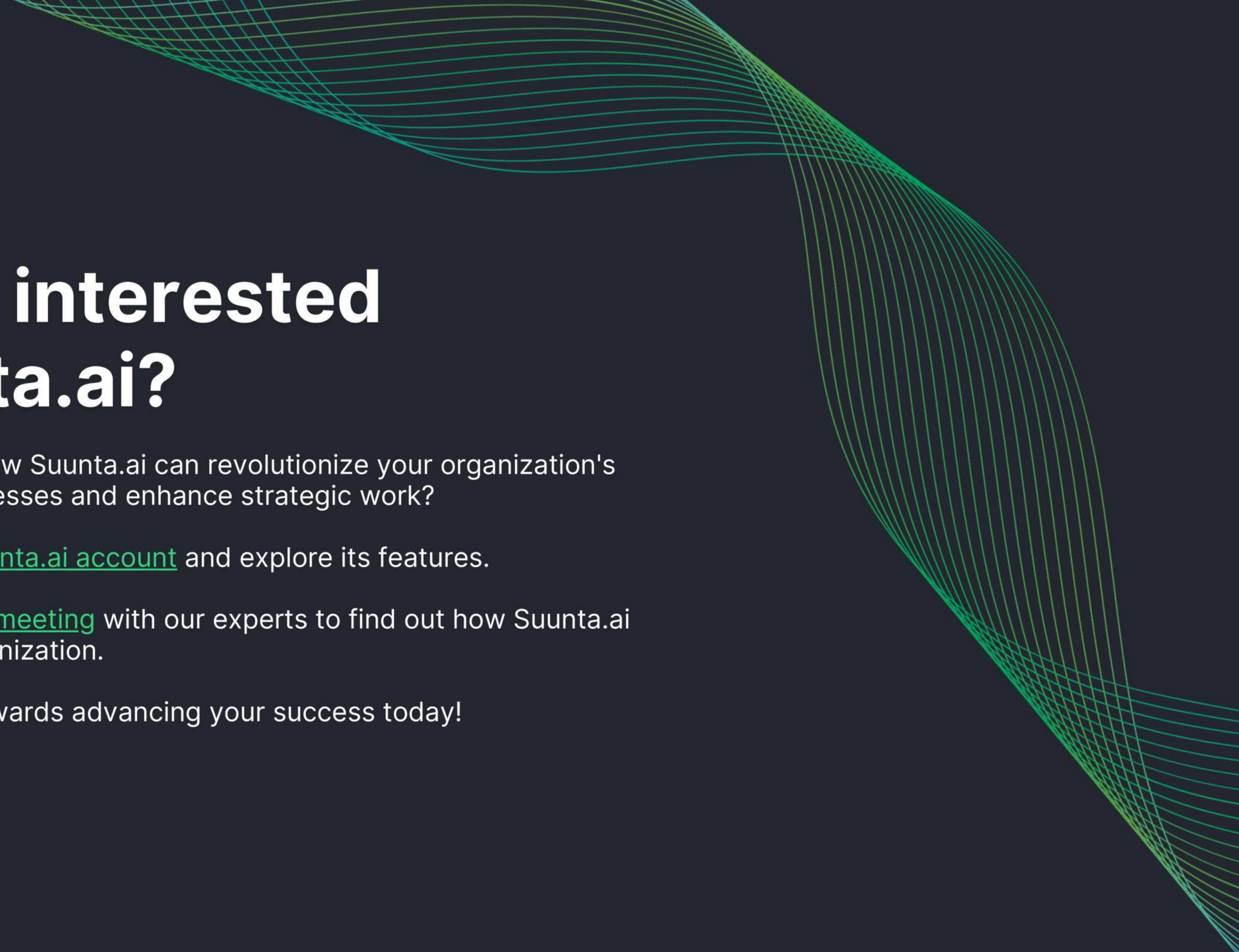
– CEO

Common use cases

- Creating strategic documents for the company and supporting strategy implementation.
- Structuring decision-making alternatives and providing perspectives that align with company goals.
- Clarifying and formulating internal and external executive communications.
- Generating draft versions and frameworks to conceptualize development projects.
- Refining ideas and plans in accordance with the company’s strategic direction.
- Supporting system-level decision-making by analyzing relevant solution alternatives for the company.

"Analyze the company's current situation and suggest three key strategic development directions for the next year."

Suunta.ai leverages available data and company context to deliver more precise and well-founded responses.



Are you interested in Suunta.ai?

Do you want to see how Suunta.ai can revolutionize your organization's decision-making processes and enhance strategic work?

- [Log in to your Suunta.ai account](#) and explore its features.
- [Book a free demo meeting](#) with our experts to find out how Suunta.ai can help your organization.

Take the next step towards advancing your success today!

