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Understanding AI,

asking it right, using it wisely

Ufuk Ören · NeoRebels

International Women's Club of Frankfurt · 7 October 2026 · 45 min



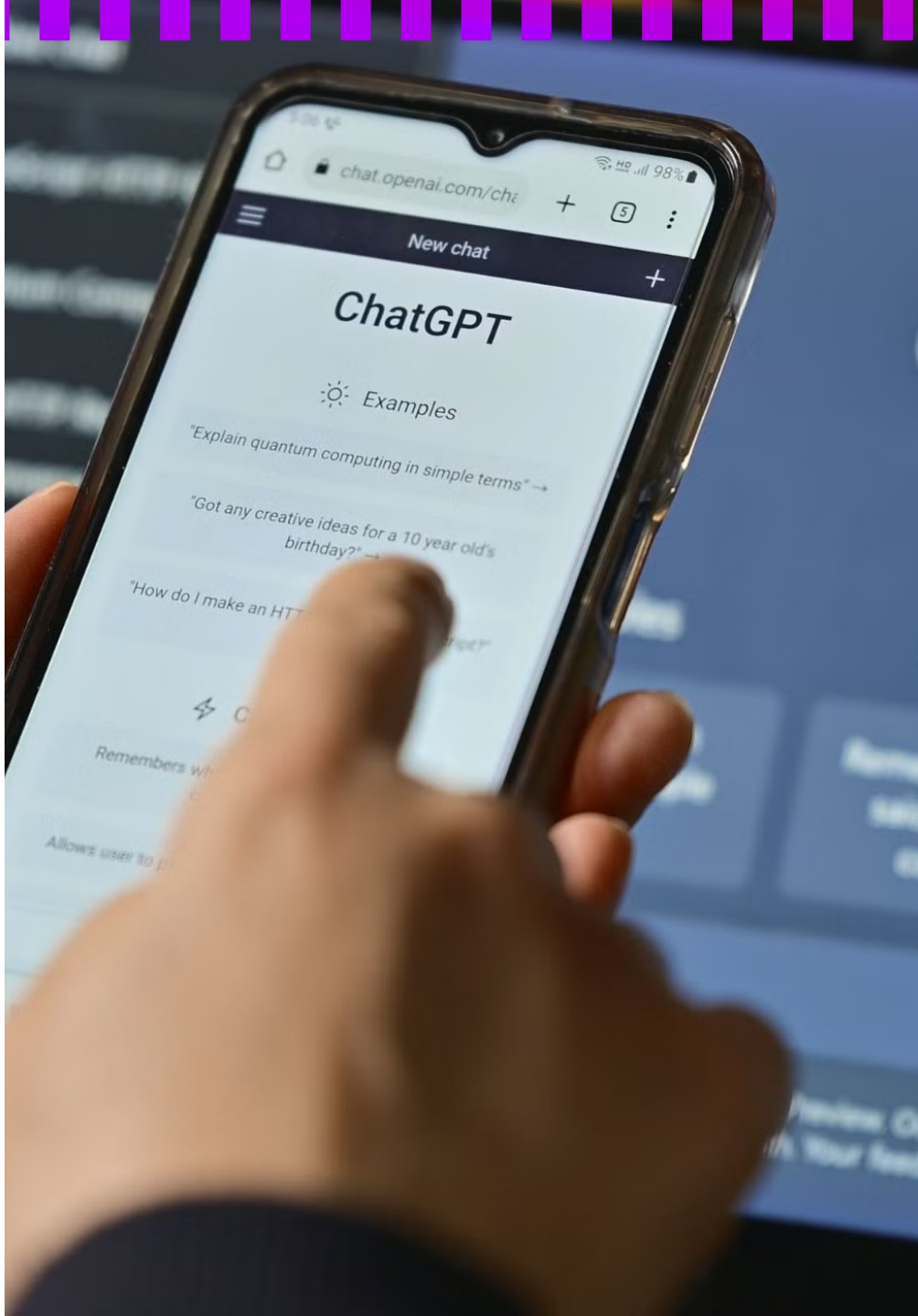
Ufuk Ören

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Question

When did you last **ask an AI** something?



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Today:
the title is the agenda

01 Understanding AI: what's behind it

02 Asking it right: the recipe

03 Using it wisely: use cases, live demo, privacy



Step 1

Understanding AI: what's behind it

01
Understand
What's behind it

02
Ask
Give it a recipe

03
Use wisely
Use cases, demo, limits

AI is **already everywhere**



It sees

Traffic, faces, photos



It reads

Handwriting, letters



It listens

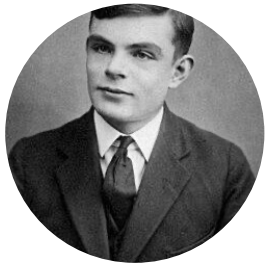
Siri, Alexa



It suggests

What to buy or watch

70 years of AI, one big leap



1950

Turing: can machines think?



1997

Computer beats chess champion



2002

First robot vacuum



2022

ChatGPT: AI for everyone

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Generative AI:
it **creates** something new

Text

Emails, summaries, ideas

Images

Pictures from a description

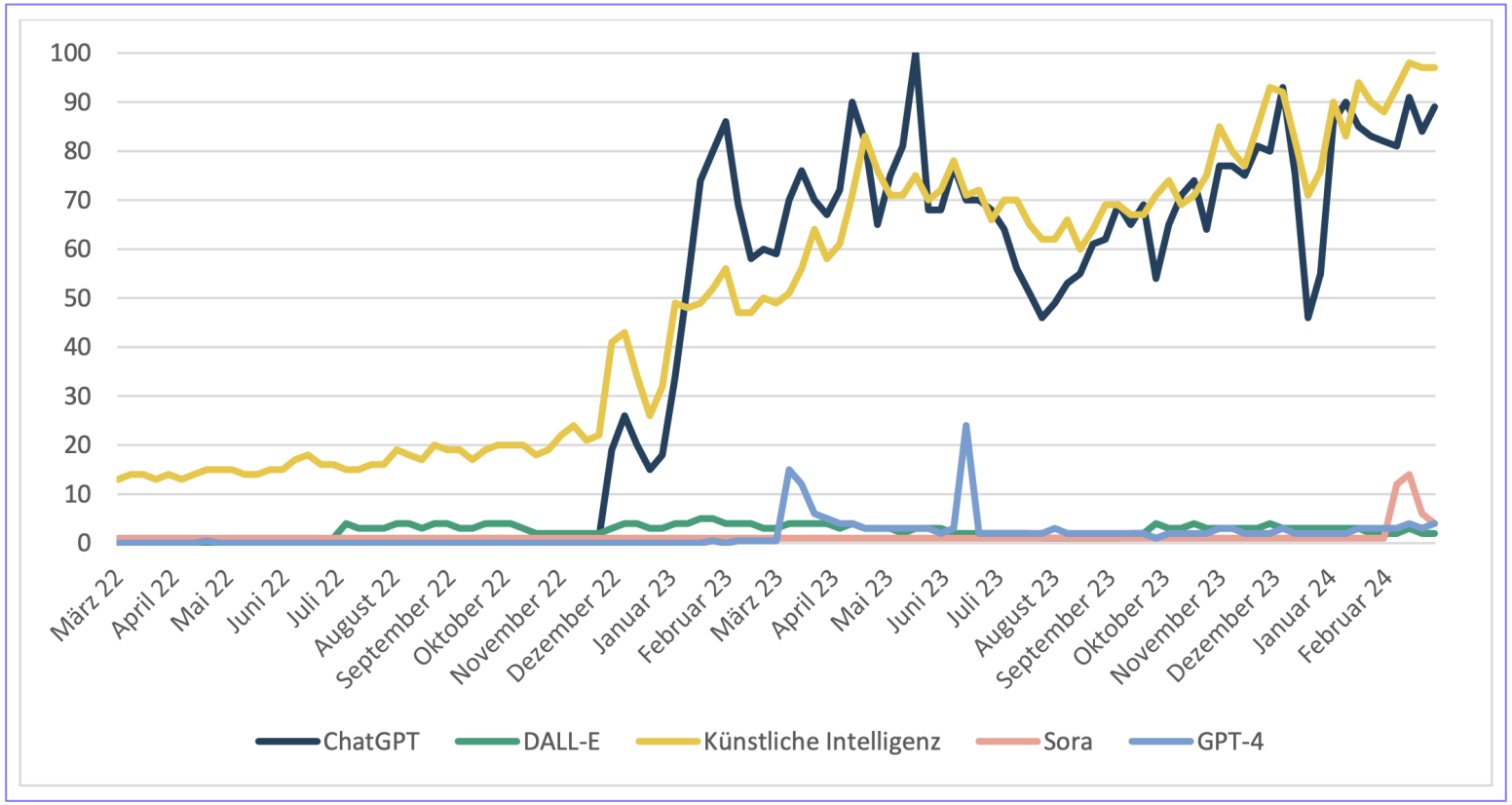
Voice & video

Speech, music, short films



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ChatGPT:
a synonym for AI



Search interest in Germany, 2022 to 2024. Dark: “ChatGPT”. Yellow: “Künstliche Intelligenz”.

What **ChatGPT** stands for

Chat

You talk to it like to a person

Generative

It creates new text

Pre-trained

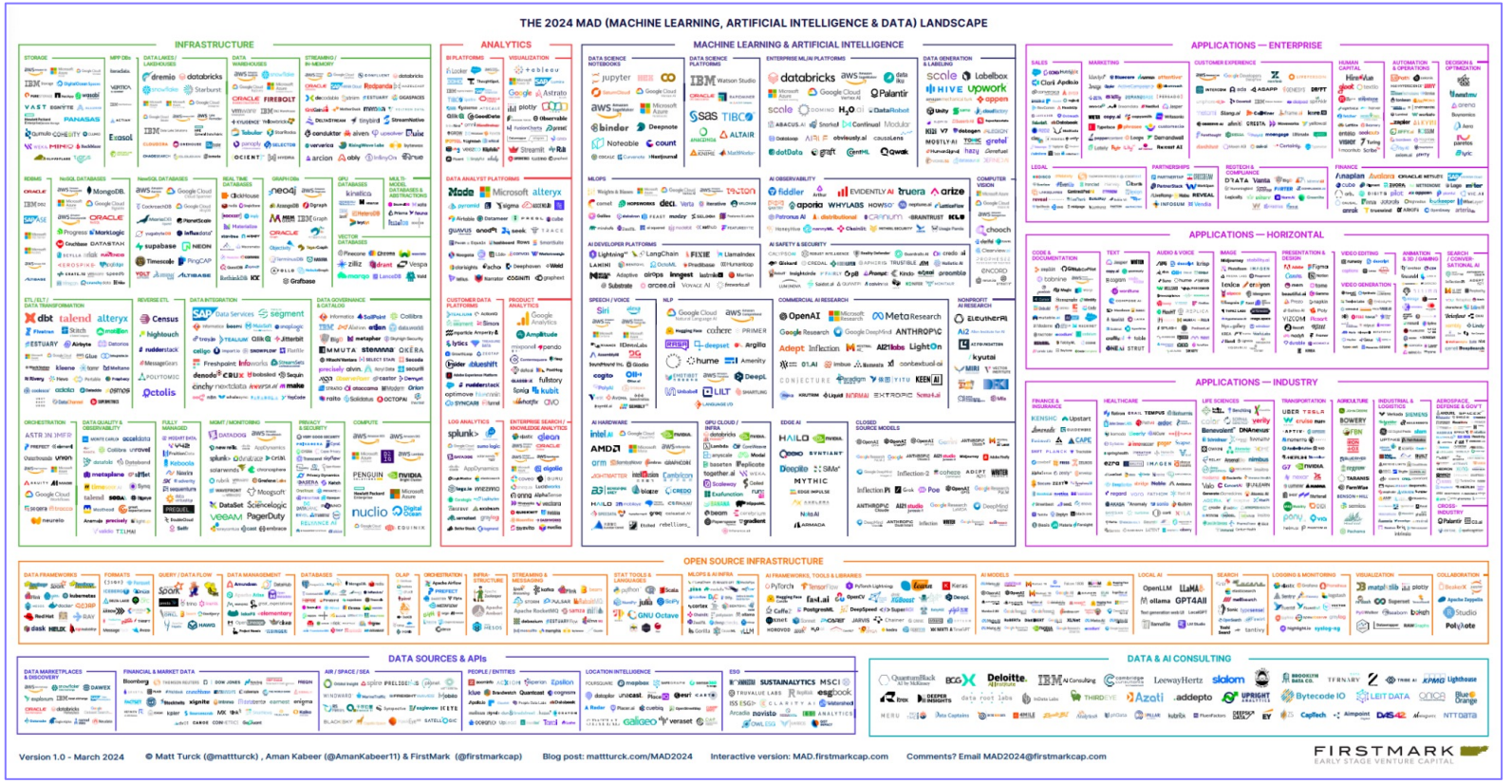
It learned from vast amounts of text

Transformer

The engine behind it

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Not just ChatGPT:
hundreds of tools

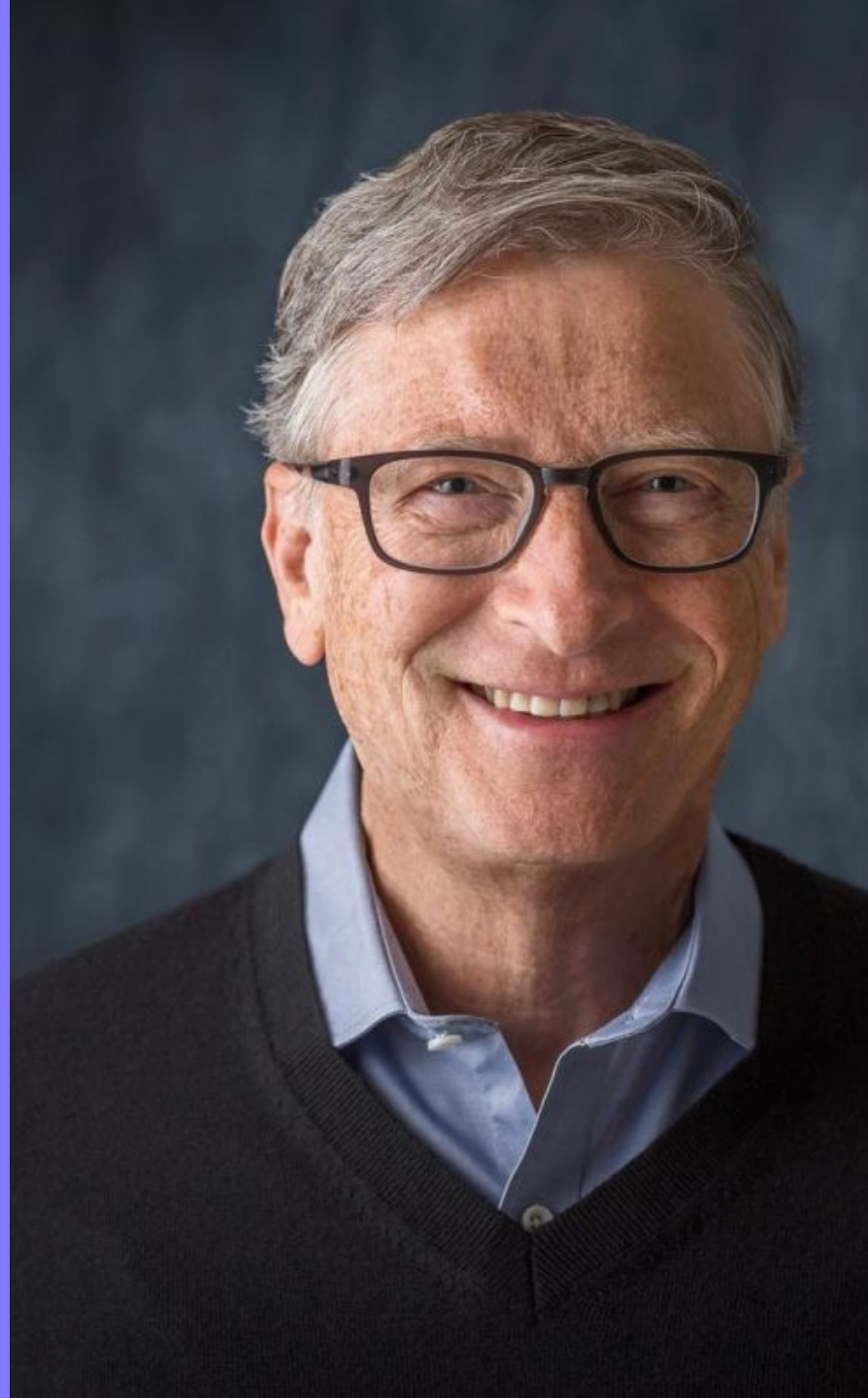


The generative AI landscape: text, images, video, voice, code and more.

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ChatGPT is the most important advance in technology in **40 years**.

Bill Gates, 2023



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Used well, AI makes us **faster and better**

12 %	25 %	40 %
more tasks completed	faster	higher quality

Harvard Business School & BCG, 2023: 758 consultants, real tasks



Under the hood:
an algorithm **trained on data**

An algorithm

Software that calculates

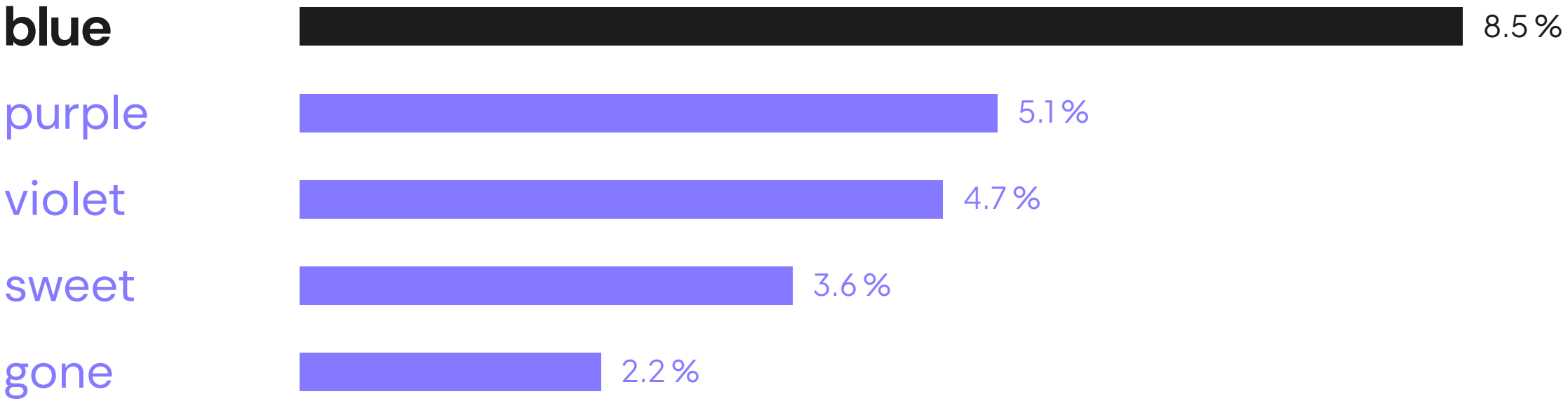
Trained on data

Billions of sentences from books and the web

Loves structure

Clear input, better output

Roses are red,
violets are ...



It predicts the **likely** word. Your prompt lays the tracks.

Step 2

Asking it right: the recipe

01
Understand
What's behind it

02
Ask
Give it a recipe

03
Use wisely
Use cases, demo, limits

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A prompt is a **recipe**.
The more precise, the better the dish.



COSTAR+:
what the letters stand for

C Context

Background and situation

O Objective

The task, as a clear instruction

S Style

How it should write

T Tone

Formal, warm, enthusiastic ...

A Audience

Who it is for

R Response

Format: email, list, table ...

+ Role

Who the AI should be

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Same task, **two prompts**

Casual request

Write an invitation.

COSTAR+ prompt

Role: You are the programme coordinator of an international women's club.
Context: Our autumn lunch takes place next month.
Objective: Write the invitation email to our members.
Style & tone: Warm, short sentences, no sales talk.
Audience: Many nationalities, some with limited German.
Response: Email in English with a subject line.

Generic. The AI has to guess.

Ready to use. Right tone, right format.

Step 3

Using it wisely:
use cases, demo, limits

01
Understand
What's behind it

02
Ask
Give it a recipe

03
Use wisely
Use cases, demo, limits

What do **you** use AI for?



Write

Emails, invitations, letters



Brainstorm

Ideas for events and gifts



Look things up

Travel, recipes, questions



Explain

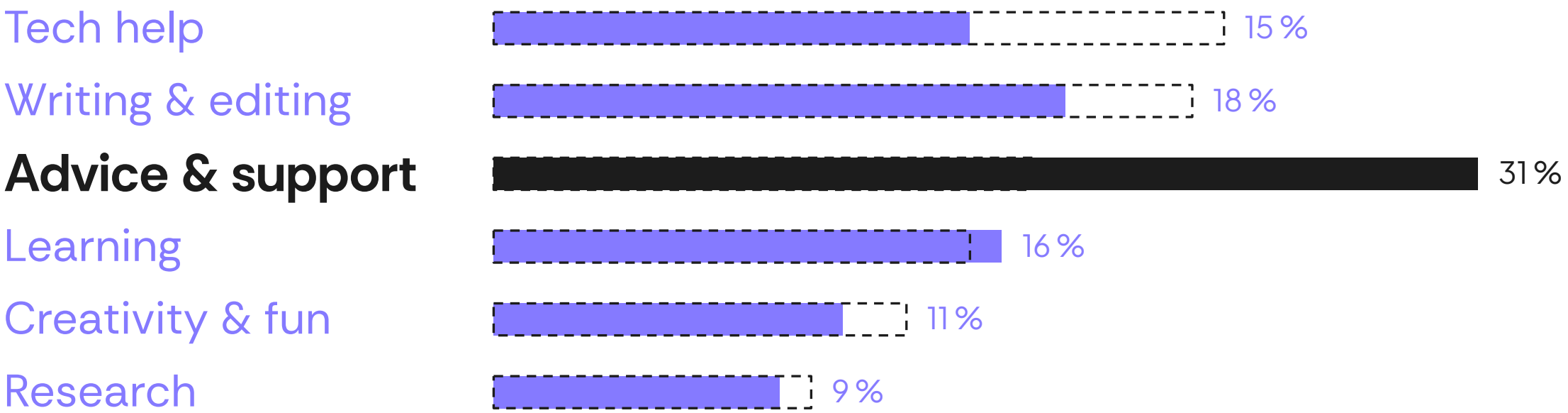
Letters, forms, new topics

What people used AI for in 2023



Harvard Business Review / Filtered.com, 2024: 100 use cases

One year later:
advice & support leads



2024, dashed line: 2023 · Harvard Business Review / Filtered.com, 2025

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From prompt to **skill**

Same every time

Role: You are the programme coordinator of an international women's club.
Context: Our club, our venues, our members.
Style & tone: Warm, short sentences, no sales talk.
Audience: Many nationalities, some with limited German.
Response: Email in English with a subject line.

Write it down once: a **skill**.

New every time

Objective: Write the invitation for our autumn lunch.

One sentence: your **prompt**.

What you explain **three times** belongs in a skill.

Recipe, handbook, colleague

01

Prompt

What to do. A recipe.

02

Skill

What to know. A handbook.

03

Persona

Who to be. A colleague.

MCP: the USB-C plug between AI and your library

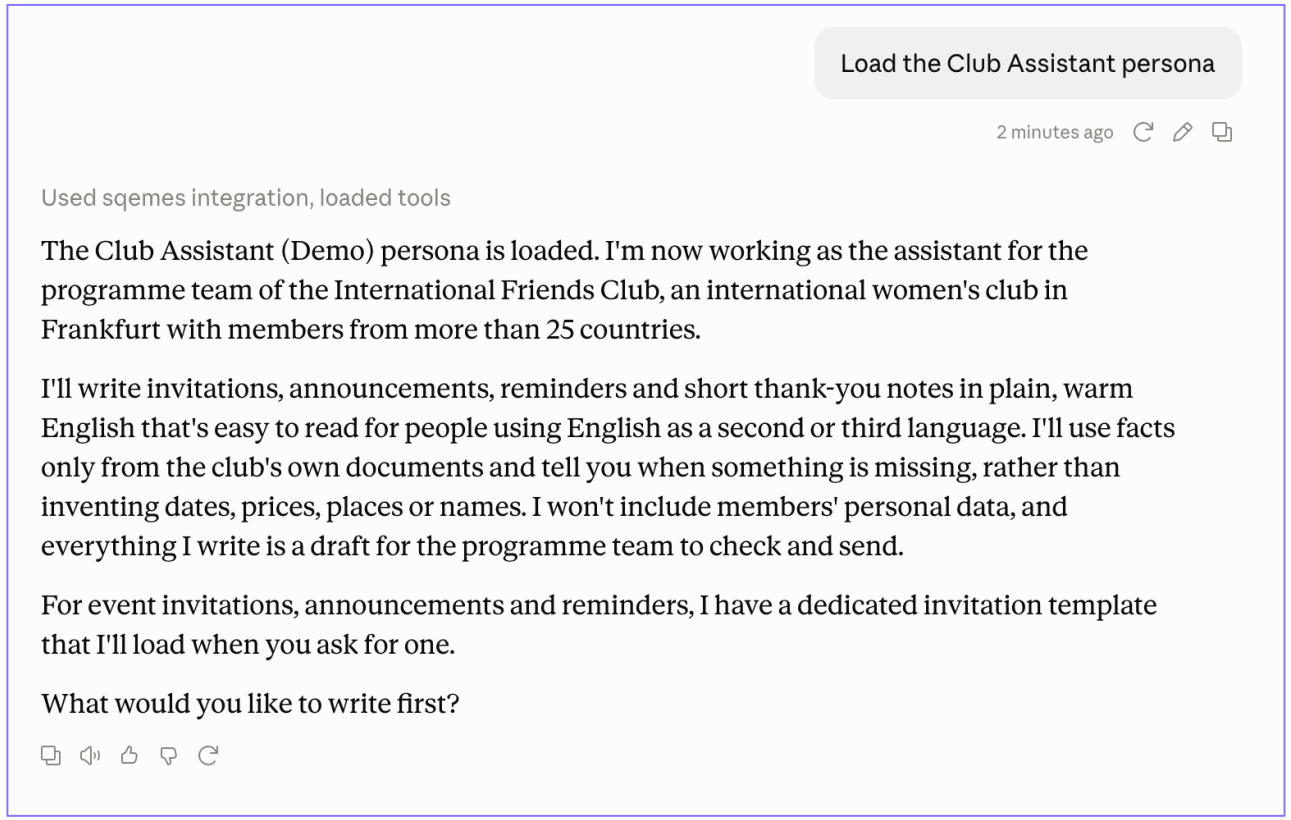
Live demo

Live: **one sentence**, a finished invitation



Backup · 1/2

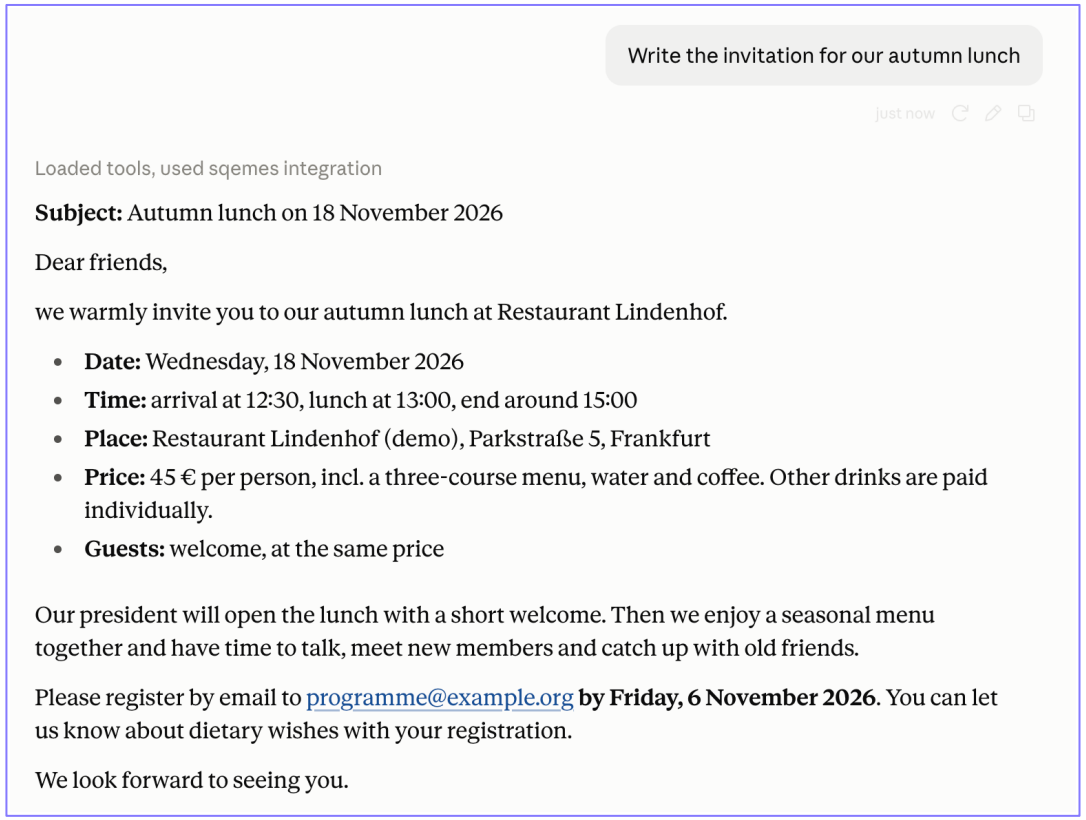
The persona **in action**



One sentence loads the role.

Backup · 2/2

The skill **in action**



One sentence in, a finished invitation out.

Keep in mind

Limits & **privacy**

What AI **can't** do

01

Mistakes

Always check the result

02

Made-up facts

Confident nonsense happens

03

Needs a brief

Vague question, vague answer

AI writes **drafts**. You make the decisions.



Privacy first: four settings

01

Training off

Chats don't train the model

02

No sensitive data

No health or member data

03

Memory

Check what it remembers

04

Projects

Keep topics together

Understand, ask, use wisely

01
Understand
It predicts the likely word

02
Ask
Give it a good recipe

03
Use wisely
Right tool, check, protect

Your everyday **AI toolbox**



Write & think

ChatGPT, Claude, Gemini



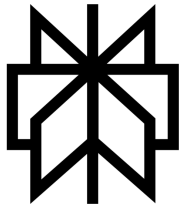
Your own documents

NotebookLM



Speak & listen

Dictation, voice input



Research

Perplexity, with sources

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Thank you!

Your questions?

Let's talk

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