



WEBINAR SERIES — SESSION 2

Copilot 2.0

From Practical Prompts to Autonomous Agents

Real ROI, Secure Deployment, and Getting Started Today

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Copilot Expert, Microsoft



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11:00 AM ET | Live on MS Teams

Meet Your Presenters



Larry Schwartz

CEO & FOUNDER, MIDNIGHT BLUE

As the CEO and Founder of Midnight Blue Technology, a 20-year Managed IT and Cybersecurity Provider in Pittsburgh, PA, Larry is a leading voice in IT strategy and cybersecurity for professional services firms.



Julie Hodges

COPILOT EXPERT, MICROSOFT

Julie is a distinguished Copilot and Microsoft 365 expert at Ingram Micro, the largest Microsoft distributor in the world. She works directly with the Microsoft product teams to help businesses understand and implement AI solutions effectively.

Today's Agenda

WEBINAR OVERVIEW

Moving Beyond the AI Hype to Real Productivity

In this 30-minute session, Larry and Julie will walk through the exact strategies, frameworks, and tools required to securely scale Microsoft Copilot and build high-ROI autonomous agents.

- 01 Data Governance Refresher**
Getting your baseline secure and clean before AI indexing
- 02 Prompt Fundamentals**
How to write clear, non-technical prompts for immediate value
- 03 Top 10 Starter Prompts**
Battle-tested prompt examples your team can use today
- 04 Copilot Agents & Agent 365**
Automating multi-step workflows and managing agent sprawl
- 05 Real-World Use Cases & ROI**
Relatable examples and concrete business outcomes
- 06 Getting Started & Promo Offer**
Key Microsoft resources and our exclusive 10% discount

Data Governance: The Foundation

"Before you deploy Copilot, get your data house in order. AI is only as good as the data it accesses."

The Shadow AI Threat

Over 67% of employees are using public ChatGPT today, uploading sensitive client files and proprietary data to external models. Microsoft 365 Copilot keeps your data secure inside your tenant—but only if you set up the right boundaries first.



1. Clean Your Data

Remove duplicate, legacy, and obsolete files before connecting internal AI. This ensures Copilot indexes only the most accurate, up-to-date information.



2. Secure Permissions

Enforce strict data governance and least-privilege access. Prevent internal "oversharing" where employees accidentally search and view sensitive HR or financial data.



3. Establish Guidelines

Define clear organizational policies and approved AI platforms. Train your team on safe data input boundaries and compliance requirements (GDPR, HIPAA).

Prompt Fundamentals

THE SECRET TO BETTER RESULTS

Most People Use Copilot Like a Search Engine (That's the Problem)

Copilot is not a search engine designed to match keywords. It is a reasoning engine designed to process context, specificity, and clarity. When you change how you ask, you completely transform the quality of the output.

SEARCH ENGINE THINKING (VAGUE)

"Summarize this email"

Result: A generic, high-level summary that misses key context, specific deadlines, or the underlying action items you need to address.

AI PROMPTING THINKING (SPECIFIC)

"Summarize this email in 3 bullet points, focusing on action items and deadlines"

Result: A highly structured, actionable summary that instantly highlights exactly what needs to be done, by whom, and by when.

The Four Layers of Effective Prompting

1. Context

Who is the audience? What is the background? What role should Copilot play? Setting the stage prevents generic, irrelevant outputs.

2. Task

What exactly do you want Copilot to do? Use strong, specific action verbs like draft, analyze, summarize, or generate.

3. Format

How should the output look? Specify the structure: bullet points, a markdown table, a professional email, or a code block.

4. Constraints

What are the boundaries? Enforce word counts, tone guidelines, compliance restrictions, or specific data exclusions.

PUTTING IT TOGETHER: THE ANATOMY OF A PERFECT PROMPT

"As a sales manager preparing for a client review [Context], draft a follow-up email summarizing our recent webinar [Task]. Format it as three concise bullet points [Format], keeping the tone professional yet warm, and under 150 words [Constraints]."

Five Mistakes That Kill Copilot Results

USER FRICTION POINTS

AI is a Skill, Not Magic

Many organizations deploy Copilot only to hear employees say, "It doesn't work." The truth is, AI is highly sensitive to input quality. Feeding Copilot poor instructions will always yield poor results. Correcting these five common mistakes immediately unlocks its true power.

✗ 1. Vague Requests

"Write a " or "Summarize this" with no proposal background.

✗ 2. Overloading Prompts

Asking Copilot to analyze, write, and format all at once

✗ 3. Ignoring Format

Leaving the output structure entirely up to Copilot

✗ 4. One-and-Done

Giving up immediately if the first response isn't perfect

✗ 5. No Data Access

Failing to reference specific files or internal data sources.

✓ Provide Context

"Write a 1-page proposal for a managed IT services contract.

✓ Break It Down

Ask for analysis first, then draft, then format.

✓ Specify Structure

"Format as a 3-column table" or "Write as 3 bullet points."

✓ Iterate & Refine

"Make the tone more professional" or "Shorten by 50%"

✓ Reference Files

Use "/" or "@" to link specific files, emails, or chats.

Top 10 Starter Prompts

1. MEETING SUMMARY

"Summarize this meeting recording in 3 bullet points: key decisions, action items, and owners."

2. EMAIL RESPONSE

"Draft a professional email response to [paste email], keeping it to 2 paragraphs and a friendly tone."

3. SPREADSHEET ANALYSIS

"Analyze this spreadsheet and identify the top 3 trends or anomalies."

4. MARKETING COPY

"Generate 5 subject lines for a marketing email about [topic], each under 50 characters."

5. PROJECT PLAN

"Outline a project plan for [project], including phases, milestones, and estimated timeline."

6. METRIC EXTRACTION

"Extract key metrics from this report and present them as a simple dashboard summary."

7. IDEA GENERATION

"Brainstorm 10 ideas for [initiative], categorized by effort (quick wins vs long-term)."

8. TECHNICAL TRANSLATION

"Translate this technical documentation into language a non-technical stakeholder would understand."

9. FAQ CREATION

"Create a FAQ document based on these common customer questions: [list]."

10. DOCUMENT REVIEW

"Review this proposal for clarity, tone, and completeness. Suggest improvements."

Introducing Copilot Agents

THE NEXT EVOLUTION OF AI

Delegate Real Work, Not Just Prompts

Introducing **Copilot Cowork**: taking real business actions, not just chatting. Copilot agents work alongside your team inside your daily Microsoft 365 apps, executing complex, multi-step business processes autonomously without manual prompting.

 **Copilot Cowork: Active in Office Apps**



WORD & EXCEL AGENT MODE

Autonomously drafts high-quality contracts, analyzes complex spreadsheets, and builds predictive financial models based on simple business guidelines.



OUTLOOK & POWERPOINT AGENT MODE

Manages email queues, drafts smart replies, schedules complex follow-ups, and builds stunning slide decks from structured outlines autonomously.

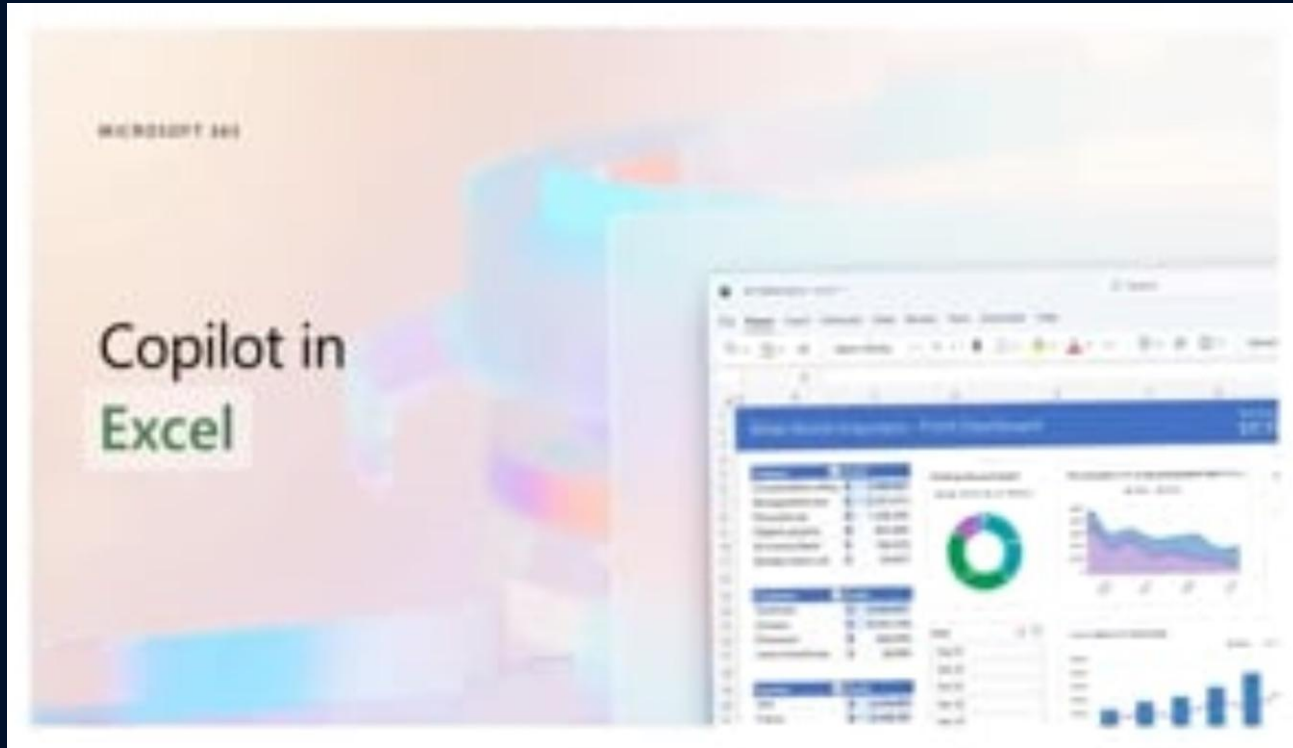


CUSTOM AGENTS COPILOT STUDIO

Build and deploy custom agents connected directly to your proprietary line-of-business databases and systems to automate custom-made processes.

PRE-BUILT COPILOT AGENTS

Microsoft 365 COPILOT AGENTS



Microsoft Copilot Studio



Agent 365: Centralized Management

THE CONTROL PLANE FOR AGENTS

Is Your Organization Ready for Agents?

- ❓ Can IT discover and manage agent proliferation for real impact?
- ❓ Are agents behaving correctly and appropriately within your tenant?
- ❓ Who and what are agents sharing your sensitive company data with?
- ❓ Are agents well governed, audited, and cost-controlled?



OBSERVE REAL-TIME MONITORING

Registry: Track every active agent in your tenant.

Mapping: Visualize agent usage, user interactions, and behavior to measure actual impact.



GOVERN LIFECYCLE MANAGEMENT

Onboarding: Bring new agents under administrative control instantly.

Integration: Control external connections and API data sharing policies.



PROTECT COMPREHENSIVE SECURITY

Enforce strict tenant-level data classification and sensitivity labels.

Prevent data leakage and guarantee that agents respect user-level data permissions.

Real-World Use Cases: Where Agents Drive ROI

HR & Onboarding

SAVES 4-6 HOURS / HIRE

An onboarding agent autonomously handles **new-hire paperwork, system access provisioning, and training scheduling**. It coordinates across HR systems and sends personalized welcome sequences, ensuring a consistent employee experience.

Marketing & Sales

FREES 10+ HOURS / WEEK

A marketing agent **generates multi-channel copy variations, schedules social posts, and tracks campaign performance**. In sales, the agent drafts personalized follow-up emails based on webinar attendance, keeping pipelines warm automatically.

Finance & Budget

SAVES 8+ HOURS / WEEK

A finance agent **analyzes monthly spending trends, flags budget anomalies, and generates automated reports**. It reconciles vendor invoices against purchase orders, highlighting discrepancies before manual review.

Customer Support

30% FASTER RESOLUTION

A support triage agent **categorizes incoming tickets, assigns them to the appropriate technical team, and drafts initial responses**. It pulls relevant troubleshooting documentation from internal wikis to resolve issues faster.

ROI Metrics: What Organizations Are Actually Seeing

1.3B

AI Agents by 2028

IDC projects 1.3 billion AI agents will be active globally by 2028, making agentic automation ubiquitous across enterprises.

+9.4%

Sales Revenue

Average increase in revenue per sales representative by automating proposal drafting and repetitive admin tasks.

NEW AUTOMATION SERVICES

Agent Automation Packaged Offerings

Rapid deployment packages designed for quick wins. Choose from standard offerings for **one or two business processes**, or select a fully custom solution to automate tailor-made, complex workflows.

1.2 Hours Saved Per Day

The average time savings per user across organizations deploying Copilot. This represents a direct return of over 5 hours per week back to high-value business tasks.

ACCELERATED TIME-TO-VALUE

Measurable ROI Within 8 Weeks

These packaged solutions are engineered to deliver a fully functional, secure, and compliant agent integration that yields **measurable ROI within eight weeks** of rollout.

Getting Started: Using Copilot Agents

Understanding Pre-Built and Custom Agents

PRE-BUILT AGENTS

- **Researcher:** Gathers information from your tenant
- **Analyst:** Analyzes data and generates insights
- **Writer:** Assists with document creation and content
- **Available in Agent Store:** Ready to use immediately
- **No setup** or configuration required
- **Access** through Microsoft 365 Copilot interface

CUSTOM AGENTS

- **Built** in Copilot Studio
- **Connected** to your databases
- **Tailored** to your workflows
- **Full control** and customization
- **Integrate** with line-of-business applications
- **Support** complex automation scenarios
- **Deploy** securely within your organization

M365 Business Premium + Copilot for Business

COMPREHENSIVE SUITE FOR SMALL TO MEDIUM-SIZED BUSINESSES

KEY FEATURES

- Full M365 apps (Word, Excel, PowerPoint, Teams)
- 1TB cloud storage per user
- Microsoft 365 Copilot with enterprise data protection
- Copilot Chat across all apps
- Pre-built and custom agents
- Advanced Teams features
- Professional business email

ENTERPRISE SECURITY

- Microsoft Defender for Business
- Ransomware protection
- Microsoft Entra ID P1
- Full device management
- Microsoft Purview DLP
- BitLocker encryption

WHY CHOOSE BUSINESS PREMIUM + COPILOT?

- Enterprise-grade security at SMB pricing
- Ransomware & threat protection
- Complete device management
- AI-powered productivity
- Compliance ready
- Remote work enabled
- Cost-effective all-in-one solution

Up to 25% off (promo)

PRICING

- \$32/user/month
- Promo ends: June 30, 2026

Maximize Your Investment

COMPLIMENTARY COPILOT TRAINING

For organizations purchasing 10+ Copilot licenses

- Four (4) customized one-hour training sessions
- Tailored to your specific business needs
- Covers agent setup, best practices, and use cases
- Includes hands-on demonstrations
- Customized to your organization's workflows
- Eligible for 10+ Copilot license purchases
- Recent purchases may qualify

QUICK START PROGRAM

- Available as both free and premium options
- Helps organizations maximize Copilot's value
- Includes implementation guidance and optimization
- Accelerates time-to-value for your organization
- Provides best practices and adoption strategies
- Supports change management and user enablement
- Flexible engagement models to fit your needs

Contact Midnight Blue For Details

Resources

Official Microsoft Links:

1. **Agent Store in Microsoft 365 Copilot** (Primary Resource) [Copilot Agent Store](#) This is where users can deploy and access pre-built agents.
2. **Get Started with Agents in Microsoft 365 Copilot** [Get Started With Agents](#) Instructions on using pre-built agents and the Agent Store.
3. **Explore Pre-built Microsoft 365 Copilot Agents (Training Module)** [Pre-built Agent Training](#) Training module introducing several pre-built agents and when to use each one.
4. **Agents for Microsoft 365 Copilot (Overview)** [Microsoft Pre-built Agents](#) Overview of Microsoft and partner pre-built agents available.
5. **Install Managed Agents** [Installed Managed Agents](#) Documentation on browsing and installing managed agents from the catalog.
6. **Microsoft Copilot Studio** (For Building Custom Agents) [Build Custom Agents](#) Platform for creating, managing, and deploying agents with pre-built templates.

Questions? We're Here to Help

GET IN TOUCH

Ready to Start Your Secure AI Journey?

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 **Book Your 30-Min AI Readiness Review**



Q&A Session

Please submit your questions in the Chat or the Q&A sections which you can access at the top of your screen.