

Master AI Prompting Tip Sheet

A prompt is not a search query or a command. Think of it as a brief to a capable colleague who is new to your specific situation — someone smart and willing, who knows nothing about your organization, your audience, or your constraints unless you tell them. The most effective prompts are not the most cleverly structured ones; they are the ones that most clearly explain the task. If you know how to do something, write down how you'd teach someone else to do it. That's your prompt. Use the structures and techniques in this reference as thinking tools — not as templates to fill in mechanically.

Prompt Formula	
ROLE	You are an experienced content writer
CONTEXT	With high levels of expertise and authority within the tech industry.
GOAL	Your task is to write content that will be published online on websites, social media, email newsletters, and in advertisements.
TONE/STYLE	Your writing style is informative, friendly, and engaging while incorporating humor and real-life examples.
INPUT / INSTRUCTION	I will provide you with a topic or series of topics and you will come up with an engaging article outline for this topic.
OUTPUT	You will output the outline with headings and subheadings in bullet format.
CLARITY	Do you understand?

Prompt Structures	Commands
RTF: Role, Task, Format	Use active verbs in your instructions:
CTF: Context, Task, Format	Act as: directs the AI to assume a specific role.
RASCEF: Role, Action, Steps, Context, Examples, Format	Brainstorm: spark creativity and explore different design solutions.
PECRA: Purpose, Expectation, Context, Request, Action	Reverse engineer: deconstruct a design or process to understand its components and logic
TREF: Task, Requirement, Expectation, Format	In Simple Terms: communicate complex ideas to non-experts or clients.
GRADE: Goal, Request, Action, Detail, Examples	Elaborate: provide a deeper understanding of a concept, technique, or design principle.
ROSES: Role, Objective, Scenario, Expected Solution, Steps	
RDIRECT: Role, Definition, Intent, Request, Example, Clarification on Tone	Tones
RSCET: Role, Situation, Complication, Expectation, Task	Friendly, formal, casual, professional, humorous, sincere, excited, encouraging, respectful, enthusiastic, serious, sarcastic, sympathetic, instructional, inspirational, etc.
Two methods to better prompting:	

<ul style="list-style-type: none"> • Megaprompts: Write one big message that contains all of the above, e.g. ask for a full press release • Prompt chaining: Break down the task into smaller steps, e.g. ask for a blog post idea, then an outline, then content. • Metaprompting: Ask GenAI for a prompt to produce the final outcome and include all the precursor steps involved. 	Output Formats	
	Bullet points, outline format, step-by-step instructions, checklist, case study, comparison matrix, memo, report, briefing, summary, policy language, trend analysis, root cause analysis, learning objectives, knowledge check, roadmap, timeline, tracking sheet, decision tree, scoring grid, email draft, elevator pitch, headline options, glossary, quick reference guide, powerpoint slides, etc.	

Controlling Output Style: Creative vs. Precise			
Parameter	Description	Effect	Example
High Temperature (e.g. 0.8-1.0)	AI's responses are more diverse and creative.	May produce unexpected or more random responses.	If asked to continue a story about a princess, the AI might introduce aliens or time travel.
Medium Temperature (e.g. 0.5-0.7)	AI's responses are balanced between randomness and focus.	Might show moderate creativity, with responses that fit the content but include some surprising elements.	If asked to continue a story about a princess, the AI might introduce a talking animal companion.
Low Temperature (e.g. 0.1-0.4)	AI's responses are more deterministic and focused.	Will stick closely to the most expected response with little creativity.	If asked to continue a story about a princess, the AI might stick with the traditional fairy tale elements like a prince or a witch.

Note on consumer tools: Temperature is a setting available in developer and API contexts. Most consumer tools (ChatGPT, Claude, Gemini) do not expose it as a dial. You can achieve similar effects through your prompt wording: ask for “three unexpected approaches” or “a creative reframe” for more varied output; ask for “a precise, fact-based summary” or “the most conventional option” for more focused output. The principle is the same — the control is in your language, not a setting.

A note on modern models and over-structuring: The latest generation of AI models (2025–2026) are significantly better at inferring intent from natural, well-explained instructions than earlier models were. Highly rigid, formula-heavy prompts can actually constrain outputs by directing the model's attention to format compliance rather than substance. The structures and acronyms in this reference are thinking tools — they help you organize your own thinking before you write. Once you know what you want to say, write it naturally. A clear, conversational explanation of the task will often outperform a meticulously formatted template.

Types of Prompts	Description	Example
Direct	Simple instructions	Summarize this policy in under 100 words.
Open-ended	Encourage creativity and longer responses	What should HR leaders consider when implementing AI?

Instructional	Tells the AI exactly what to do and how to format the output	Create a checklist for onboarding a remote employee.
Contextual	Provide background details to help guide the response	As an HR specialist preparing a presentation for senior leadership, outline three key AI trends to include.
Zero-shot	Quick simple request where no examples are needed	Translate the following sentence into Spanish: 'Where is the nearest restaurant?'
Few-Shot	Prompts that provide examples for AI to follow	Providing a couple of sentence translations before asking for another translation.
Chain-of-Thought	Asking the AI to generate a series of intermediate reasoning steps that lead to the final output	If John has 3 apples and gives 2 to Mary, how many does he have left? Explain your steps."
Multi-Step	Breaking down a larger prompt into smaller, individual tasks	First, list the ingredients for a cake recipe. Next, explain the steps for baking the cake.
Self-Consistency	Running a prompt through the AI multiple times and comparing the different responses	Generate three different summaries of this engagement survey. Compare them and select the clearest one.
Active or Iterative	Guiding the AI through questions and refining its responses with follow-up prompts	"List potential business ideas in the health tech space," then, "Explain how each idea could be monetized."
Reinforcement	You provide feedback to the AI to reinforce good responses or correct bad ones	"This response is helpful, but elaborate more on the economic factors," and it will adapt accordingly.
Types of Mega Prompt Enhancements	Description	Example
Persona	Instructing the AI to take on a specific role or identity to shape the response.	"You are an experienced HR consultant advising a client on AI adoption."
Constraints	Limits applied to the format, length, time, or scope.	"Summarize this policy in 3 bullet points, using no more than 15 words per point."
Output formats	Specifying the structure or layout of the response.	"Format your answer as a pros and cons table."
Tone & formality	Controlling the voice, mood, or professionalism of the response.	"Write this email in a warm, professional tone suitable for HR communication."
Temperature	Setting the level of creativity or risk-taking in the response (usually controlled via tool settings).	"Generate 3 creative metaphors HR leaders could use to explain AI to employees." (Higher "temperature" prompts = more imaginative outputs)
Alternate prompt formulas	Optimized the prompt formula for different needs	Problem + Context + Challenge + Solution + Impact Problem: "The executive team is facing issues with low engagement and high turnover."

		<p>Context: "They operate in a competitive tech environment with rapid project cycles."</p> <p>Challenge: "The primary challenge is maintaining team morale and long-term commitment."</p> <p>Solution: "Propose actionable strategies to improve engagement through leadership development."</p> <p>Impact: "Outline the expected impact on team performance and retention within 6 months."</p>
Alternate points of view (POV)	Asking the AI to respond from a specific perspective or stakeholder group.	"Explain this HR policy update from the perspective of an employee who's skeptical about AI."
Counterarguments	Instructing AI to critique or challenge a claim or response.	"List two potential downsides to using AI in performance evaluations."
Analogies	Asking for a metaphor or comparison to simplify or reframe complex ideas.	"Explain how leading a company is similar to coaching a sports team."