**Bad Prompt Examples**

**Example 1 – Vague Objective and No Audience**

“Can you write a message about our new hybrid work model that sounds nice and positive? It should make people feel comfortable with the changes.”  
**Problem:** Unclear purpose — is it an announcement, an internal memo, or external communication? No audience or format defined. “Nice and positive” is subjective and gives the AI no measurable direction.  
**Improved Version (Sample):**  
“Draft a 200-word internal announcement email from the HR Director to all employees, explaining the transition to a hybrid work model. Use a reassuring and professional tone that highlights flexibility, productivity benefits, and next steps for staff.”

**Example 2 – Missing Context and Structure**

“Summarise last quarter’s performance and make it sound engaging.”  
**Problem:** Ambiguous — what kind of performance (sales, product, employee engagement)? Who is the audience — investors, leadership, or staff? “Engaging” offers no format or constraints.  
**Improved Version (Sample):**  
“Summarise the Q3 sales and customer growth performance for the executive summary section of our quarterly report. Limit to 120 words, focus on top metrics, and maintain a confident, data-driven tone suitable for senior management.”

**Example 3 – Overloaded and Conflicting Instructions**

“Write a blog post about sustainable packaging, but also include a detailed comparison chart, a slogan, and make sure it’s fun yet academic. Keep it under 100 words.”  
**Problem:** Too many conflicting requirements (fun *and* academic; blog post *and* chart) and an unrealistic word limit for multiple tasks.  
**Improved Version (Sample):**  
“Write a 300-word blog post introducing our company’s new sustainable packaging initiative. Use an informative yet approachable tone suitable for a professional audience. Afterwards, provide a short comparison table (in markdown) showing how our packaging reduces waste versus traditional alternatives.”

**Example 4 – Ambiguous Role and Inconsistent Tone**

“Help me write something about cybersecurity training that’s not boring but still professional and not too technical.”  
**Problem:** Tone and purpose unclear — what “something” refers to, who it’s for, and what outcome is desired.  
**Improved Version (Sample):**  
“Create a 250-word intranet post announcing an upcoming cybersecurity awareness training for employees. Use a conversational yet professional tone that encourages participation and highlights why the training matters, without heavy technical jargon.”

**Example 5 – Underdefined Problem Scope**

“Give me ideas to improve our project workflow.”  
**Problem:** Broad and underspecified — which project, what kind of workflow, what constraints? AI output will be generic.  
**Improved Version (Sample):**  
“Suggest five practical ways to improve communication and documentation workflows within a mid-sized software development team. Focus on low-cost solutions that can be implemented within the next quarter.”