

Prompt Engineering Quick Guide

Format: PDF (\approx 10 pages)

Mapped to: Lecture 10.2 – *Essential Tools & Platforms*

Purpose:

This guide helps leaders and teams write **clear, reliable, and high-impact prompts** that produce consistent, business-grade AI outputs. It is designed for **non-technical users**, managers, and functional teams.

PAGE 1: WHAT PROMPT ENGINEERING REALLY IS

Prompt engineering is not coding. It is **structured communication** with AI.

A good prompt: - Sets clear context - Defines the task precisely - Specifies constraints and format - Produces predictable results

Bad prompts create: - Vague outputs - Hallucinations - Rework and mistrust

Think of prompts as **delegation instructions** for a very fast but literal assistant.

PAGE 2: THE CORE PROMPT STRUCTURE (C-T-C-F)

Every strong prompt contains four elements:

1. **Context** – Who you are and why this task matters
2. **Task** – Exactly what you want done
3. **Constraints** – Rules, limits, tone, risks
4. **Format** – How the output should be delivered

Example:

Context: You are a finance analyst preparing a board summary.

Task: Summarize the attached report.

Constraints: Highlight risks and financial impact only. No marketing language.

Format: One-page executive brief with bullet points.

PAGE 3: PROMPT TYPES EVERY TEAM SHOULD KNOW

1. Drafting Prompts

Used for emails, reports, policies, proposals.

2. Analysis Prompts

Used for comparisons, trade-offs, insights.

3. Transformation Prompts

Used for summarizing, rewriting, translating.

4. Decision-Support Prompts

Used to explore options, risks, scenarios.

Rule: **Never ask AI to make the final decision. Ask it to support your decision.**

PAGE 4: HIGH-IMPACT PROMPT PATTERNS

Pattern 1: Role Assignment

"Act as a senior HR business partner..."

Pattern 2: Step-by-Step Reasoning

"Think step by step before answering..."

Pattern 3: Few-Shot Examples

"Here is an example of good output..."

Pattern 4: Critique & Improve

"Review this draft and improve clarity and tone..."

These patterns dramatically improve output quality.

PAGE 5: PROMPTS BY FUNCTION (EXAMPLES)

Sales

"Draft a follow-up email after a pricing discussion. Address objections calmly and propose next steps."

Marketing

"Create 5 LinkedIn post variations for a product launch, each with a different tone."

HR

"Rewrite this job description to be inclusive and skills-focused."

Finance

"Summarize this budget variance report for the CFO, focusing only on material deviations."

PAGE 6: COMMON PROMPTING MISTAKES

Avoid these errors: - Asking multiple tasks in one prompt - Using vague verbs like "analyze broadly" - Forgetting the output format - Sharing sensitive data without approval - Trusting AI output without review

Fix: **Break complex work into multiple prompts.**

PAGE 7: ITERATIVE PROMPTING (HOW PROS WORK)

Good prompting is iterative: 1. Draft initial prompt 2. Review output 3. Refine constraints 4. Ask for improvements

Example refinement:

"Now simplify this for a non-technical executive."

"Reduce to 5 bullets."

"Highlight risks only."

PAGE 8: GOVERNANCE-SAFE PROMPTING

Always follow these rules: - Do not paste confidential or personal data into unapproved tools - Mask or anonymize data - Avoid prompts that request legal or medical decisions - Treat AI output as **draft, not truth**

Prompt quality includes **risk awareness**.

PAGE 9: PROMPT QUALITY CHECKLIST

Before using AI output, ask:

- Is the task clearly defined?
- Are assumptions stated?
- Is tone appropriate?
- Are risks acknowledged?
- Would I stand by this output publicly?

If not, revise the prompt.

PAGE 10: READY-TO-USE PROMPT TEMPLATES

Executive Summary Template

"Summarize the following content for an executive audience. Focus on impact, risks, and decisions required. Limit to one page."

Comparison Template

"Compare option A and option B across cost, risk, and scalability. Present as a table."

Improvement Template

"Improve clarity and conciseness of this text without changing meaning."

FINAL NOTE

AI quality depends less on the model and more on **how you ask**.

Teams that master prompting:

- Work faster
- Make better decisions
- Trust AI outputs

This guide is designed to make **everyone competent, not dependent** on AI.