

Decker AI Prompts

- 1. Teach the AI the Cornerstones Framework. Copy & paste the following directly into your preferred LLM Platform** (Gemini or ChatGPT for example):

Here is the Decker Communications Cornerstones framework...

Listeners: Who are you talking to? Summarize your listeners in three words or phrases

Point of View: Boil your message down to one phrase that signifies the way you want your listener to think/act.

Action Steps: Tell them what to do:

-General Action Step: The next thing your listeners should do when they buy off on your POV (e.g. learn about, understand, research, trial, confirm findings, etc.).

-Specific Action Step: Get specific! Make it something timed, physical, and measurable (e.g. Implement Phase 1 of the project by April 1).

Benefits

What's in it for THEM? Make the benefit as personally compelling as possible. Identify two benefits (there may be dozens but pick the top two).

- 2. Give the AI more information about your listeners and your subject, then tell it to “put my message in the Decker Communications Cornerstones framework.”** Examples below:

- o I'm speaking at a conference to teach executives how to use AI and why it is helpful in their communications. Think like a communication consultant speaking to business executives. Put my message in the Decker communications cornerstones framework.*
- o I'm leading a team meeting around a change initiative that my team is excited about but also nervous about. Think like an inspiring and motivating leader speaking to a high-performing team. Put my message in the Decker communications cornerstones framework.*

- o *I'm recruiting consultants to join my team and want people who are passionate about communications as well as growing their skills. I want them to know Decker is a great place to work and for them to succeed. Put my message in the Decker communications cornerstones framework.*

3. Refine the message. Tell the AI specifically how to rewrite the message. Examples below:

- o *Rewrite this to be more....[fill in the blank with what is appropriate]*
- o *Simplify that to two paragraphs.*
- o *Make this pithy and conversational.*
- o *Make this funny.*
- o *Rewrite this as a blog.*
- o *Rewrite this as a LinkedIn post.*
- o *Rewrite this as a meeting agenda.*

4. Teach the AI about SHARPs. Copy & paste the following directly into Chat GPT or Gemini:

Decker SHARPs is an acronym for tools: Stories, Humor, Analogies, References/Quotes, Pictures, and Visuals.

5. Tell the AI what SHARP element you want with as much specificity as possible. Examples below:

- o *Give me a story, analogy, or quote to inspire my team around this change.*
- o *Give me a story, analogy or quote about the power of communication.*
- o *Compare a large hurricane hitting a building to a cyber-attack at that same company. I want the audience of CIOs to understand the importance of protecting their assets.*