

**Scratch and Peck Feeds**

# **AI Fluency Week 2**

**Professional Prompting Frameworks**

## Week 2: Learning Objectives

- Master structured prompting for consistent business results
- Create department specific prompts to generate content
- Understand **tone**, **format**, and **persona** in business contexts

# Prompting Frameworks Overview

# Google Gemini

**Task**

**Context**

**References**

**Evaluate**

**Iterate**

**“Thoughtfully Create Really Excellent Input”**

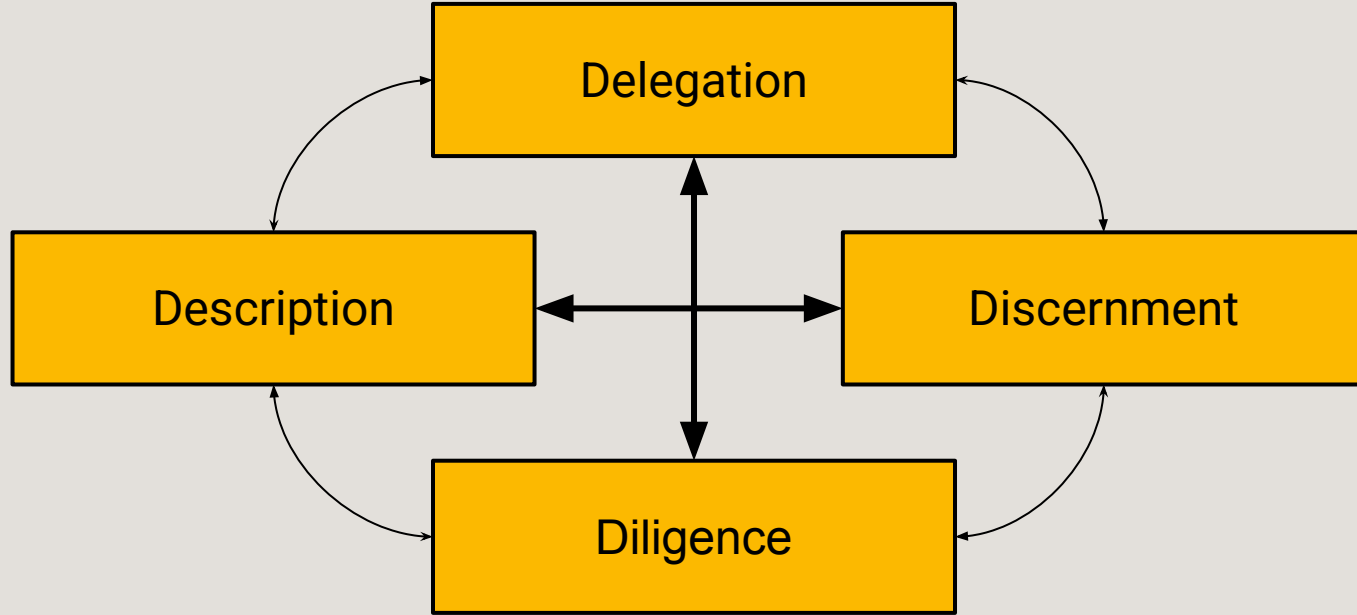
# Claude: AI Fluency

Delegation

Description

Discernment

Diligence



# ChatGPT: Reference Frameworks

## **RISE**

Role

Input

Steps

Expectations

## **CLEAR**

Concise

Logical

Adaptive

Reflective

## **R-T-F**

Role

Task

Format

# **Essential Prompt Components**

## **FORMAT, PERSONA and TONE**

# FORMAT: Common Output Formatting Options

## Line breaks (double enter)

Arizona

Montana

Idaho

## Bullet Points

### Popular Camping Styles:

- Car Camping
- Backpacking
- Glamping
- Primitive Camping
- RV/Camper Van

Use tables to show ...

## Tables

### Meal Plan Overview

Meal	Food Item	Prep Time	Cooking Method
<b>Breakfast</b>	Oatmeal with berries	5 mins	Boiling water
<b>Lunch</b>	Turkey & cheese wraps	10 mins	No cook
<b>Dinner</b>	Foil pack fajitas	20 mins	Campfire coals
<b>Snack</b>	Trail mix / S'mores	2 mins	Toasted

## Numbered List

### How to Set Up Your Campsite:

1. **Find Level Ground:** Clear the area of rocks, branches, and debris.
2. **Lay the Footprint:** Spread out your ground tarp to protect the tent floor.
3. **Pitch the Tent:** Assemble the poles and secure the rainfly.
4. **Organize the Interior:** Unroll sleeping pads and bags to let them loft.



You are a ...

# PERSONA: Options

## Expert Professional

Senior Software Engineer

Harvard Business Consultant

Medical Researcher

## Creative & Expressive

Senior Software Engineer

Harvard Business Consultant

Medical Researcher

## Creative & Expressive

Award-Winning Copywriter

World Building Novelist

Screenwriter

## Educational & Supportive

Explain Like I'm 5 Tutor

Socratic Mentor

Motivational Coach

## Critical & Analytical

Devil's Advocate

Editor-in-chief

Logic Professor

"Act as a sarcastic travel agent. Give me a 3-day itinerary for Las Vegas for someone who hates crowds. Use the double-enter method for the list."

# TONE

Speak with empathy, humor, authority

## Professional & Formal

*Best for business, academia, or official communications.*

- Authoritative
- Clinical
- Diplomatic

## Relatable & Social

*Best for blogs, social media, or casual emails.*

- Conversational
- Witty/Humorous.
- Empathetic

## Persuasive & High-Energy

*Best for marketing, speeches, or motivational content.*

- Urgent
- Inspirational
- Punchy

## Critical & Intellectual

*Best for editing, debating, or deep-diving into topics.*

- Skeptical
- Academic
- Socratic

# Output based on Tone: Declining to attend a meeting

## Formal

"I appreciate the invitation; however, due to prior commitments, I am unable to attend.

## Urgent

Can't make it. Deadline is looming. Send me the minutes afterward."

## Witty

"Unless the meeting involves a free pizza and a nap, I'm going to have to pass this time."

## Empathetic

"I'd love to support the team on this, but I'm feeling a bit underwater today. So sorry to miss it!"

**RISE**

Role

Input

Steps

Expectations

**Practice Prompting  
for  
Department Specific Activities  
RISE Framework**

# RISE: Role that AI Should Assume

- **Position or title**
- **Responsibilities**
- **Accountabilities**
- **Who you report to**
- **Contribution to the team**

Your are a member of the Customer Success Team and ...

# RISE: Input

- **Context:** sharing HR Standard Operating Procedures
- **Data:** Documents, Images or Text Data
- **Constraints:** Limit Response to 200 words, don't ask for personal data

You are tasked with sending out a monthly newsletter that ...

# RISE: Steps

- **Opening paragraph describing the purpose of the email**
- **Details about**
  - new products and new product features
  - updated documentation
  - social post contents
- **Goals for company, employees, and customer**

Feature 1: Upgraded the quality of the product by ...

## RISE: Expectation

- **Format:** email
- **Content:** key takeaways, an argument to try the new feature
- **Tone:** authoritative, empathetic, simple, professional
- **Length:** 500 words max
- **Example**

I'm excited to share product improvements that you can take advantage of now...



# Prompting Hands On Practice using RISE Framework

<b>Sales:</b>	Outreach <b>Email</b>
<b>Marketing:</b>	Create <b>Social Media Posts</b> with Different Tones
<b>Production:</b>	Draft Technical <b>Documentation</b>
<b>Customer Service:</b>	Create <b>Response Templates</b> with empathetic tone
<b>Human Resources:</b>	Create a <b>Standard Operating Procedures</b> Document

# **1. SALES**

# Generate a Customer Outreach Email

## **RISE: Prompt for Email**

### **Role:**

“You are a sales or customer success manager who wants to keep the customer up to date on new products and features...”

### **Input:**

“Our company is going to send out weekly feature updates to our customers in an email.”

### **Steps:**

“The product is “xxxx”. The new features and what they do are in the list are shown below  
1111, aaaa  
2222z”

### **Expectation:**

“Output an email that follows the format below.

Dear [customer name]

“We’re excited to share these update on [product name].. [List of updates].[Contacts”

## 2. MARKETING

# Create social media post variations with different tone.

## **RISE: Prompt for Social Media Content**

### **Role:**

“You are a social media strategist and need to produced social media content for different viewers/customer...”

### **Input:**

“Our company is going is involved in social media. We cover a number of topics...”

### **Steps:**

“Content target: Facebook, Instagram...”

Content togenerate: Tone, Text and Image...

Text: ‘We have new new product [ ]’; Image: Images should reflect message content...”

### **Expectation:**

“Create one paragraph and 1 image for each content target; limit length of paragraph to 200 characters and images should measure 200x200px...”

### 3. PRODUCTION

# Draft process documentation with technical precision

## **RISE: Prompt for Technical Documentation**

### **Role:**

`"You are the manager of your product manufacturing group..."`

### **Input:**

`"We produce homes from squirrels. This document outlines measures for squirrel home production..."`

### **Steps:**

`"Create documentation for Squirrel Home production measurements..."`

### **Expectation:**

`"Create a document that contains the following specific measurement information formatted like this..."`

## 4. CUSTOMER SERVICE



# Write response templates with different tones: empathetic and authoritative.

## **RISE: Prompt for Customer Support Responses using Different Tones**

### **Role:**

`"You engage with customer having problems and needing direction..."`

### **Input:**

`"Problem: I'm sorry to hear that. It sounds like [problem] is occurring [here]. Try this [quick fix]."`

`Directions: "Follow the steps below to resolve your problem [1],[2],[3]..."`

### **Steps:**

`"Create documentation for Squirrel Home production measurements..."`

### **Expectation:**

`"Create a document that contains the two responses based on Input information formatted like this..."`

## 5. HUMAN RESOURCES

# Create a Standard Operating Procedure document for Employees

## **RISE: Prompt for Standard Operating Procedure Documentation**

### **Role:**

“You are an HR manager and need to provide documentation on a set of topics for the employees of your company...”

### **Input:**

“Standard Operating Procedure for Vacation and Sick Leave”

### **Steps:**

“Create a document that describes are process for []. Include this information: [.]”

### **Expectation:**

“Document layout: Header with Subheaders for details. Sample document attached”.

**Wrap up**

# Wrap up: Week 2

**Share one successful prompt from exercises.**

**Week 2 Homework:**

Create 3 prompts using different frameworks for your daily work

**Next Week:** Business Productivity Applications