

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”

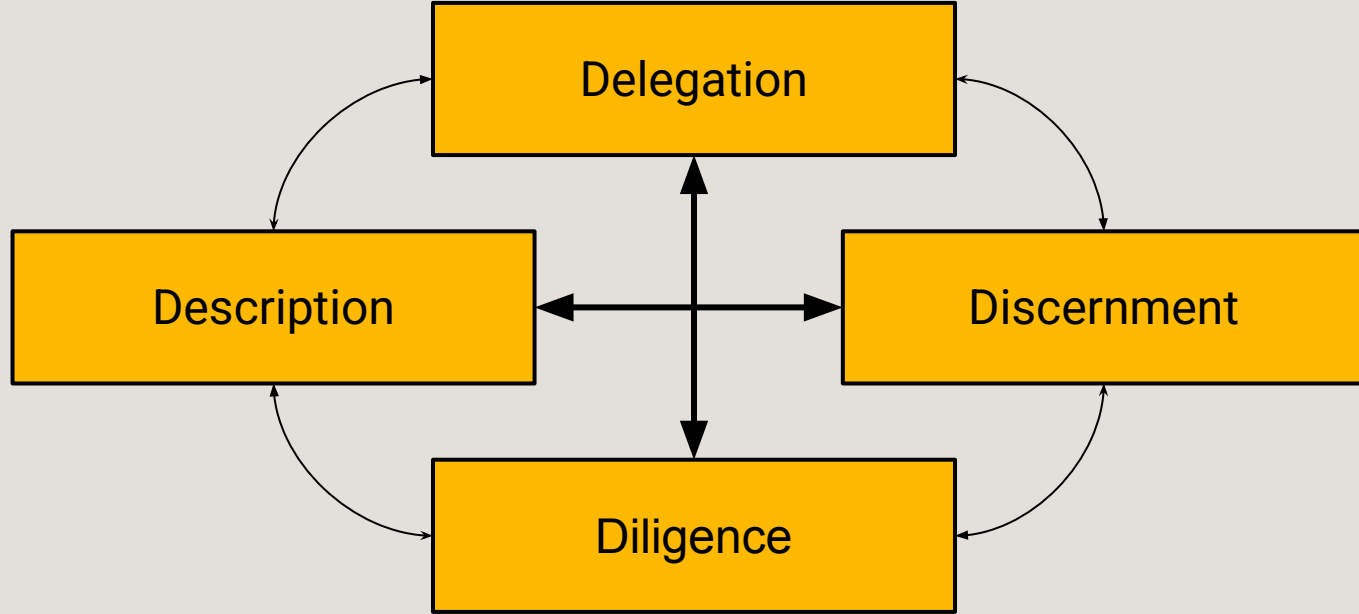
Claude: AI Fluency

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
Breakfast	Oatmeal with berries	5 mins	Boiling water
Lunch	Turkey & cheese wraps	10 mins	No cook
Dinner	Foil pack fajitas	20 mins	Campfire coals
Snack	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

Sales: Outreach **Email**

Marketing: Create **Social Media Posts** with Different Tones

Production: Draft Technical **Documentation**

Customer Service: Create **Response Templates** with empathetic tone

Human Resources: Create a **Standard Operating Procedures** 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