

GOLDEN Framework — Prompt Engineering Job Aid

Write better prompts in 30 seconds. Use as many letters as the task needs.

The Framework

Letter	Meaning	Ask Yourself
G	Goal	What do I want to accomplish?
O	Output	What format should the result be in?
L	Length	How long or detailed?
D	Details	What specific info should Claude include?
E	Examples	What does "good" look like?
N	No-gos	What should Claude avoid?

Real Examples by Letter

G — Goal

- "Summarize this quarterly report **for the board of directors**"
- "Draft a follow-up email **to close the deal with Acme Corp**"
- "Create interview questions **to assess leadership skills for a VP role**"

O — Output

- "Format as a **one-page executive summary with bullet points**"
- "Create a **comparison table** with pros, cons, and recommendation"
- "Write as a **professional email** with subject line and signature"

L — Length

- **"500 words max** — this goes in a newsletter"
- **"3-5 bullet points** per section, no paragraphs"
- **"One page** when printed — dense but scannable"

D — Details

- "Our fiscal year runs **April to March**. Compare Q3 to Q3, not calendar quarters"
- "The audience is **non-technical executives** who don't know AI terminology"
- "Include **specific dollar amounts and percentages** from the attached data"

E — Examples

- "Match the **tone of last quarter's report** (attached)"
- "Structure like: **Finding** → **Impact** → **Recommendation** for each point"
- "Here's an example of what I want: **'Revenue grew 12% YoY driven by Enterprise segment'**"

N — No-gos

- **"No jargon** — write for a general business audience"
- **"Don't include** competitor names, only refer to them as 'Competitor A, B, C'"
- **"Avoid** passive voice and corporate buzzwords like 'synergy' or 'leverage'"

Before & After

x Before (Vague)

Write something about our Q4 results.

□ After (GOLDEN)

G: Summarize Q4 results for the board
O: Executive summary with bullet points
L: One page maximum (500 words)
D: Revenue \$4.2M, margin 34%, YoY growth 18%. Highlight Enterprise segment

(+22%) and flag SMB decline (-5%)

E: Structure each finding as: Metric → Trend → Implication

N: No raw data tables, no jargon, no appendix

Result: Claude delivers exactly what you need on the first try.

Quick Rules

- **Simple task?** G + O is enough ("Summarize this email in 3 bullets")
 - **Important task?** Use all 6 letters
 - **Not getting what you want?** Add more D (Details) and E (Examples)
 - **Too long/short?** Specify L (Length) explicitly
 - **Wrong tone or content?** Add N (No-gos)
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