

# **GOLDEN Framework â€“ Prompt**

## **Engineering Job Aid**

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

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### **The Framework**

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

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### **Real Examples by Letter**

#### **G â€“ 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 â€“ 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'"
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## Before & After

### âœ Before (Vague)

| Write something about our Q4 results.

### âœ... 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.

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## Quick Rules

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- **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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