

HOW PROMPT QUALITY CAN CHANGE OUTCOMES

The difference between a generic and a useful AI output usually comes down to how the request is framed.

Consider a general prompt like "rewrite the email," which tends to produce a generic result that may not address context or tone. A precise prompt produces a far more useful result. For example:

- **Role:** "Act as a communication coach."
- **Audience:** "A global cross-functional team."
- **Goal:** "Maintain urgency while improving clarity and respect."
- **Inclusion Check:** "Flag cultural assumptions or tone risks."
- **Human Review:** "List what requires my judgement before sending."

Put together, that might read: *"Act as a communication coach. Rewrite this message for a global cross-functional team. Maintain urgency while improving clarity and respect. Flag any cultural assumptions or tone risks and identify what still requires human judgement before sending."*

THE 5 ELEMENTS TO INCLUDE IN YOUR PROMPT FOR A MORE PRECISE RESULT

1. **ROLE:** WHAT SHOULD AI ACT AS?
2. **AUDIENCE:** WHO IS THIS FOR?
3. **GOAL:** WHAT SHOULD IMPROVE?
4. **INCLUSION CHECK:** WHAT BIAS OR EXCLUSION RISK SHOULD IT CHECK FOR?
5. **HUMAN REVIEW:** WHAT SHOULD THE PERSON STILL DECIDE?