

The 8 habits of pro AI prompters.

Structured thinking = Better results

P R O M P T A I

HABIT 1

Purpose & audience.

This helps the AI set the tone and context.

'Explain the new IT policy to our non-technical employees, emphasising how it will help their daily work.'



HABIT 2

Role & situation.

AI can be whoever you want it to be: a project manager, engineer, doctor, copywriter, marketing expert. Assign it a role to focus its response.

'You're an economist writing a brief for your board about the impact of tariffs on our business ...'



HABIT 3

Outline the structure.

For bigger tasks, sketch an outline first. Keep it high-level. It's then easier for you to see what needs tweaking before writing the whole thing.

'Give me an outline for an audit report: Findings, Implications, Recommendations, Management Response. Cover X, Y and Z.'



HABIT 4

Make it clear & concise.

Busy readers have no patience for wordiness. Brevity gives you impact. AI's mother is an LLM – a LARGE language model – it'll waffle on forever if you let it.

'Write in plain English, focusing on the key facts; avoid jargon; write at Flesch-Kincaid grade 7 level; less than 200 words.'



HABIT 5

Provide examples.

Give the AI examples of the style you're expecting, such as a well-written email or report. It sets a precedent it can follow.

'Here's the opening of last quarter's report [insert text]. Write the next section in a similar tone and style. And follow our company's style guide [upload it here].'



HABIT 6

Talk it out & tweak.

Don't treat AI as a one-shot wonder. Collaborate with it. Encourage it to ask questions to clarify any gaps – especially when writing something complex, or if you're unsure if your prompt is clear.

'Let me know if you need more information before drafting the proposal.'



HABIT 7

Add the human.

Skip this, and you'll put the 'AI' in 'FAIL'. Check the AI's output for accuracy, nuance and tone of voice – it needs to sound authentic, to sound like YOU. E.g. add a personal story, or refer to something only your audience would know. And check for errors/hallucinations.

Pro tip: Ask a different AI to check what your regular AI gave you.



HABIT 8

Iterate & improve.

The first output is rarely perfect. Treat it as a rough draft. Read it critically. Challenge it. Hold it, and yourself, to a high standard. Ask for refinements. Iterating is normal.

Pro tip: Let the AI challenge you.

'What objections might a risk manager have to this project?'

