

P · R · O · M · P · T — A FRAMEWORK FOR EXECUTIVES

# The PROMPT Framework.

For leaders who want to get everything they can from AI — and more. A direct, repeatable method for talking to the machine so it talks back like an expert.

13 SECTIONS · ~12 MIN READ

CONTENTS

# What's inside.

Six pillars. One framework. A short reference you can keep open beside the chat window.

– *Foundations*

---

01	<b>Introduction</b>	03
	WHY PRECISION WINS	
02	<b>The PROMPT Framework</b>	04
	SIX PILLARS, AT A GLANCE	

---

– *The Six Pillars*

---

03	<b>P Persona</b>	05
	GIVE AI A ROLE TO PLAY	
04	<b>R Request</b>	06
	TELL AI EXACTLY WHAT YOU WANT	
05	<b>O Orientation</b>	07
	CONTEXT FOR SMARTER RESPONSES	
06	<b>M Mode</b>	08
	CONTROL THE FORMAT OF THE ANSWER	
07	<b>P Prototype</b>	09
	SHOW WHAT "GOOD" LOOKS LIKE	
08	<b>T Thresholds</b>	10
	SET BOUNDARIES SO AI STAYS ON TRACK	

---

– *Practice*

---

09	<b>The Impact</b>	11
	HOW MUCH EACH STEP ACTUALLY MATTERS	
10	<b>Next Steps</b>	12
	WHERE YOU GO FROM HERE	
11	<b>Credits</b>	13
02	CONTRIBUTORS & CONTACT	

---

## 01 INTRODUCTION

# Potential isn't enough.

Most executives know AI has potential. Few are getting potential's worth out of it. Without precision, the model produces generic, surface-level responses — confident on the page, useless on a Monday.

The *PROMPT* framework is a structured, repeatable system to extract clear, strategic, and high-value answers from AI. Every time. It is the difference between a passive tool and a force multiplier on the decisions that matter.

This guide is direct and results-driven. No mysticism, no model trivia. Six pillars, a handful of examples, and a discipline you can pick up in an afternoon.

## THE THESIS

*“ AI doesn't make decisions — leaders do. The right prompts get you the right answers.”*

## WHAT CHANGES

From passive Q&A to a precision tool for strategic work.

## WHAT IT COSTS

About fifteen seconds more thought, per prompt.

## READ THIS GUIDE IF

You make decisions for a living, your team uses AI daily, and the output keeps landing one revision short of useful.

## TIME ON PAGE

~12 min, cover to cover

02 THE FRAMEWORK

# Six pillars unlock AI's full power.

AI is powerful — but only when directed with precision. PROMPT is a discipline for sharper insight, better decisions, and results that matter.

P

PERSONA

**Give AI a role to play.**

AI doesn't think — it mimics expertise. Without a defined role, responses stay vague. Set the industry, level, and focus; the answers sharpen.

R

REQUEST

**Tell AI exactly what you want.**

AI doesn't guess — it follows commands. Vague asks return weak answers. Be direct, structure the request with intent, name the deliverable.

O

ORIENTATION

**Context for smarter answers.**

AI has no real-world knowledge — it assumes from patterns. Provide background and constraints so it tailors the answer to your reality.

M

MODE

**Control the format.**

Responses get disorganised. Bullets, steps, briefs, tables — a stated format converts scattered data into something you can act on in one read.

P

PROTOTYPE

**Show what "good" looks like.**

AI learns from examples. Hand it a strong sample — or point at a weak one — and it adjusts style, depth, and tone to match.

T

THRESHOLDS

**Set boundaries so AI stays on track.**

AI over-explains, rambles, and pads. Length, complexity, tone, scope — explicit limits keep the response on the point you care about.

Each pillar earns its letter. Skip one and the output suffers in a predictable way. The next six pages take them one at a time.

• TURN THE PAGE →

# P

01 / 06 • PERSONA

## Give AI a role to play.

Define a vital role for AI so it mirrors an expert. A clear identity yields focused, sharp answers.

PILLAR 01 • PERSONA

AI mimics patterns, not intelligence. Assigning a persona sharpens responses. Define industry, experience, and focus. A generic AI gives vague answers; a clear role makes it respond like a professional — with insight aligned to leadership priorities and the decision in front of you.

THE MOVE	HOW AI REACTS	EXAMPLE PROMPTS
<p><b>No persona defined</b> DEFAULT STATE</p>	<p>AI lacks expertise and produces generic answers. It won't align with industry needs or strategy.</p>	<p><b>WEAK</b></p> <p>"How do I improve sales?"</p>
<p><b>Strong persona — Sales Expert</b> ROLE-ANCHORED</p>	<p>AI adapts to role expertise, providing structured recommendations for sales leadership.</p>	<p><b>GOOD</b></p> <p>"You are a VP of Sales at a SaaS company. How do you increase enterprise conversions?"</p>
<p><b>Strong persona — Investor</b> LENS-ANCHORED</p>	<p>AI focuses on ROI, risk, and business models when guided by an investor role.</p>	<p><b>GOOD</b></p> <p>"You are a private equity investor. What are the top red flags in an early-stage startup's financials?"</p>

# R

02 / 06 • REQUEST

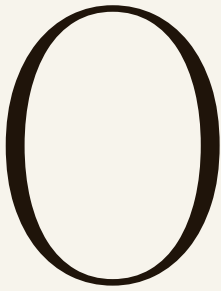
## Tell AI exactly what you want.

State a clear request so AI knows your need. Sharp commands yield firm, focused answers.

PILLAR 02 • REQUEST

AI doesn't infer — it follows commands. Vague prompts get vague results. The clearer your request, the sharper its answer. Specify details, constraints, and priorities. A strong request yields responses that are structured, strategic, and actionable, with no misleading filler to wade through.

THE MOVE	HOW AI REACTS	EXAMPLE PROMPTS
<p><b>Vague request</b> DEFAULT STATE</p>	<p>AI generates broad, unfocused answers with no actionable insight.</p>	<p>● WEAK</p> <p>"Tell me about marketing."</p>
<p><b>Clear, focused request</b> SCOPED</p>	<p>AI delivers structured, relevant insight inside the defined scope.</p>	<p>● GOOD</p> <p>"Summarize 2026 marketing trends for B2B SaaS in 200 words."</p>
<p><b>Comparative request</b> DECISION-READY</p>	<p>AI evaluates trade-offs and returns a decision-ready analysis.</p>	<p>● GOOD</p> <p>"Compare SEO and paid ads for B2B lead generation."</p>



03 / 06 • ORIENTATION

# Context for smarter answers.

Offer key context so AI avoids errors. Brief, core facts pull its output toward your aims.

PILLAR 03 • ORIENTATION

AI assumes when context is missing. Providing detail aligns its output with reality. Relevant data, past decisions, and current challenges guide AI to sharper answers. If you expect high-value insight, supply the background — so the response is useful, relevant, and aligned with leadership priorities.

THE MOVE	HOW AI REACTS	EXAMPLE PROMPTS
<p><b>No context given</b> DEFAULT STATE</p>	<p>AI fills gaps with assumptions, producing irrelevant insights.</p>	<p>● WEAK</p> <p>"How should we expand?"</p>
<p><b>Strategic context provided</b> SITUATED</p>	<p>AI aligns insight with real business conditions.</p>	<p>● GOOD</p> <p>"Given our 10% market share in APAC, what's the best expansion strategy?"</p>
<p><b>Data-driven context</b> EVIDENCE-LED</p>	<p>AI prioritizes results based on the metrics you provide.</p>	<p>● GOOD</p> <p>"Based on this revenue data (attached), suggest a scaling strategy."</p>

# M

04 / 06 • MODE

## Control the format of the answer.

Set a strict format so AI's answer is well-structured. Lists, briefs, tables – convert chaos into insight.

PILLAR 04 • MODE

AI output can be unstructured. Defining response format — bullets, summaries, briefs — keeps AI concise and useful. Without it, you'll get verbose, unfocused text. A stated format makes responses easier to process and optimized for the decision you're about to make.

THE MOVE	HOW AI REACTS	EXAMPLE PROMPTS
<p><b>No format given</b> DEFAULT STATE</p>	<p>AI generates unstructured, hard-to-use responses.</p>	<p>● WEAK</p> <p>"Analyze this report."</p>
<p><b>Structured output requested</b> BULLETED</p>	<p>AI organises insight for clarity and action.</p>	<p>● GOOD</p> <p>"Summarize this report in five key bullet points."</p>
<p><b>Role-specific format</b> BRIEFED</p>	<p>AI tailors the output to match the reader.</p>	<p>● GOOD</p> <p>"Write a one-page executive brief on this report."</p>

# P

05 / 06 • PROTOTYPE

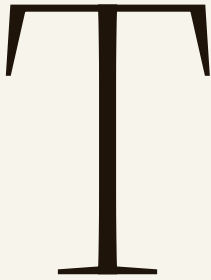
## Show what "good" looks like.

Hand AI a robust example so it mirrors quality. A prototype perfects style and tone.

PILLAR 05 • PROTOTYPE

AI learns from examples. Without them, responses lack consistency. A prototype defines the expected style, depth, and structure. Clear examples reduce errors, ensuring AI mirrors your preferred tone and logic — meeting business needs and professional standards on the first pass.

THE MOVE	HOW AI REACTS	EXAMPLE PROMPTS
<p><b>No example provided</b> DEFAULT STATE</p>	<p>AI varies in tone and structure; output is inconsistent.</p>	<p>● WEAK</p> <p>"Write a press release."</p>
<p><b>Template provided</b> STYLE-ANCHORED</p>	<p>AI matches your desired style and structure.</p>	<p>● GOOD</p> <p>"Follow this template: [example]. Use a confident tone."</p>
<p><b>Good vs. bad example</b> CONTRAST-LED</p>	<p>AI refines output to match best practices.</p>	<p>● GOOD</p> <p>"Rewrite this email like this top-performing one: [example]."</p>



06 / 06 • THRESHOLDS

# Set boundaries so AI stays on track.

Tight limits stop AI rambling. Clear constraints keep its output short, focused, and on point.

PILLAR 06 • THRESHOLDS

AI over-explains, drifts off-topic, and adds filler. Setting constraints — word limits, complexity, scope — keeps responses on the point. Defining what to cover and what to exclude refines the output. The tighter the boundaries, the sharper the answer.

THE MOVE	HOW AI REACTS	EXAMPLE PROMPTS
<p><b>No limits set</b> DEFAULT STATE</p>	<p>AI generates excessive, unfocused responses.</p>	<p>● WEAK</p> <p>"Explain this company policy."</p>
<p><b>Word limit applied</b> LENGTH-CAPPED</p>	<p>AI stays concise and to the point.</p>	<p>● GOOD</p> <p>"Summarize this policy in 100 words with key takeaways."</p>
<p><b>Focus area defined</b> SCOPE-CAPPED</p>	<p>AI highlights only the details relevant to the reader.</p>	<p>● GOOD</p> <p>"Explain this policy for senior execs — only financial impacts."</p>

03 THE IMPACT

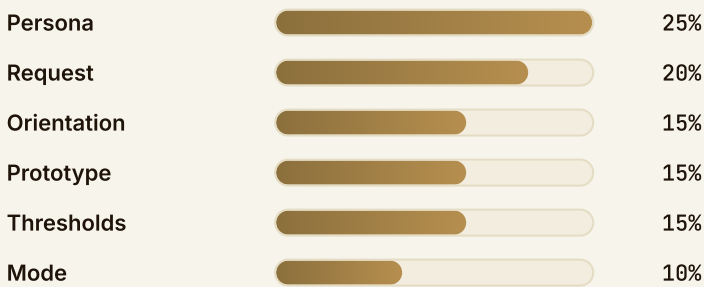
# Unlocking AI's full potential.

AI responds to the quality of your input. Each PROMPT step contributes differently. Here's how they rank — and what's at stake when you skip them.

<h2>80%</h2> <p>of AI errors stem from unclear prompts. Most failures aren't model failures.</p>	<h2>50%</h2> <p>faster results with structured AI inputs. Less revising, more deciding.</p>	<h2>95%</h2> <p>of AI users reported better decision-making after refining their prompts.</p>
--	---	---

CONTRIBUTION TO AI EFFECTIVENESS

## How much each PROMPT step matters.



Persona and Request carry the most weight. Skip them and even a richly contextualised prompt drifts. The remaining four refine — they don't rescue.

THE SIX IN ONE BREATH

- P Persona.** AI mirrors expertise. Define the role.
- R Request.** Be clear. Specifics kill vagueness.
- O Orientation.** Provide context. Alignment follows.
- M Mode.** Set the format. Save the editing time.
- P Prototype.** Show what works. Examples guide.
- T Thresholds.** Set limits. Stay business-ready.

Effective AI-driven decision-making relies on measuring performance and refining inputs. Using PROMPT consistently sharpens precision over time.

## 04 NEXT STEPS

# Where do you go from here?

Prompting isn't a one-time skill — it's an ongoing discipline. Three principles keep you sharp as the models keep changing.

01

## Precision over assumption.

AI doesn't think — it calculates. Define personas, structure responses, and provide context to ensure clarity. When you assume the model knows what you mean, it will confidently produce something else.

---

02

## Efficiency over overload.

AI can flood you with data. Setting clear formats and limits keeps responses concise and actionable. The most valuable answer is the shortest one that still solves the problem.

---

03

## Strategy over automation.

AI doesn't replace leadership — it enhances it. The best executives guide AI to extract real value. Pointing it at the right question is the work; the answer is the easy part.

*Refine the input.* The output follows.

● END OF GUIDE

CLOSING

# AI mastery starts with better prompts.

Thank you for being part of this journey. Every great strategy is built on the people who refine it — and these contributors shaped *The PROMPT Framework* into something you can actually use.

CONTINUE THE WORK

For coaching, frameworks and tooling that turn AI into a leadership instrument, visit [aibrain.coach](https://aibrain.coach) or reach the team at [hello@aibrain.coach](mailto:hello@aibrain.coach).

---

CONTRIBUTORS

CONCEPT & FRAMEWORK

**Ray Tan**

Idea derived from Sabrina Ramonov & Nate B. Jones.

---

RESEARCH & STRATEGY

**Ray Tan**

---

CONTENT & WRITING

**Ray Tan**

---

CONTACT

STUDIO

AI Brain Coach

[aibrain.coach](https://aibrain.coach)

REACH OUT

[aibrain.coach](https://aibrain.coach)

[hello@aibrain.coach](mailto:hello@aibrain.coach)

[@aibraincoach](https://twitter.com/aibraincoach)