



The CREATE formula for AI Prompting

This is a great structured approach for crafting effective prompts in AI. It stands for:

Character: Define the persona or role the AI should assume.

Request: Clearly state the task or question.

Examples: Provide sample inputs and desired outputs.

Adjustments: Specify modifications or constraints.

Type of output: Indicate the format and detail level of the response.

Extras: Include additional context or instructions to refine the output.

Example:

(C) Assume you are an experienced CEO of a leading tech company. **(R)** Provide strategic advice on how to navigate a potential merger with a competitor. **(E)** Specifically, outline steps to ensure a smooth transition for employees and stakeholders. **(A)** Focus on strategies that minimise disruption and promote growth. **(T)** Provide a detailed strategic plan, including immediate actions and long-term goals. **(E)** Consider market trends, potential risks, and stakeholder impact in your advice.

Character	Request	Examples	Adjustments	Type	Extras
CFO	Financial Analysis	Cost Savings	Retaining Quality	Detailed Report	Risk Assessment
Marketing Director	Marketing Strategy	Campaign KPIs	Ensure High ROI	Plan and Budget	Buying Personas
HR Manager	Staff On-boarding	Training/Mentoring	Inc Remote Staff	Guidebook	Feedback Tools
Ops Manager	Business Efficiency	Automation Tools	Quick Adoption	Board Report	+ Sustainability
CTO	Security Measures	Phishing Training	Low Cost	Audit Report	Case Studies
Account Manager	Client Retention	Loyalty Campaign	Focus on 80/20	Infographic	Templates

Prompts for Marketeers

1. How can AI-driven analytics enhance customer segmentation and targeting in digital marketing campaigns?
2. What emerging social media trends should marketers focus on to stay ahead of the competition in 2024?
3. What strategies can marketers implement to ensure their data collection and usage practices comply with GDPR regulations while still being effective?
4. How can leveraging machine learning improve content personalisation for enhanced customer engagement and conversion rates?
5. What are the key benefits and challenges of implementing an omnichannel marketing strategy in today's digital landscape?

Prompts for Chief Technology Officers

1. How can emerging AI technologies be integrated into existing infrastructure to improve operational efficiency and drive innovation?
2. What are the best practices for ensuring data privacy and compliance with GDPR while leveraging cloud computing solutions?
3. How can we develop a robust cybersecurity strategy to protect against evolving threats and ensure business continuity?
4. What steps should we take to foster a culture of continuous learning and innovation within our tech teams to stay competitive?
5. How can we effectively manage and optimise our IT resources to balance cost, performance, and scalability in a rapidly changing digital landscape.

Prompts for Business Leaders

1. In the context of digital transformation, how should we balance investments in AI and automation with employee training and development to ensure long-term growth?
2. With the increasing prevalence of cyber threats, what proactive measures can we implement to strengthen our cybersecurity posture while maintaining operational efficiency?
3. Considering the global push for sustainability, how can we integrate green practices into our core business strategies without compromising profitability?
4. With hybrid working, what innovative approaches can we adopt to maintain a strong organisational culture and employee engagement?
5. Given the evolving regulatory landscape, such as GDPR, how can we ensure compliance while leveraging data analytics for competitive advantage?

Prompts for HR Managers

1. What are the best practices for implementing a remote work policy to enhance employee productivity and engagement?
2. How can HR managers effectively address and prevent workplace discrimination and harassment?
3. What strategies can be used to improve employee retention and reduce turnover in a competitive job market?
4. How can HR managers leverage technology to streamline the recruitment and onboarding processes?
5. What are the key components of a successful employee wellness programme, and how can it impact overall company performance?

Iterative Prompting

Iterative Prompting involves refining and adjusting prompts based on the AI's responses to gradually steer it towards your desired output. Use this technique when tackling tasks that require precision or when the first response from the AI needs improvement or specification. As an example, let's create a detailed travel itinerary for a week-long trip to Japan.

- **Initial Prompt:** **Generate a rough outline for a week-long trip to Japan, focusing on major cities like Tokyo, Kyoto, and Osaka.**
The AI will provide a basic itinerary including major tourist attractions in Tokyo, Kyoto, and Osaka.
- **First Iteration:** **Refine the itinerary by adding specific recommendations for culinary experiences in each city that are popular with locals, not just tourists.**
The AI might then add local food recommendations in Tokyo, Kyoto, and Osaka.
- **Second Iteration:** **Further refine the itinerary by incorporating a day trip to a lesser known but culturally significant location near one of the cities, including how to get there and what to do.**
The AI could suggest a day trip to Nara from Osaka, detailing transportation options and key activities.
- **Third Iteration:** **Finalise the itinerary by including tips for cultural etiquette that travellers should observe in the places mentioned, to enhance their experience and respect local customs.**
The AI might then incorporate etiquette tips for visiting temples in Kyoto, dining in Tokyo, and interacting in Nara.

In this Iterative Prompting example, the initial broad prompt is progressively refined through iterations that add specificity and depth to the travel itinerary. Each iteration builds upon the AI's last response, guiding it to consider aspects like local cuisine, lesser-known destinations, and cultural etiquette, which may not have been covered in its initial response. This approach not only improves the detail and usefulness of the itinerary but also demonstrates how iterative prompting can be utilised to draw out more nuanced and comprehensive information from the AI model, leading to a well-rounded and thoughtful final output.

Find out more

Contact us for more information for how ramsac can help prepare your organisation for its AI and Copilot for Microsoft 365 journey.

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