American Management Association®

Better AI Prompts for Better Results

Program Objectives

- Identify how prompt clarity, context, and constraints affect generative AI outputs
- Construct an AI work brief using the Six Prompt Directives
- Select and apply prompt patterns appropriate to common business tasks
- Improve an initial response through targeted follow-up and revision prompts
- Recognize information that should not be entered into an AI tool and identify when human review is required
- Build one reusable prompt or mini-workflow for an immediate job need

Define the Work Before You Prompt

- Treat a prompt as a work specification, not a search query
- Name what makes a vague request underperform and fix it
- Protect sensitive information before it ever reaches a tool
- Compose a prompt with RCTF: Role, Context, Task, Format
- Rewrite one real task from your own desk using the framework

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