

For your team

VIDEO 2 · AI SKILLS SERIES

How to Write a Prompt That Actually *Works*

Disappointing AI outputs are often the result of unclear or ineffective prompts. The COACH framework — Context, Objective, Audience, Constraints, Human Checks — gives you a simple structure for getting better results with fewer revisions.

FORMAT

Team discussion

WATCH

Video 2

SERIES

AI Script Discussion Guides

BEFORE YOU START

Meeting overview

OVERVIEW

Disappointing AI outputs are often the result of unclear or ineffective prompts. The COACH framework — Context, Objective, Audience, Constraints, Human Checks — gives you a simple structure for getting better results with fewer revisions.

GOAL OF THIS MEETING

Learn the COACH framework and leave with a concrete strategy for getting better AI outputs.

Agenda

3 PARTS

01 Icebreaker

02 Discussion questions

03 AI skill tip

OPEN THE DISCUSSION

Warm *up.*

01 Icebreaker

Invite everyone in the group to share. Keep answers to one or two minutes per person.

Think of a time you outsourced a task to AI — or to a person — and the result was not what you expected. What was missing from your instructions?

GO DEEPER

The *discussion*.

02 Questions for discussion

Move through the questions at the pace that suits your group. You don't need to cover every one — pick the prompts that resonate and let the conversation breathe.

- 01 COACH stands for Context, Objective, Audience, Constraints, Human Checks. Which elements do you already incorporate into your AI prompts? Which element is most surprising or new to you?
- 02 Has anyone gotten a really good AI output recently — something that actually saved time or impressed you? What did you ask?
- 03 Constraints are best framed as guardrails, not limitations. What's one constraint you would include when prompting AI for your current role—something it might get wrong if you don't make it explicit?
- 04 The Human Check step means you stay responsible for the thinking — AI is a starting point. Have you ever pushed back on an AI response, asked it to fact-check itself, or prompted it to try again? What changed when you did?
- 05 Think of something you need to do this week. Take a few minutes to note down a COACH prompt for it. Then go around the group and share what you came up with. You can also ask each other for feedback to improve your prompts.

TRY THIS

AI skill *tip*.

03 AI skill tip

AI Skill: Save the COACH Template Keep this somewhere handy: C — Who are you? What's happening? O — What exactly do you want produced? A — Who will read this? C — What to avoid? What limits apply? H — Read it aloud. Does it sound like you? Then refine: 'This is too formal — make it warmer.' The first time takes an extra 2 minutes. After a few uses, it becomes instinct. Note: If all of this feels too long to type out, use voice or dictation mode (or a third party tool, like Wispr).