



# AI Prompting Fundamentals

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*How to get results from AI — the first time.*

 **Duration:** 20 minutes  **Audience:** Business Professionals

Training Goal: Perfecting prompts to save time and get the results you want.



# Why Most People Struggle with AI

80%

of AI value is left  
on the table due to  
poor prompting

## The Problem

### Too Vague

"Tell me about marketing." — AI has no idea what you actually need.

### No Structure

Missing role, context, or format leads to generic, unusable outputs.

### No Iteration

Users give up after one try instead of refining their ask.



# Spot the Difference

## ✗ WEAK PROMPT

*"Tell me about marketing."*

### What happens:

- AI doesn't know your role
- No idea what type of marketing
- Output is generic and long
- You spend 20 min editing it
- Rarely usable as-is

RACE →

## ✓ STRONG PROMPT

*"You are a marketing strategist. Write a 3-bullet executive summary of the top 3 digital marketing trends for a healthcare audience in 2026. Use plain language, under 200 words."*

### What happens:

- AI knows your persona (strategist)
- Knows what you need (3 bullets)
- Knows the audience (healthcare)
- Knows the format (under 200 words)
- Output is usable in 30 seconds

 Chat: What's ONE key difference you see between these two prompts?



# The RACE Framework — Your Prompting Blueprint

| R<br>ROLE                                              | A<br>ACTION                                          | C<br>CONTEXT                                                            | E<br>EXAMPLE/<br>FORMAT                                     |
|--------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------|
| Set the AI's persona or expertise                      | What you want the AI to do                           | Background, audience & constraints                                      | Output structure or style                                   |
| <b>EXAMPLE</b><br><i>"You are a nurse educator..."</i> | <b>EXAMPLE</b><br><i>"Write a 3-step summary..."</i> | <b>EXAMPLE</b><br><i>"...for beginners with no clinical experience"</i> | <b>EXAMPLE</b><br><i>"Use bullet points, max 150 words"</i> |



# LIVE DEMO

*Watch RACE in action*

## STEP 1

Type a weak prompt: "Write an email about our team meeting."

## STEP 2

Observe the generic, unusable output from ChatGPT.

## STEP 3

Rebuild using RACE: role + action + context + format.



## Facilitator Action

Switch to your  
ChatGPT browser tab  
and share screen.

**DEMO MODE**



# Your Turn — Practice with RACE

🕒 2 min

**WEAK PROMPT TO IMPROVE:** *"Help me with a presentation."*

## R — ROLE

Who should the AI be?

## A — ACTION

What should it do?

## C — CONTEXT

Who's the audience? Any constraints?

## E — FORMAT

Bullets? Table? Word count?

**MODEL ANSWER:** *"You are a business presentation coach [R]. Create an outline for a 10-min executive briefing [A] on Q3 sales performance for a VP audience [C]. Format as a numbered list, one sentence per slide [E]."*



Chat: Rewrite "Help me with a presentation." using RACE — type your version now!



# 3 Mistakes to Avoid

1

## Too Vague

Using one-line prompts with no context leads to generic, unusable output that requires hours of editing.

2

## No Output Format

Forgetting to specify structure (bullets, table, word count) forces AI to guess — and it usually guesses wrong.

3

## Accepting First Output

The best results often come from iteration. If the first output is close but not perfect, say 'Make it shorter' or 'Adjust the tone.'

 **PRO TIP: AI is a conversation, not a one-shot answer machine. Every follow-up refinement gets you closer to perfect.**



# Key Takeaways

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- 01 Prompt quality = output quality. Vague in, generic out.
- 02 RACE gives you a repeatable structure: Role, Action, Context, Format.
- 03 You don't need all four elements — but the more you include, the better.
- 04 Always iterate. One follow-up prompt can transform a mediocre output.

## Remember RACE

R — Role

A — Action

C — Context

E — Format



# Your Commitment

*What will YOU try with RACE this week?*



Chat Response

*"This week I will use RACE to..."*

Ideas:

Write a team update email

Draft a meeting agenda

Summarize a long report

*Thank you for your energy today. 🎉 Use RACE once this week — and you'll never go back.*