



ZACH'S GUIDE TO AI PROMPT ENGINEERING

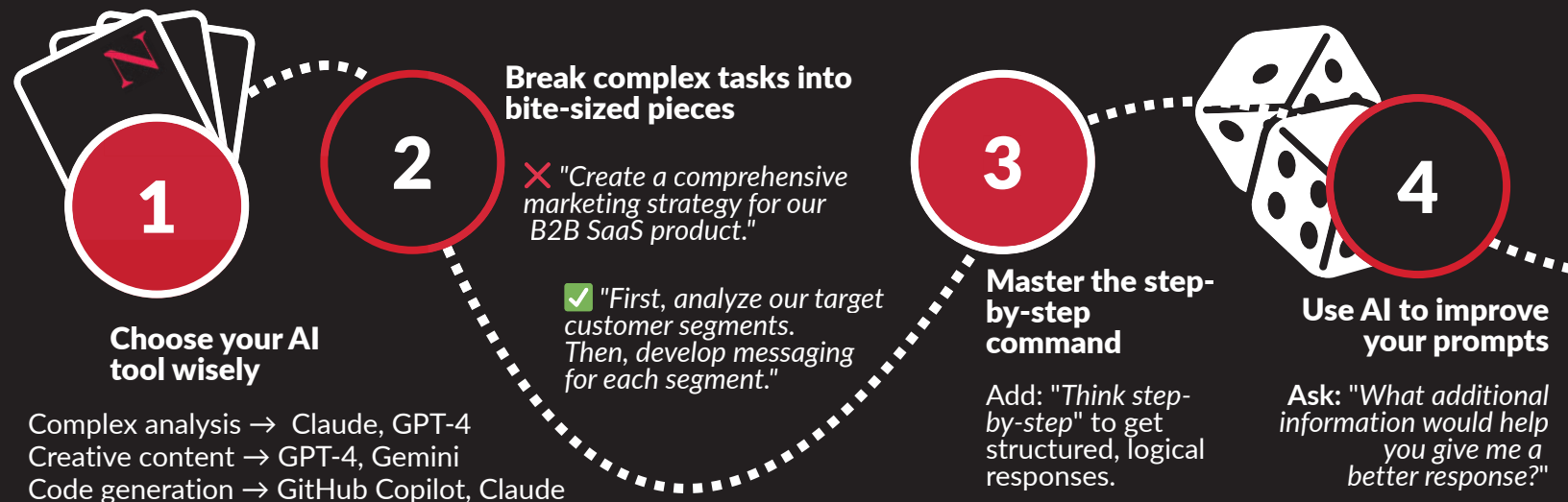


Zach Blattner, Director of Partner Products & Programs at Northeastern University's Roux Institute, has deep expertise in education and AI. He built and scaled an education startup from concept to over \$2 million in revenue and has trained more than 20,000 professionals nationwide.

THE 4 PILLAR PROMPT FRAMEWORK

OUTPUT Be Crystal Clear	CONTEXT Paint the Full Picture	CLARITY Remove Ambiguity	FEEDBACK Iterate to Excellence
<p>What exactly do you want? (Draft, outline, analysis, code)</p> <p>How should it look? (Email format, bullet points, table, report)</p>	<p>Purpose: Persuade, summarize, strategize</p> <p>Audience: C-level, tech team, new hires</p> <p>Tone: Professional, casual, urgent, friendly</p> <p>Length: 2 sentences, 500 words, 10 bullet pt.</p>	<p>Use simple, direct language</p> <p>Provide examples when possible</p> <p>Tell the AI what TO do, not what NOT to do</p>	<p>Add specifics: "Focus only on west market"</p> <p>Use numbers: "Give me the top 3 reasons"</p> <p>Request analysis: "Rank these by implementation difficulty"</p>

7 GAME CHANGING STRATEGIES



5

Never expose confidential data

Be mindful of what you share, especially IP or protected information

6

Treat outputs as your starting line, not finish line

AI accelerates your thinking-use it to move faster, not think less.

7

Follow-up for gold

Your first response is just the beginning. Refine, rank, and iterate.

POWER EXAMPLE: BASIC TO BRILLIANT

BASIC PROMPT

“Generate ideas for team communication.”



BRILLIANT PROMPT SEQUENCE

- Generate 10 ideas for improving team communications that save time and improve accountability.
- Rank these by ease of implementation for a 50-person remote team.
- Create a memo for leadership on the top 2 recommendations, including ROI projections.
- Draft an implementation timeline with specific milestones.

“Supercharge your team with AI, because your best technology investment is in your people.”



At Northeastern University’s Roux Institute, we help organizations:

- Acquire and develop AI talent**
- Train teams on AI strategy & implementation**
- Develop custom AI solutions that drive business goals**
- Navigate the rapidly evolving AI landscape**

