

CRAFT Better AI Prompts

The TDG CRAFT Framework — a five-element structure for writing AI prompts that consistently produce exceptional results across any platform, any role, and any task.

"Most people approach AI the way they'd use a search engine — a short phrase and a hope. CRAFT treats AI the way a great director treats an actor: clear context, clear role, clear audience, clear format, clear goal. That's when the magic happens."

C
Context

The situation, background, and world the AI needs to understand before it can help you effectively.

R
Role

The persona, expertise, or perspective the AI should adopt when generating its response.

A
Audience

Who the output is ultimately for — their expertise, expectations, and what they need to hear.

F
Format

The structure, length, and presentation of the output — if you don't specify, AI will guess.

T
Task

The specific, concrete action you want AI to perform — stated clearly with a measurable outcome.

EACH ELEMENT IN DEPTH — WHAT IT DOES AND WHY IT MATTERS

C
CONTEXT

Give AI the world it needs to work in

AI has no memory of your business, your clients, or your situation. Every prompt is a blank slate. Context is how you change that — loading in the background, constraints, relationships, and history that make your request specific and answerable. The more relevant context you provide, the less AI has to assume — and assumptions are where output quality degrades.

WITHOUT: *"Summarize this document."*

WITH: *"We are a cybersecurity consultancy. This is a post-incident report from a client breach last quarter. Summarize it for a follow-up meeting with their board."*

R
ROLE

Cast AI as the expert you need in the room

Assigning a role shifts the AI's entire vocabulary, frame of reference, and depth of response. "You are a senior M&A attorney" produces fundamentally different output than an unassigned prompt on the same topic. Role is not decoration — it's the single fastest way to elevate the caliber of AI output without changing anything else about your prompt.

WITHOUT: *"Review this contract clause."*

WITH: *"You are a senior commercial attorney specializing in SaaS vendor agreements. Review this indemnification clause for one-sided risk and flag anything a buyer should push back on."*

A
AUDIENCE

Write for the reader, not for yourself

The same information needs to be communicated completely differently to a board member versus an engineer versus a new hire. Audience calibrates everything: technical depth, assumed knowledge, tone, length, and what to emphasize. When AI doesn't know who the reader is, it defaults to a generic middle ground that serves no one particularly well.

WITHOUT: *"Explain our data governance policy."*

WITH: *"Explain our data governance policy to a new sales hire who has no technical background and needs to understand what they can and cannot share with prospects."*

F
FORMAT

Specify the container, not just the content

Format instructions are some of the most underused levers in prompting. Length limits, structural requirements, use or avoidance of bullet points, table formats, headers, tone constraints — each shapes output in ways that content instructions alone cannot. "A two-paragraph executive summary with no jargon" is a format instruction. So is "five bullet points, each under 15 words."

WITHOUT: *"Write a project status update."*

WITH: *"Write a project status update in three sections: RAG (Red/Amber/Green) status with one sentence rationale, two key accomplishments this week, and one decision needed from leadership. Total length: under 150 words."*

T
TASK

State the outcome, not just the action

The Task element is where most people start — and stop. But a task without the other four elements is an instruction without context. When writing the Task, lead with a strong verb (write, analyze, compare, rewrite, identify, draft) and include the success condition: what does "done well" look like? The more precisely you define the finish line, the more reliably AI crosses it.

WITHOUT: *"Help me with this proposal."*

WITH: *"Rewrite the executive summary of this proposal so it leads with ROI, addresses the client's stated concern about implementation risk, and closes with a clear recommended next step."*

CRAFT in Action

Three fully annotated real-world prompts, a CRAFT scorecard to evaluate any prompt before you send it, and copy-ready templates for the most common business scenarios.

THREE FULL CRAFT PROMPTS — ANNOTATED

Elements can appear in any order — what matters is that all five are present in your prompt.

EXAMPLE 1
Executive Report

"You are a management consultant specializing in operational transformation [R]. We are a 200-person professional services firm that just completed a 90-day AI pilot across three departments [C]. Write a one-page board-ready summary [F] for our CEO and CFO who are skeptical of AI ROI and need hard numbers to justify further investment [A]. Lead with quantified outcomes, then risks identified, then a recommended 12-month roadmap with budget range [T]."

C
200-person firm, 90-day pilot, 3 depts

R
Mgmt consultant, ops transformation

A
Skeptical CEO & CFO, need ROI proof

F
One-page board summary

T
Outcomes + risks + 12-mo roadmap

EXAMPLE 2
Client Email

"You are a senior account manager at a technology consulting firm [R]. A long-term client has just escalated frustration over a delayed project milestone — the delay was partly our fault [C]. Write a professional, direct email [F] to a COO who values accountability over excuses and has a low tolerance for corporate-speak [A]. Acknowledge the issue without over-apologizing, state the corrective action we're taking and the new timeline, and end by reinforcing our commitment to the partnership [T]."

C
Escalated client, our fault, delay

R
Senior account manager, tech consulting

A
COO — direct, no corporate-speak

F
Professional email

T
Acknowledge + action + reaffirm

EXAMPLE 3
Strategic Analysis

"You are a strategic advisor with deep experience in private equity portfolio operations [R]. We are evaluating whether to expand our AI governance practice into the mid-market PE segment — we currently serve enterprise [C]. Produce a structured pros/cons analysis [F] for a partner-level audience who will make this decision in the next 30 days and needs a clear recommendation, not a balanced 'it depends' [A]. End with a single recommended decision and the top three conditions that would change it [T]."

C
Enterprise firm, evaluating mid-mkt PE

R
Strategic advisor, PE ops expert

A
Partners — want a recommendation

F
Pros/cons + single recommendation

T
Decision + 3 conditions that change it

CRAFT PROMPT SCORECARD — EVALUATE ANY PROMPT BEFORE YOU SEND IT

Element	Strong Signal (score yourself 2 pts)	Partial Signal (1 pt)	Missing (0 pts) — Upgrade Here First
C	Specific situation, background, and constraints provided	General topic mentioned but no specifics	No background — AI is working blind
R	Named expert role with relevant specialty assigned	General role ("expert") without specificity	No role — AI picks its own default voice
A	Named audience with expertise level and needs defined	General audience type mentioned	No audience — AI targets nobody in particular
F	Structure, length, and presentation explicitly specified	Length or structure mentioned but not both	No format — AI chooses its own structure
T	Strong verb + specific outcome + success condition stated	Action stated but outcome is vague	No clear task — AI has to guess what you want

SCORE KEY **8–10 pts:** Strong prompt — expect high-quality output on the first try. · **5–7 pts:** Decent prompt — one round of iteration likely needed. · **0–4 pts:** Weak prompt — rewrite before sending. Fix your lowest-scoring element first.

CRAFT TEMPLATES BY ROLE — COPY, CUSTOMIZE, SEND

FOR EXECUTIVES

"You are a [role] with expertise in [domain] [R]. I am a [your title] preparing for [situation/meeting] [C]. Write a [format] [F] for [audience — their level and what they need] [A] that [task — specific outcome] [T]. Keep it [length/tone constraint]."

FOR CLIENT-FACING TEAMS

"You are a senior [industry] professional [R]. Our client is [brief description] and the situation is [context] [C]. Write a [email/proposal/summary] [F] for [client role] who [audience need and tolerance] [A]. Lead with [priority] and close with [call to action] [T]."

FOR ANALYSIS TASKS

"You are a [analyst type] specializing in [domain] [R]. Review the following [document/data]; background: [context] [C]. Produce a [format] [F] for [audience — expertise level and decision they face] [A]. Flag [specific concerns] and end with [recommendation type] [T]."

TDG TAKE The CRAFT Framework is a TDG original. It exists because the difference between mediocre and exceptional AI output is almost never the tool — it's the prompt. CRAFT gives every member of your team a repeatable, memorable structure for getting consistently better results from any AI tool — regardless of their technical background. When your whole organization prompts with CRAFT, AI stops being a personal productivity tool and starts being an organizational capability.