

Script Prompting guide

How to write better AI prompts – every time.



The SCRIPT Framework



SCRIPT in Action (Example)









Prompting Do's & Don'ts



Advanced Tips

01 THE SCRIPT FRAMEWORK

Six components – with a complete worked example

S		Situation / Role Tell the AI who it is and who the audience is. A defined role sharpens tone, vocabulary and expertise.
C		Context Provide background, source material and facts. The more relevant context you give, the more grounded the output.
R		Result Specify the exact output – task, scope and length. Vague requests produce vague results. Define what done looks like.
I		Intent / Tone Define purpose, style and communication constraints – formal or casual, technical or plain English.
P		Precision Specify format, structure and examples to follow – headers or bullets, tables or prose.
T		Test and Tune Treat prompting as iteration. Ask for clarifying questions, flag gaps, or request multiple versions.

SCRIPT IN ACTION


Scenario: Write a change management email about a new AI policy rollout

S	Situation / Role <i>"You are an internal comms manager at a 2,000-person professional services firm."</i>	C	Context <i>"Launching a mandatory AI Use Policy on 1 June. No prior briefing. Concerns exist around job security."</i>
R	Result <i>"Write a 300-word all-staff email with 3 key rules and a link to a FAQ."</i>	I	Intent / Tone <i>"Reassuring and transparent. Human, not legal. Acknowledge concerns."</i>
P	Precision <i>"Subject line + intro + 3 bullet rules + CTA. Max 4 sentences per section."</i>	T	Test and Tune <i>"Ask me one clarifying question first. Then suggest 2 alternative subject lines."</i>


02 TIPS, DO'S & DON'TS

Common mistakes, quick wins, and advanced techniques

DO THIS

 **Give the AI a specific role**
"You are a financial analyst at a FTSE 100 firm..."

 **State your output format explicitly**
"Return as a table: Risk | Owner | Date"


 **Set the tone and audience**
"Plain English for non-technical stakeholders"

 **Ask it to check its own work**
"Flag any assumptions before answering"

AVOID THIS

 **Use vague one-liners**
"Write something about AI" – no context, no output

 **Assume it knows your context**
The AI doesn't know your company, team or project

 **Accept the first draft as final**
First outputs are a starting point – always refine

 **Paste sensitive data in public tools**
PII, IP or financials must never leave your perimeter

ADVANCED PROMPTING TECHNIQUES

Chain of Thought

Ask the AI to reason step-by-step before answering. Dramatically improves accuracy on complex tasks.

"Think through this step by step."

Multiple Perspectives

Request opposing viewpoints or options before committing. Reduces AI bias and surfaces trade-offs.

"Give me 3 options with pros and cons."

Use Constraints

Word limits, banned phrases or structure constraints force the AI to prioritise and sharpen output.

"Under 150 words. No jargon. No bullet points."

Iterative Refinement

Treat your first prompt as a draft. Follow up with targeted tweaks rather than starting over.

"Good. Now make it 30% shorter with a CTA."

Few-Shot Examples

Show the AI exactly what you want by providing 1-2 style examples. More effective than describing style.

"Write in the style of this example: [paste]"

Challenge the Output

Ask the AI to stress-test its own reasoning – surfaces gaps you may have missed before acting on output.

"What's the weakest part of this plan?"