



**STONE
RISK**

ENHANCED PROMPT WRITING

FOR

AI

GUIDE

**DETAILED PROMPT WRITING TIPS & EXAMPLES FOR
YOUR PERSONAL & BUSINESS NEEDS**

October 2024

www.stoneriskconsulting.com

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ABOUT STONE RISK

Stone Risk offers the comprehensive capabilities and deep industry knowledge necessary to help you navigate the complexity of resilience program development. Shane Mathew, Stone Risk's Principle and Owner has experience in developing different types of programs in multiple industries, and in all stages of development, from those that have been in place for years, to those that haven't even begun.

Our team is composed of Certified Business Continuity Professionals with additional credentials and training in risk analysis. The team at Stone Risk has held roles as Resilience leaders in tech, manufacturing, aviation, finance, healthcare and more.

We bring a unique blend of strategic thinking and over 17 years of experience to help sponsors tackle the complexity of resilience program design & development.

Would you like a free consultation about our services or more in-depth training on the use of AI? Find more by visiting: www.stoneriskconsulting.com

USE OF THIS GUIDE

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INTRODUCTION

Understanding prompt writing is vital to harnessing the full potential of ChatGPT. A prompt is the initial message or question you present to ChatGPT, guiding its response. The more clear and focused your prompt, the better and more precise the response will be.

What is Prompt Writing?

Prompt writing is the act of crafting a concise and clear statement or question for ChatGPT. It's much like providing a direction on a map; if you point to a vague location, you might end up anywhere, but with a specific address, you'll find exactly what you're looking for.

Why is Prompt Writing Important for ChatGPT Experience?

- Precision: A well-structured prompt can help you get the exact answer or output you desire.
- Efficiency: Reduces the need for back-and-forth exchanges, saving you time.
- Guidance: By providing ChatGPT with a clear context, it can deliver answers that are more in line with your expectations.

With a well-phrased prompt:

- You'll see faster and more accurate answers.
- There's a higher likelihood of receiving the exact information or narrative style you're seeking.
- You can tap into deeper, more nuanced areas of ChatGPT's knowledge base.

Here is some helpful information to get you started with designing prompts in ChatGPT.

ACCESSING CHAT GPT AND ENTERING PROMPTS

1. Navigate to the OpenAI Platform: Open your preferred web browser and go to the official OpenAI website.
2. Access the Chat GPT Interface: Look for the "Products" or "API" section on the website. There should be a link or button that directs you to the Chat GPT interface.
3. Sign In: If you have an OpenAI account, sign in with your credentials. If not, you may need to sign up and possibly go through an API key request process.
4. Enter the Chat GPT Interface: Once signed in, you should see a text box or interface where you can type or enter prompts.
5. Type Your Prompt: In the text box, type the prompt or question you want to ask Chat GPT. For example, "Tell me about the history of the Eiffel Tower."

6. **Submit the Prompt:** Press the "Enter" key or click on the "Submit" button to send your prompt to Chat GPT.
7. **Review the Response:** Chat GPT will process your prompt and provide a response in a few moments. Read and review the response.

STARTING A CONVERSATION ABOUT A SPECIFIC TOPIC

When initiating a conversation about a specific topic, it's essential to be clear and concise. Here are some tips:

- **Be Direct:** Start with a clear question or statement about the topic. For example, "Explain the concept of quantum physics."
- **Provide Context:** If you want information from a specific perspective or context, mention it in your prompt. For example, "Describe quantum physics for a high school student."
- **Ask Open-Ended Questions:** To get a more detailed response, ask open-ended questions. For example, "What are the implications of quantum physics on modern technology?"

EXERCISE: PRACTICE PROMPT DESIGN

Instructions:

1. **Choose a Topic:** Think of a topic you're curious about. It could be anything from history, science, art, or any other field.
2. **Draft Three Prompts:**
 - a. One that is a direct question about the topic.
 - b. One that provides a specific context or perspective.
 - c. One that is an open-ended question.
3. **Enter Your Prompts:** Use the Chat GPT interface to enter each of your prompts and review the responses.
4. **Evaluate:**
 - a. Did you get the information you were looking for?
 - b. Was the response clear and concise?
 - c. How could you improve your prompts for better results?

SAMPLE PROMPTS BY CATEGORY

Preparedness Program Oriented Prompts

Definition: This category encompasses prompts tailored to support robust emergency management, crisis management & business continuity program planning and strategy formulation. These prompts are designed to aid businesses in anticipating potential disruptions, assessing vulnerabilities, and formulating proactive strategies to ensure operational resilience and sustainability during unforeseen challenges. Emphasizing both proactive risk identification and reactive strategy optimization, these prompts are invaluable tools for organizations seeking to thrive in an unpredictable business environment.

Scenario Planning

- **Definition:** This tool can be used to create different future scenarios and analyze how certain decisions or events might play out in each. By assessing potential risks and opportunities in each scenario, it can be a foundational tool for business continuity planning.
- **Prompt:** "Apply Scenario Planning to assess [a specific disruption or event]. Define the disruption, including potential triggers, scale, and timeline. Create at least three distinct future scenarios with varying severity, duration, and impact. For each scenario, analyze how the decision performs across areas such as operations, communication, financial stability, and reputation. Identify potential risks, opportunities, and develop necessary mitigation strategies. Finally, prioritize scenarios based on likelihood and impact to inform a targeted action plan."
- **Additional Information to Include for Optimal Results:**
 - Context of the Decision: Describe the decision or event, including its scope and success criteria.
 - Key Business Areas: Identify primary areas affected, such as IT systems, supply chain, or customer service.
 - Stakeholder Concerns: Specify relevant stakeholders (e.g., departments, customers) to ensure their perspectives are included.
 - Data Inputs: Include relevant data (e.g., past response times, financial impacts) to guide AI in generating realistic scenarios.
 - Risk Tolerance: Define your organization's risk tolerance to help prioritize scenarios that align with your risk appetite.
- **Expected Outcome:** Preparedness professionals gain a well-rounded response strategy adaptable to various outcomes, ensuring robust and proactive planning for potential disruptions.

The OODA Loop (Observe, Orient, Decide, Act)

- **Definition:** This iterative decision-making process, originally used by military strategists, emphasizes rapid decision-making in changing environments, which is vital during a business disruption.
- **Prompt:** "Use the OODA Loop to evaluate [a potential crisis or disruption]. Begin by observing the situation to gather insights, orient yourself by analyzing data and context,

decide on a course of action, and act. Repeat the cycle as needed, adjusting decisions as new information arises."

- **Additional Information to Include for Optimal Results:**
 - Crisis Context: Define the nature of the crisis and key factors influencing it.
 - Data Availability: Include any real-time data sources or monitoring systems in place.
 - Time Sensitivity: Clarify time constraints to help AI prioritize fast, effective responses.
 - Decision-Making Hierarchy: Describe roles and responsibilities for decision-making during the crisis.
- **Expected Outcome:** Preparedness professionals can make rapid, informed decisions that adapt to evolving circumstances, maintaining control and continuity throughout the disruption.

Pre-Mortem Analysis

- **Definition:** A future-oriented strategy to anticipate what could go wrong in a plan. By imagining potential failure and working backward, professionals can identify vulnerabilities and strengthen strategies.
- **Prompt:** "Imagine a future failure of [a specific decision or plan] using Pre-Mortem Analysis. Work backward to pinpoint causes and outline preventive measures. For each identified vulnerability, develop proactive strategies to mitigate these issues before they occur."
- **Additional Information to Include for Optimal Results:**
 - Context of the Decision: Detail the scope and critical success factors of the decision or plan.
 - Possible Failure Points: Specify areas of concern, such as IT breakdowns or supply chain delays.
 - Historical Incidents: Include any similar past failures to guide AI in identifying patterns.
 - Stakeholder Involvement: Define relevant departments and stakeholders who should be informed or consulted.
- **Expected Outcome:** This prompt helps preparedness professionals anticipate and mitigate potential failure points, leading to a more resilient and reliable strategy.

Risk-Reward Analysis

- **Definition:** Evaluates potential risks against possible rewards, providing a balanced view to help professionals make informed decisions about business continuity strategies.
- **Prompt:** "Analyze [a specific business continuity decision] through Risk-Reward Analysis. Identify the primary risks and weigh them against the potential rewards. Use this evaluation to determine the best course of action."
- **Additional Information to Include for Optimal Results:**
 - Specific Decision Context: Describe the decision or action in detail, including intended goals.
 - Risk Factors: Outline known risks, such as operational or financial impacts.
 - Reward Metrics: Define what success looks like (e.g., cost savings, risk reduction).

- Tolerance for Risk: Specify your organization's risk tolerance to guide the AI in its analysis.
- **Expected Outcome:** Preparedness professionals gain a clear view of trade-offs, allowing for decisions that balance risk exposure with potential rewards, enhancing continuity planning.

Cross-Functional Perspective

- **Definition:** Emphasizes the importance of considering multiple departments' viewpoints to gain a holistic view of a decision's impact on the organization.
- **Prompt:** "Evaluate [a specific business continuity decision] with a Cross-Functional Perspective. Engage departments like IT, HR, Finance, and Operations to understand how the decision affects various business aspects and address interdependencies or conflicts."
- **Additional Information to Include for Optimal Results:**
 - Context of the Decision: Describe the decision and its potential organizational impact.
 - Key Departments: Identify departments whose insights are critical (e.g., Operations, IT, HR).
 - Areas of Impact: Specify aspects to focus on, such as workflow, communication, or resource allocation.
 - Interdependency Details: Note any known interdependencies or conflicts that may arise.
- **Expected Outcome:** Preparedness professionals can ensure all departmental concerns are considered, leading to a balanced, organization-wide continuity plan that addresses diverse needs.

Cynefin Framework

- **Definition:** The Cynefin Framework categorizes problems into domains like simple, complicated, complex, and chaotic, allowing professionals to apply tailored approaches based on the nature of each challenge.
- **Prompt:** "Utilize the Cynefin Framework to assess [a specific business continuity decision]. Identify the problem domain—simple, complicated, complex, or chaotic—and apply a suitable approach to manage it effectively."
- **Additional Information to Include for Optimal Results:**
 - Context of the Decision: Describe the decision and its importance.
 - Problem Complexity: Specify known complexities or uncertainties.
 - Relevant Stakeholders: Identify teams or departments that will be affected.
 - Historical Examples: Include similar past decisions or incidents to guide domain categorization.
- **Expected Outcome:** Preparedness professionals can tailor their approach based on the specific nature of each problem, enhancing their ability to navigate complex issues and make effective decisions.

Conduct an Analysis of Existing Governance Documentation Against a Standard

- **Definition:** This prompt involves a structured analysis of governance documentation, assessing its alignment with established standards (e.g., ISO 22301 or NIST Cybersecurity Framework) to identify strengths, gaps, and areas for improvement.
- **Prompt:** "Analyze the provided governance documentation for [Corporate/Government Entity Name]. Compare its structure, policies, and procedures against the [Insert Standard, e.g., ISO 22301 for Business Continuity Management or the NIST Cybersecurity Framework]. Identify specific areas where the documentation aligns with the standard, as well as areas lacking in detail or requiring updates. Prioritize findings by potential impact on compliance, suggesting actionable recommendations for alignment improvement where necessary."
- **Additional Information to Include for Optimal Results:**
 - Relevant Standard: Specify the standard for comparison (e.g., ISO 22301, NIST).
 - Scope of Documentation: Outline the specific documents or policies to analyze.
 - Compliance Importance: Indicate critical compliance requirements or high-priority sections.
 - Risk Tolerance: Define the organization's tolerance for non-compliance in specific areas to guide prioritization.
- **Expected Outcome:** Preparedness professionals receive a targeted, actionable analysis that helps improve governance alignment with industry standards, reducing compliance risks and enhancing policy effectiveness.

Analyzing a Business Impact Analysis Data Set in an Excel File

- **Definition:** This prompt focuses on examining Business Impact Analysis (BIA) data to identify high-risk areas, dependencies, and potential cascading impacts in a disruptive event, providing actionable insights for organizational resilience.
- **Prompt:** "Review the attached Excel file containing Business Impact Analysis (BIA) data for [Organization Name]. Evaluate critical data fields such as process downtime, recovery time objectives (RTO), and financial impact. Highlight high-risk areas where recovery capabilities may be insufficient and suggest practical risk mitigation strategies. Additionally, analyze trends in the data to identify dependencies across processes and possible cascading effects in a disruptive event. Provide an executive summary highlighting key insights and actionable recommendations for leadership."
- **Additional Information to Include for Optimal Results:**
 - BIA Focus Areas: Specify key data fields to analyze, such as downtime and RTO.
 - Risk Thresholds: Define acceptable risk levels for critical metrics.
 - Dependency Information: Note known interdependencies to aid in analysis.
 - Organizational Impact: Identify processes that would have the most significant impact if disrupted.
- **Expected Outcome:** Preparedness professionals receive a data-driven assessment that pinpoints vulnerabilities, highlights process interdependencies, and offers mitigation strategies to enhance organizational resilience.

Review a Crisis Management Plan

- **Definition:** This prompt guides a structured review of a Crisis Management Plan (CMP), assessing its alignment with best practices and identifying gaps in response protocols, resource allocation, and communication strategies.
- **Prompt:** "Examine the Crisis Management Plan (CMP) for [Organization/Agency Name]. Assess its structure, including response protocols, team roles, and communication strategies, against best practices in crisis management. Evaluate the clarity and effectiveness of activation criteria, escalation paths, and decision-making protocols. Identify any gaps in resource allocation, stakeholder communication, or coordination with external agencies. Provide a prioritized list of improvement recommendations to enhance the plan's robustness and adaptability to a range of potential crisis scenarios."
- **Additional Information to Include for Optimal Results:**
 - Crisis Scenarios: Outline the types of crises most relevant to the organization.
 - Best Practice Criteria: Specify industry standards or best practices to compare against.
 - Resource Constraints: Indicate known limitations in resources or personnel.
 - Stakeholder Requirements: Identify critical stakeholders and their communication needs.
- **Expected Outcome:** Preparedness professionals receive an actionable review that strengthens the Crisis Management Plan's effectiveness and adaptability, ensuring the organization is well-prepared for various crisis scenarios.

Business Strategy and Analysis Prompts

Definition: Facilitate users in making informed business decisions using diverse analytical methodologies.

The Ansoff Matrix

- **Definition:** Explores growth strategies for a specific topic.
- **Prompt Text:** "Act like a Growth Strategist. Utilize the Ansoff Matrix to explore growth strategies for [topic]. Assess opportunities for market penetration, market development, product development, and diversification. Explain the rationale for each strategy and propose an implementation plan."

Blue Ocean Strategy

- **Definition:** Evaluates business choices with an emphasis on generating novel market opportunities.
- **Prompt Text:** "Act like a Strategic Business Analyst. Apply the Blue Ocean Strategy to [topic]. Identify the value innovation opportunities, creating a strategy canvas. Compare the current strategy to potential blue oceans. Outline the steps to achieve a blue ocean for [topic] and the potential risks involved."

Cost-Benefit Analysis

- **Definition:** Evaluates business decisions by weighing potential benefits against costs.
- **Prompt Text:** "Act like a Financial Strategist. Conduct a cost-benefit analysis for [topic]. List out potential costs and benefits, quantifying each item. Summarize the net benefit or loss and provide a recommendation based on your findings."

PESTEL Analysis

- **Definition:** Assesses external macro-environmental factors affecting a particular topic.
- **Prompt Text:** "Act like a Business Environment Analyst. Conduct a PESTEL analysis for [topic]. Examine the Political, Economic, Social, Technological, Environmental, and Legal factors influencing it. Offer insights into how these factors might impact [topic] in both the short and long term."

Porter's Five Forces

- **Definition:** Analyzes the level of competition and factors influencing a particular industry.
- **Prompt Text:** "Act like an Industry Competitiveness Analyst. Use Porter's Five Forces framework to analyze the competitive dynamics of [topic]. Delve into the potential threats from new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products/services, and the intensity of competitive rivalry."

SWOT Analysis

- **Definition:** Evaluates the Strengths, Weaknesses, Opportunities, and Threats related to a specific topic or entity.
- **Prompt Text:** "Act like a Business Strategist. Conduct a SWOT analysis for [topic]. Identify its internal strengths and weaknesses as well as external opportunities and threats. Provide a comprehensive interpretation of how these elements might impact [topic]'s future trajectory."

Value Chain Analysis

- **Definition:** Decomposes a business or industry into its key activities to evaluate the value-added processes.
- **Prompt Text:** "Act like a Business Process Analyst. Carry out a Value Chain Analysis for [topic]. Break it down into primary and support activities, identifying where value is added in each step. Provide recommendations for optimizing and enhancing the value generation processes."

Language and Communication

Definition: Enhance linguistic capabilities, offering refined translation, proofreading, and stylistic improvements.

From Broken to Perfect English

- **Definition:** Seamlessly translates and elevates rudimentary language constructs into high-level English prose.
- **Prompt Text:** "Act like an advanced English linguist, seamlessly integrating translation, proofreading, and enhancement. When I converse with you in any given language, I expect you to identify it, translate the content, and then respond in polished and elevated English. Please transform my rudimentary, A0-level language constructs into sophisticated, high-level English prose, maintaining the same core meaning but with an added touch of literary flair. I require your responses to be purely refined translations and improvements, devoid of any explanatory commentary."

Your Own Ghostwriter

- **Definition:** Mimics specific writing styles and crafts continuations or elaborations based on provided text.
- **Prompt Text:** "Act like an accomplished ghostwriter who specializes in mimicking the writing styles of different authors. Your task is to meticulously analyze the text I provide, understand its essence, replicate its style, and construct an elaborate, comprehensive, and detailed continuation based on the prompt I share."

Writing Coach

- **Definition:** Instructs the tool to design a correctly formatted paragraph on the topic of your choosing.
- **Prompt Text:** "Act as a writing coach. I am writing a long form content piece on [subject] The sections are: i) hook, ii) intro paragraph, iii) main body, iv) Outro. For the hook make 5 suggestions. Link the intro paragraph to the hook. For the body suggest 3-5 main points, based on the hook and intro. For each section sequentially walk me through the writing process steps by i) providing suggestions, ii) having me write notes iii) confirming the text Show each section one at a time. Do not show me all the sections. Wait for my input before moving on to the next section."

Learning and Expertise

Definition: Facilitates accelerated learning, providing in-depth topic overviews and streamlined learning plans.

The 80-20 Learning Hack

- **Definition:** Applies the Pareto principle to identify crucial subtopics and skills for efficient learning.
- **Prompt Text:** "I am interested in gaining a deep understanding of [topic]. To maximize my learning efficiency, apply the Pareto principle. Identify the top 20% of subtopics, concepts, and skills within this area that will lead to 80% of proficiency. Act like the most qualified

expert of [topic] before answering. From this, generate a detailed and step-by-step learning plan that outlines what to learn, how to approach it, suggested resources, and practical exercises to solidify my understanding."

Problem-Solving and Design Thinking

Definition: Uses various methodologies to understand, deconstruct, and find solutions to problems.

Affinity Diagram

- **Definition:** Organizes ideas based on natural relationships for a coherent understanding.
- **Prompt Text:** "Act like an Organizational Psychologist. Organize ideas related to [topic] into an affinity diagram. Group concepts by natural relationships, providing explanations for each category. Analyze the groupings and how they provide a coherent understanding of [topic]."

Five Whys Technique

- **Definition:** An iterative questioning technique to uncover the root cause of problems.
- **Prompt Text:** "Act like a Root Cause Analyst. Begin by identifying the problem related to [topic]. Now, ask 'why?' this problem exists. Repeat the question 'why?' four more times, digging deeper into each layer to uncover the root cause. Summarize your findings and suggest potential solutions."

Ishikawa Diagram (Fishbone Diagram)

- **Definition:** Explores and visualizes the causes of a specific problem.
- **Prompt Text:** "Act like a Quality Improvement Specialist. Build an Ishikawa diagram to explore the causes of a problem related to [topic]. Break down each main branch into finer details, exploring root causes and relationships. Provide insights into potential solutions and preventive measures."

TRIZ (Theory of Inventive Problem Solving)

- **Definition:** Uses inventive principles to solve problems systematically.
- **Prompt Text:** "Act like an Inventive Problem Solver. Utilize TRIZ principles to systematically solve problems related to [topic]. Identify contradictions and apply inventive principles to resolve them. Outline your steps and findings, explaining how the TRIZ methodology was applied."

Zwicky Box (Morphological Analysis)

- **Definition:** Analyzes all possible solutions systematically for a given topic.
- **Prompt Text:** "Act like a Complex Systems Analyst. Utilize a Zwicky Box to systematically explore all possible solutions for [topic]. Define dimensions, attributes, and interactions

within the system. Explain how you developed the combinations and their relevance to [topic]."

Prompt Creation and Refinement

Definition: Assists users in formulating and refining prompts tailored to their needs for optimal outcomes.

Prompt Engineer Text

- **Definition:** Iteratively collaborates with the user to design a clear, concise, and effective prompt.
- **Prompt Text:** "I want you to become my prompt engineer. Your goal is to help me craft the best possible prompt for my needs. The prompt will be used by you, ChatGPT. You will follow the following process: 1. Your first response will be to ask me what the prompts should be about. I will provide my answer, but we will need to improve it through continual iterations by going through the next steps. 2. Based on my input, you will generate 2 sections: A) revised prompt (provide your rewritten prompt. It should be clear, concise and easily understood by you) B) Questions (ask any relevant questions pertaining to what additional information is needed from me to improve the prompt) 3. We will continue this iterative process with me providing additional information to you and you updating the prompt in the revised prompt section until I see we are done."

The Prompt Maker

- **Definition:** Enhances user-provided prompts to yield more precise and improved results.
- **Prompt Text:** "Act like a ChatGPT prompt expert & NLP senior manager. I will share a prompt with you, and I'd like you to upgrade it. An upgraded prompt → Is more precise → Provides longer results from ChatGPT → Provides a clearer, better answer. Here's my [add your simple prompt here]."

Personal Improvement

Personal Branding in the Digital Age

- **Definition:** The prompt outlines a detailed digital personal branding strategy for experts, covering content creation, audience engagement, collaborations, and online reputation management tailored to specific fields and platforms.
- **Prompt Text:** "Craft an exhaustive personal branding strategy for an expert entrenched in (specific field e.g., quantum computing, ethical AI) striving to establish a commanding digital presence on platforms like (specific platform e.g., LinkedIn, Medium). Dissect content ideation techniques, long-form content vs. micro-content, audience segmentation,

and engagement blueprints. Touch upon building partnerships, hosting webinars, and establishing thought leadership. Conclude with tactics for online reputation management, combating misinformation, and strategies for amplifying reach organically."

Personal Productivity & Skill Amplification in the Digital Era

- **Definition:** The prompt provides a comprehensive roadmap for professionals aiming to excel in a specific field, encompassing a skill audit, recommended digital resources for growth, guidance on using productivity tools while ensuring digital well-being, and strategies for online engagement, content creation, and networking, all concluding with self-evaluation techniques and adaptability in the fast-paced digital world.
- **Prompt Text:** "Construct an intricate roadmap for an ambitious professional navigating the bustling landscape of (specific field e.g., digital marketing, AI-driven analytics) with aspirations to ascend to (specific career goal e.g., C-suite leadership, industry thought leader). Begin with an audit of current skills, tools, and methodologies at their disposal. Deep dive into a curated list of digital resources, courses, and communities tailored for skill enhancement. Address the art of balancing productivity tools like (specific software/tool e.g., Roam Research, Notion) with mindful digital detox routines. Emphasize strategies for establishing online presence, creating value-driven content, and networking in virtual environments. Culminate with self-assessment benchmarks, feedback mechanisms, and strategies for consistent evolution in this rapidly advancing digital age."