



REFERENCE GUIDE

PROMPT ENGINEERING

CHEAT SHEET

RAFTI FRAMEWORK — STRUCTURE BETTER PROMPTS

STEP	DEFINITION	PURPOSE
R	Role Who should the AI think like?	<i>Drives expertise and perspective</i>
A	Action What do you want done?	<i>Clarifies the outcome</i>
F	Format How should it be delivered?	<i>Makes output usable immediately</i>
T	Target Audience Who is it for?	<i>Aligns relevance and tone</i>
I	Instructions What constraints or preferences apply?	<i>Improves quality and precision</i>

QUICK REFERENCE

ACT AS A [ROLE]

CREATE A [TASK]

Policy Advisor HR Partner

Learning Designer Product Manager

Career Coach Project Manager

Marketing Specialist

Corporate Trainer Data Analyst

Researcher Facilitator

Administrator Healthcare Coordinator

Sales Manager

Customer Success Manager

Write an email Report summary

Course outline Workshop agenda

Analyze survey results

Draft a proposal Marketing copy

Design a checklist

Summarize research Generate ideas

Rewrite content Compare options

SHOW AS [FORMAT]

Table Excel Spreadsheet

CSV File PDF Document

Word Document Bar / Pie Chart

Trend / Line Graph Bullet Points

Email Slide Notes Timeline

FAQ Comparative Matrix

SET INSTRUCTIONS

Clear, simple language

Keep it concise Professional tone

Conversational tone Avoid jargon

Limit word count Bold key points

Structure for presentations

Align to org tone

RAFTI IN ACTION — INDUSTRY EXAMPLES

◆ BUSINESS

ROLE Sales Manager

ACTION Follow-up email after a client meeting

FORMAT Concise email

TARGET Potential enterprise client

INSTRUCT Persuasive, under 150 words

◆ HEALTHCARE

ROLE Patient Care Coordinator

ACTION Summarize post-visit instructions

FORMAT Checklist

TARGET Patient with no medical background

INSTRUCT Simple, non-clinical language

◆ EDUCATION

◆ PERSONAL USE

ROLE Learning Designer
ACTION Workshop outline on AI literacy
FORMAT Table
TARGET Adult learners returning to school
INSTRUCT Practical and jargon-free

ROLE Career Coach
ACTION Rewrite my resume summary
FORMAT 3 bullet points
TARGET Mid-career professional
INSTRUCT Confident, results-oriented, industry best practices

TRY IT YOURSELF

Act as a _____

Create a _____

Show as a _____

For _____

With these instructions: _____

THE ITERATION LOOP

The first response is rarely the best response. Value comes from refinement.

IMPROVE ANY OUTPUT

- › *"Critique this output. What is missing or weak?"*
- › *"Improve this based on your critique."*
- › *"Rewrite this for a different audience."*
- › *"What would an expert do differently here?"*

SIMPLE LOOP

- 1** Generate an initial response
- 2** Ask the AI to critique it
- 3** Refine or redirect
- 4** Repeat until it meets your standard

ONE KEY MINDSET SHIFT

Do not treat AI as a one-time answer engine.

Treat it as a collaborator that improves through iteration.



GET IN TOUCH

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