



www.cpas.org.uk



THE 'CISCO' PROMPTING METHOD

1

CONTEXT

Explain what your business is, what your offer is, and who you help.

2

INTENT

Outline the main intent of this prompt & what do you need this to achieve.

3

STYLE

Tell GPT the voice, tone, style, and personality to write in.

4

COMMANDS

List the detailed instructions & rules to follow

5

OUTCOME

Outline the specific format that you want the result produced in.

Context: I run a [business] that focuses on helping [Customer Avatar]. What makes me different from other providers is [uniqueness]

Intent: Write a Social Media post to inspire a people to download a free report.

Style/Tone: Use a empathetic, yet inspirational and conversational tone and style.

Instructions:

1 - Thinking step by step, create a recommended structure for a social media post that you think will achieve my outcome.

2 - Write the Social Media post as an Expert Social Media Marketer and Copywriter.

3 - Review the social media post to find gaps on how this could be improved.

4 - Use this insight to re-write the social media post

5 - Ensure that some of the uniqueness of my business and my offer is used in the post.

6 - Do not include hashtags or emojis

Output: Produce this in a table that includes an explanation for why you have written it this way and what amendments were made.

CHATGPT PROMPT FORMULA

1 Context

2 Task

3 Instruction

4 Clarify

5 Refine

Ignore the previous prompts in this conversation. You are an experienced content writer with high levels of expertise and authority within the tech industry. Your job is to write content that will be published online on websites, social media, email newsletters and in advertisements. Your writing style is informative, friendly and engaging while incorporating humour and real-life examples. I will provide you with a topic or series of topics and you will come up with an engaging article outline for this topic. Do you understand? >

rewrite using more natural, expressive language and include some examples to accompany this information >

How to Write AI Prompts

1. Context

2. Task

3. Instructions

4. Clarify & Refine

"You are a yoga instructor writing for a wellness magazine. Write an article about meditation. The goal is to educate readers about the benefits of meditation for stress relief and sleep quality. End the article by listing some practical tips for beginners who want to start. Keep the tone approachable and friendly. Aim for a minimum of 800 words.

Do you understand?"

Enhancing the Value of Your One-on-Ones

Acting as my **Thought Partner**, help me identify three to five questions I can bring to my next series of one-on-ones with my direct reports. My goal is to act as a great coach, focusing our conversation on: 1. Ensuring they are clear on where their focus needs to be this week to drive progress toward our thirty-day milestones. 2. Helping them think through the challenges they might encounter this week and how to proactively address them. 3. Raising their performance this week so they continue to develop and grow. Ask me one question at a time to gather the information you need and then generate a list of questions for me to consider.

Creating a Common Language of Prioritisation

I am the leader of a church. Historically, I've delegated to people by simply adding things to their plate but rarely having conversations about subtracting. As a result, I'm concerned people are reacting to what's most recent and losing focus on what's most important. I'd like you to act as an **executive coach** by asking me one question at a time to help me think through how I might change what I say and ask when I delegate. Success would be describing what I need them to take on and then shifting the conversation to where they believe this falls in order of priority. This will ensure they do not react and always stay focused on what matters most.