



AI Prompt Writing 101

Designing Prompts That Produce Better AI Results

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Have you ever asked AI something and thought...


"That's not what I meant."



The issue isn't the answer—
it's the question.

What's really happening

AI doesn't read your mind. It reads your words. When your prompt is clear, AI performs brilliantly. When it's ambiguous, AI fills in the gaps — often incorrectly.

 **AI amplifies clarity — and exposes ambiguity.**



Search finds information.

Prompting creates insight.

A search engine retrieves what exists. A well-crafted prompt generates something new — tailored analysis, structured thinking, and actionable output built for your specific situation.

Why Most Prompts Fail

"Most prompts fail for one simple reason – they leave too much to chance."

✗ Missing Context

No background on who, what, or why

✗ No Clear Goal

The AI doesn't know what success looks like

✗ No Structure

No guidance on format or output shape

✗ No Constraints

No limits on length, scope, or audience



"We don't guide the AI...

so it guesses."

Without structure, even the most powerful AI model defaults to its best statistical guess – which may have nothing to do with what you actually needed.

Let's Fix This Prompt

Consider this starting prompt – simple, common, and almost entirely unhelpful:

"Explain AI"

It's only two words. It tells the AI nothing about who's asking, what they need to know, or what format would be useful. The result? A generic, unfocused response that satisfies no one.

CLEAR

Prompt Framework



Introducing the CLEAR Framework

C – Context

Explain AI to **telecom executives**

L – Limits

Keep it **under 120 words**

E – Example / Format

3 bullet points and 1 example

A – Action

Explain AI

R – Role

Act as an **AI strategist**

Common Prompt Mistakes

Even experienced users repeat these patterns. Each one costs you output quality.

✗ Too Vague

No specifics means the AI generates broad, generic responses that lack actionable value

✗ No Role

Without a defined role, the AI defaults to a neutral tone that may not match your use case

✗ No Format

Unstructured output forces you to reformat and reorganize before it's usable

✗ No Constraints

Without limits, AI over-generates – burying the key insights in unnecessary content

CLEAR in Action

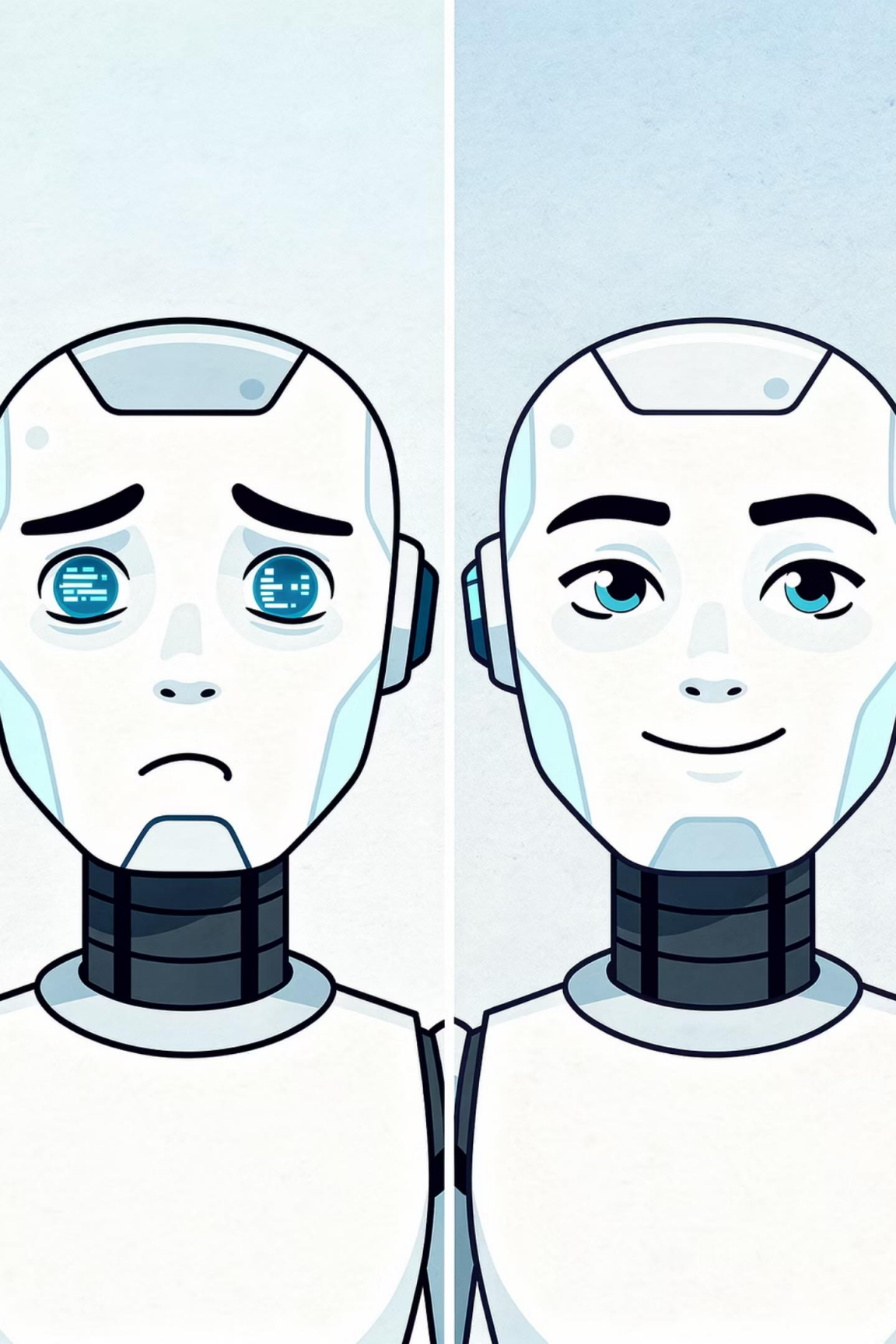
The Improved Prompt

- Act as an AI strategist. Explain AI to telecom executives. Provide:
 - 3 bullet points
 - 1 real-world exampleKeep it under 120 words.

Every element of CLEAR is present. The AI now knows its role, its audience, the format expected, and the limits to work within.

Why It Works

- **Role** sets the voice and perspective
- **Context** targets the right audience
- **Format** shapes the output structure
- **Limits** enforce precision and focus



Same AI.

Different outcome.

The model didn't change. The training didn't change. Only the prompt changed – and that made all the difference.

Prompt vs. Better Prompt

✗ Weak Prompt

Explain customer churn

No role, no audience, no format, no constraints. The AI has to guess at every dimension of the response.

What's Missing

- Who is the intended audience?
- What level of detail is needed?
- What format should the output take?
- How long should the response be?

The result will be technically accurate but practically useless for any specific business context.

The Better Prompt

- ☐ **Act as a telecom data scientist.** Explain customer churn to executives using:
- 3 bullet points
 - 1 business example
- Keep it under 100 words.

Every Element Earns Its Place

01

Role – telecom data scientist

02

Audience – executives

03

Format – bullets + example

04

Limit – under 100 words

Prompt Maturity Model

Most people start at Level 1. The goal is to reach Level 4 – where prompts become repeatable, reliable tools.

1

Level 1: Question

Simple, unstructured asks

2

Level 2: Context

Adding audience or background

3

Level 3: Structured

Defining format and action

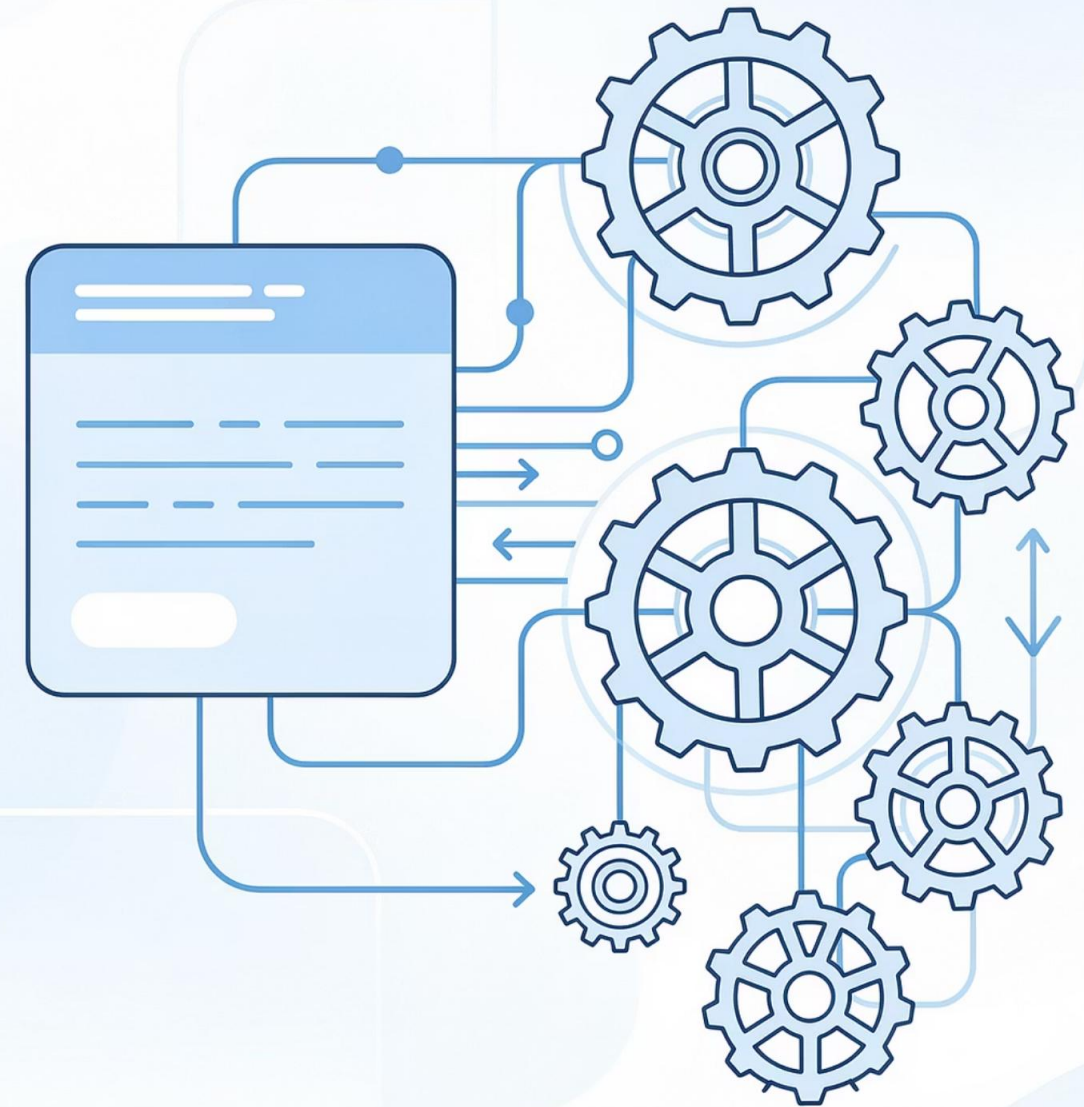
4

Level 4: Role + Constraints + Format

Full CLEAR – consistent, professional-grade output

When Does Prompting Become More Than Prompting?

"At what point does a prompt become... a system?"



If you're repeating the same prompt with structure, memory, or steps...

You've Made a Shift


- 👉 You're no longer prompting.
- 👉 You're designing an agent.

This distinction matters. Agents operate beyond a single interaction — they remember, they chain tasks, and they automate decisions. Understanding the line helps you choose the right tool for the right job.

Prompt vs. Agent

Knowing the difference helps you scale your AI usage from ad hoc requests to reliable, automated workflows.

Dimension	Prompt	Agent
Usage	One-time use	Reusable workflow
Memory	No memory	Uses memory / state
Steps	Single step	Multi-step
Execution	Manual	Automated
Output	Variable output	Consistent output

 Start with great prompts. Build toward agents. The CLEAR framework is your foundation for both.

Inside an AI Agent

An agent is just these pieces working together.



Model

The AI brain that processes and generates responses



System Message

Rules and behavior that define how the agent acts



User Input

Your prompt that initiates the interaction



Knowledge

Vector collection that gives the agent memory and context



Workflow

The steps and logic that chain tasks together

From CLEAR to Agent

Mapping the CLEAR framework to AI agent architecture.

CLEAR Framework	Becomes in an Agent
C – Context	Knowledge (Vector Collection / Data)
L – Limits	Guardrails / Constraints
E – Example / Format	Output Formatting / Templates
A – Action	Workflow / Tasks
R – Role	System Message

📌 The skills you build writing prompts directly transfer to designing agents.

The System Message = The Brain's Instructions

The system message tells the AI:

Who it is

The agent's identity and persona

How to behave


Tone, style, and approach

What rules to follow

Boundaries and required behaviors

What NOT to do

Guardrails and off-limits actions

 It's the difference between a generic AI and a purpose-built tool.

What Is a Vector Collection?

A vector collection is how AI remembers and searches your data.

01

Documents Are Split

Large files are broken into smaller, manageable chunks

02

Chunks Are Encoded

Each chunk is converted into a numeric representation (a "vector")

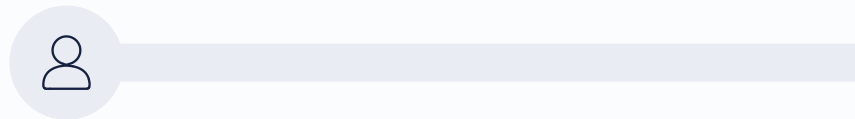
03

AI Searches by Meaning

Retrieval is based on semantic meaning, not just keyword matching

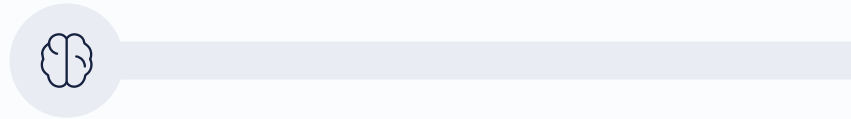
 It's like Google – but it understands meaning, not just words.

How an Agent Works (Step-by-Step)



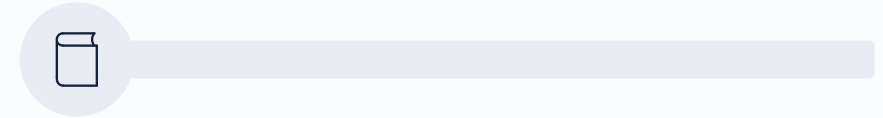
User Asks a Question

The interaction begins with your input



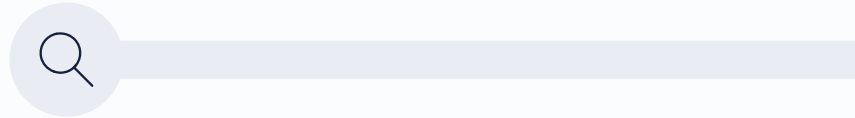
System Message Sets Behavior

The agent's rules and persona activate



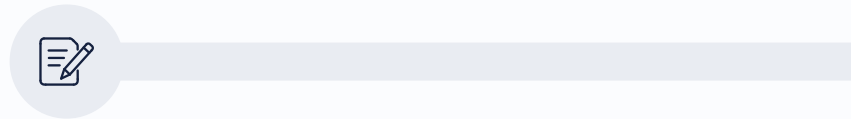
Agent Searches Vector Collection

Relevant data sources are queried



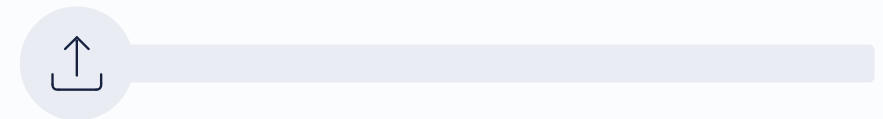
Relevant Data Is Retrieved

The most meaningful chunks are surfaced



AI Generates a Response

The model synthesizes an answer using the retrieved data



Output Is Formatted

The response is shaped to match the defined format

 This all happens in seconds.

How to Build an AI Agent (Simple)



Define the Goal

What problem are you solving? Start with a clear use case.



Create the System Message

Set the agent's behavior, tone, and rules.



Add Knowledge

Upload your data and build the vector collection.



Design the Workflow

Map out the steps and logic the agent should follow.



Test and Refine

Iterate on your agent just like you would a prompt.

Thank You!

Any Questions?

