

CRAFT Template

Context

Context explains the background, purpose, and situation behind the request. It helps the model understand why the task matters and prevents it from making unnecessary assumptions.

Guiding questions:

- What is the situation or problem this prompt relates to?
- Why do I need this output, and what will it be used for?
- What background information would help the model avoid guessing?

Role

Role defines the perspective, expertise, or persona the model should adopt. This influences tone, depth, and style.

Guiding questions:

- Which type of expert or perspective should the model take?
- What style and level of expertise does the task require?
- From whose point of view should the output be written?

Action

Action specifies the exact task the model must perform. Clear, concrete instructions reduce ambiguity and improve accuracy.

Guiding questions:

- What exactly do I want the model to do?
- Should the task include steps, comparisons, explanations, or examples?
- Are there boundaries or instructions I need to make explicit?

Format

Format tells the model how the output should be structured, making it easy to use, read, or reuse.

Guiding questions:

- What structure (paragraphs, bullets, table, list) is most useful?
- Should the output be short or detailed?
- Do I need a specific layout, order, or section headings?

Target Audience

Target Audience ensures the output is written at the right level of complexity and with the right tone for the intended reader.

Guiding questions:

- Who will read or use this content?
- What is their level of knowledge or experience?
- What tone, clarity level, or terminology fits this audience best?

Example:

Instead of: *Write about the benefits of data governance.*”, try this:

Context:

You are preparing content for an upcoming stakeholder briefing focused on the value and impact of data governance within the organization. The purpose of the content is to clearly communicate why strengthening data governance practices matters, how it benefits overall business operations, and what real-world improvements stakeholders can expect. The briefing should translate complex concepts into practical, relatable insights that support informed decision-making and encourage engagement.

Role:

Act as a senior data governance consultant with more than 20 years of experience advising enterprises on data quality, risk management, regulatory alignment, and strategic data enablement. You are highly skilled at explaining technical concepts in simple, business-centric language and tailoring messages to leaders who prioritize operational efficiency, risk reduction, and strategic value.

Action:

- 1. Identify and clearly describe three of the most important business-level benefits of strong data governance.*
- 2. For each benefit, provide one practical, real-world example that demonstrates how the benefit shows up in daily operations or decision-making.*
- 3. Ensure all explanations remain high-level, business-focused, and free of technical jargon.*

Format:

Present the response as:

- A concise headline summarizing the overall message.*
- Followed by bullet points for each benefit and its example.*

Target Audience:

Non-technical managers who handle business operations, decision-making, or strategic planning. They value clarity, efficiency, and relevance to business outcomes, and prefer content that is easy to read, immediately practical, and free from technical detail.