

What is a prompt?

A prompt is simply the instruction you give to an AI tool.

It can be as simple as:

“Write a draft of a social media post about employee wellbeing.”

Or something more detailed, like:

“Act as an HR director specialising in talent acquisition within the UK. Create a briefing document that helps my target audience of hiring managers with onboarding remote employees. We have the following challenges with onboarding remote employees: XXXXX. Use a friendly tone and include 3 practical tips. Use UK English spelling and ask me any questions you might have in order to ensure you understand your task before starting.”

Think of prompting as your way of briefing a super-keen assistant who’s happy to help - but only if you tell them exactly what you want.

Prompting Is a skill (and you can get better at it!)

The good news? You don’t need to be perfect. You just need to get started.

Here are three helpful tips to keep in mind:

Start simple

Don't worry about giving it everything at once. A short prompt is absolutely fine while you're finding your feet.

Refine and re-try

AI won’t always get it right the first time - and that’s OK. Ask it to try again, or say “make it shorter”, “more formal”, “use bullet points”, “use UK English spelling”, etc.

Be curious, not cautious

You won’t break it! Try different phrasings, test its limits, and see what works best for your voice and your work.

“You don’t need to be perfect — you just need to be clear.”

- Lorraine Hunt

Common mistakes to avoid

You'll learn lots just by doing but here are a few classic pitfalls to watch out for:

Being too vague

"Write a policy" = very generic result.

Instead: "Draft a recruitment policy for a 25-person UK-based tech company, including GDPR compliance. Ensure that it complies with UK employment law and also follows ACAS and CIPD best practice guidelines."

Giving too much at once

Long, jumbled prompts can confuse the model. Break big tasks into smaller chunks.

If you are using one 'thread' (ie one question for everything you do), then it will most certainly get confused.

Ignoring tone

Always include how you want it to sound: "friendly but professional" or "like an experienced HR consultant giving practical advice, using UK English spelling".

Quick wins: Try these first

Not sure where to begin? Try one of these:

- ✓ "Summarise this article and suggest practical things I could do to make XXXX better."
- ✓ "Create a checklist for onboarding a new remote employee in the UK."
- ✓ "Write a friendly follow-up email for a manager who hasn't responded to my proposal."

Each of these can be adapted to your needs - and once you start using them, ideas will snowball from there.

AI won't replace your HR expertise - but it **will** help you work faster, brainstorm better, and deliver high-quality work with less stress.

How to structure your prompts

A well-structured prompt is:

1. **Specific:** It clearly defines the task and desired outcome.
2. **Contextual:** It provides background information to guide the AI.
3. **Action-Oriented words:** It uses verbs like 'draft,' 'generate,' or 'summarise' to direct the AI.
4. Instruct it to be who you want it to be - whether that is complex or not.
5. Tone and style.
6. Layout - eg headings etc.
7. Ask it a clarifying question or get it to ask you a series of questions.
8. Given an example to add to the context.

4 step simple process:

Act as expert

Provide context - for business, for department, for audience, who you are

What trying to do

Ask clarifying questions to ensure optimal output

Sometimes it takes a couple of tries to get the right prompt so feel free to refine these.

Prompt template

You can find a prompt template (together with an example) at the end of this pack to use to create your own prompts.

Common Mistakes when crafting prompts:

1. **Being Too Vague:** 'Write a policy' often results in generic outputs.
2. **Overloading Information:** Too many instructions can confuse the AI.
3. **Ignoring Tone:** Failing to specify tone can lead to inappropriate outputs.

What to Do When AI Gets It Wrong

- Don't panic – it's normal.
- Ask: "What didn't work here?" and clarify that part.
- Try again, adding or removing detail.
- Change the format: bullet list, headings, friendly tone, UK spelling.
- Ask: "Can you ask me some questions before you try again?"

Simple prompt starters

Elaborate on the purpose of...

Create a template [or checklist] for...

Help me create a budget plan for this project, ...

Brainstorm 10 ideas for improving...

Formulate a list of complimentary services I could offer of subjects related to...

Create a lesson plan for...

Compose 5 headlines for...

Sum up the following book in a linkedin post for my target audience of ...

Design a comprehensive social media content strategy for...

Recommend some metaphors/analogies/synonyms for...

Craft a [funny] response to this email...

Transform this title into an intriguing, compelling hook for my [linkedin post / youtube video]...

Translate this into [French / Spanish etc]...

Compose a polite decline response to this email...

Suggest ways to improve my [cv, website bio] ...

Explain the concept of... using simple language that an eighth grader might understand

Can you recommend some online courses or books to improve...

What are some effective strategies for...

Provide some tips for launching my new service, ...

Help me create a daily schedule to...

Explain the basics of...

Provide some guidance on...

Rewrite this HR email using plain, friendly English that sounds like me."

Explain what [TUPE] means in simple terms for a manager who isn't HR-trained.

This paragraph sounds clunky — can you make it clearer, more natural and still professional?

More specific simple prompts for HR related tasks

Define [.] and explain its importance in the context of [specific HR scenario].

Develop a framework for [.] that addresses [specific challenge].

Create a series of questions for [.] to gather feedback on [specific topic].

Draft a concise overview of [.] for [specific audience].

Develop a communications strategy for [.] that ensures [specific outcome].

Write a guide for implementing [.] in [specific organisational setting].

Formulate a set of objectives for [.] to support [specific HR goal].

Construct a plan for addressing [.] in [specific workplace situation].

Suggest innovative approaches to [.] that improve [specific HR metric].

Design a checklist for [.] to ensure compliance with [specific guidelines].

Help me prepare talking points for [.] in a meeting with [specific stakeholders].

Summarise the key elements of [.] in an easily digestible format.

Propose a structure for [.] that aligns with [specific company values].

Identify potential risks associated with [.] and suggest mitigation strategies.

Write a follow-up email for [.] that reinforces [specific message].

Design a scalable approach to [.] for organisations with [specific needs].

Recommend methods for improving [.] in [specific type of team].

Develop an FAQ section for [.] addressing common queries.

Suggest ways to adapt [.] for use in [specific industry or workforce size].

Create a progress tracking tool for [.] to monitor [specific outcomes].

Write a case study outline for [.] showcasing its impact on [specific challenge].

Design a feedback form for [.] to evaluate [specific aspect of a programme].

Propose a strategy for increasing engagement with [.] in [specific workplace].

Outline a step-by-step process for [.] that integrates [specific tools or technologies].

Write an announcement for [.] that highlights [specific benefits].

Develop a coaching framework for [.] to enhance [specific skills].

Provide tips for navigating [.] with empathy and professionalism.

Suggest ways to optimise [.] for improved efficiency in [specific department].

Draft a roadmap for rolling out [.] across [specific organisational units].

Explain how [.] can be integrated into [specific HR processes].

HR tasks and activities

Employee engagement survey creation.

Create a comprehensive employee engagement survey for a [UK] based company with approximately [50] staff members. The survey should include questions that assess [job satisfaction, work environment, communication, professional development opportunities, work-life balance, and overall employee engagement].

The organisation currently has challenges with [staff turnover and sickness absence levels being higher than expected].

Include a mix of multiple-choice questions, Likert scale ratings, and open-ended questions to gather qualitative feedback. Ensure the survey is easy to understand using simple, UK spelling language and encourages honest responses.

Employee engagement survey analysis

See attached document summarising employee survey data responses. Act as an expert operational and strategic hr director with at least 15 years experience.

Analyse the data within the attached and draft a report summarising the findings. Include key insights, identified trends (either organisational, department or team specific), together with actionable recommendations, and next steps.

Before you start, ask clarifying questions to ensure optimal output

Performance improvement plan

You are an HR professional specialising in UK employment law and HR practices. I need help creating a performance improvement plan for an employee. Before providing the plan, ask me questions to gather necessary information about the situation, company policies, and specific performance issues. Once you have sufficient information, create a detailed

performance improvement plan tailored to the situation. Ask me the first question to begin the process.

Prompts for you – Reflect, plan and grow

You're not just using AI to deliver better work.

This section is all about prompts that support *you* as the HR professional – not just the HR deliverables, but the planning, the thinking, the reflecting, and all the invisible stuff that makes you tick.

It's a quiet nudge to pause, zoom out and ask:

👉 *What do I need right now?*

👉 *How can AI support me, not just my to-do list?*

Whether you want to plan your next steps, work through a decision, or just get clarity at the end of a long day – these prompts are designed to help.

Self-coaching prompts

Reflect on a tricky manager moment

"Help me reflect on a recent difficult manager conversation. Ask me 5 questions to prompt my thinking and identify what I've learned."

Plan your next 90 days

"Act as my personal career coach. Help me set realistic, motivating goals for the next 90 days. I want to grow without burning out."

CPD ideas tailored to me

"Based on my current work in [insert HR specialism], suggest 5 CPD activities or courses that will help me stay ahead and feel more confident. [I want them to be low cost or value for money/business retreats, etc]"

"Prompts are just the beginning.
What you do with them is where the magic happens."

Lorraine Hunt

Prompt template

Prompt Title

Give your prompt a name you'll recognise later.

Purpose

What are you trying to achieve with this prompt? (e.g. Write a LinkedIn post, draft a policy, summarise a meeting...)

Act As

Who should ChatGPT pretend to be? (e.g. An experienced HR consultant, a plain-English translator, a policy writer, an experienced people strategist with 10 years experience in change management...)

Context

What does the AI need to know about the situation, audience, or background?

Tone & Style

How should it sound? (e.g. Friendly and clear, formal and concise, playful but professional...)

Clarifying Questions (optional)

Ask me a series of questions in order to make your output the best it can possibly be.

Output Use Case

Where will you use the result? (e.g. Email, LinkedIn, manager doc, website, proposal, SLT, etc ...)