

Design prompts

For different
workplace tasks



What's inside:

This guide provides examples that demonstrate how your prompting approach should be adapted for different workplace tasks.

Effective prompting can help guide AI to generate useful outputs for a variety of tasks, from content creation to problem solving.

While each use case may require specific techniques, the core principles remain the same: Include a **persona**, **task**, **format**, and **context** in your prompt, then **evaluate** your results and **iterate**.

With practice, you can become more skilled at crafting prompts for any situation and get the exact output you need.

Want more? Check out
our **Prompting Best
Practices** guide

[Prompting Best Practices](#)





Content creation

Use AI to create content like images, videos, documents, and code.



Scenario: Let's say you're trying to launch a new marketing campaign, but you get stuck while drafting a catchy tagline that captures the product's value. You can use AI to help brainstorm this task.

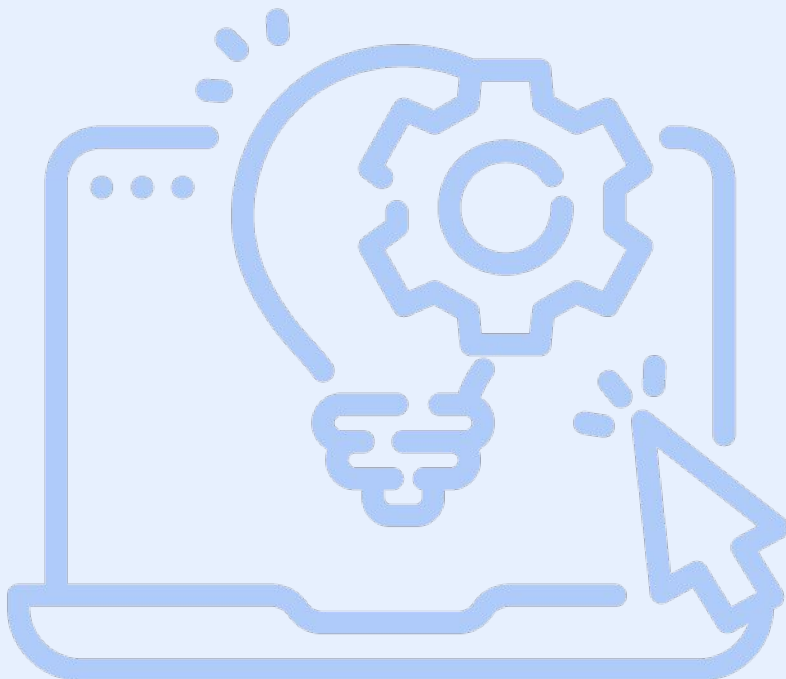
Sample Prompt

Act as a creative advertising professional. Create a tagline for a washing machine that gets clothes extra clean, has 25 settings, and fits in a small space. The tagline should use an active voice, and be no more than 6 words. Refer to these examples of successful taglines in this industry.

- Reference #1: Less soap. More clean.
- Reference #2: Transform laundry into magic.

Tip

Move past creative block by treating AI as a creative partner.





Summarization

Process and condense large amounts of text while preserving key pieces of information.

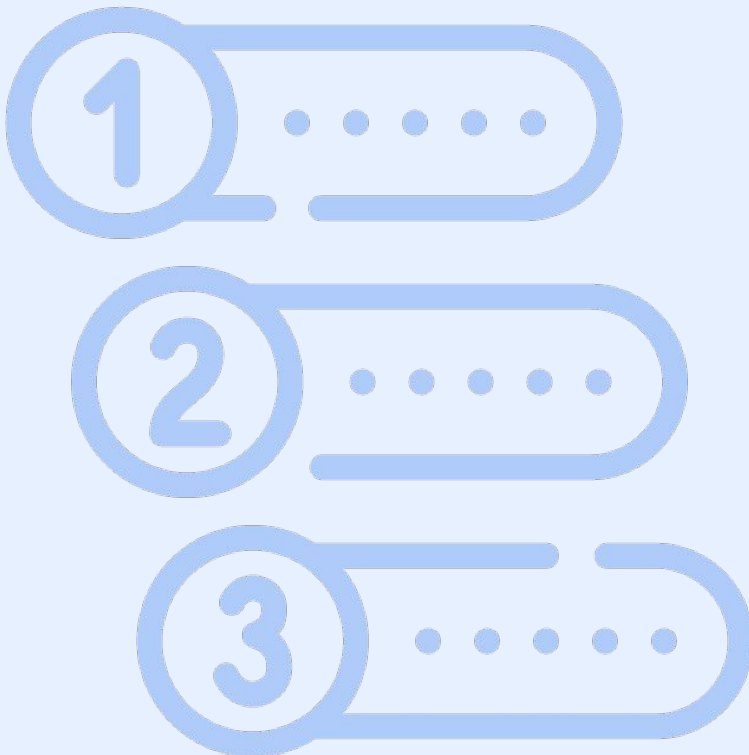


Scenario: Imagine you receive an email from a vendor listing software subscriptions available for purchase. You need a short summary of the different products and their benefits so you can make a recommendation to your team.

Sample Prompt

Summarize the following email from a software vendor. Create a concise, professional summary that includes a bulleted list of each paid subscription tier with its benefits. The summary should be easy to quickly review.

[Insert email content]



Great for

Distilling complex information into clear, concise highlights.



Classification

Prompt AI to analyze and categorize content, like customer reviews, based on specific criteria.



Scenario: Imagine your company received hundreds of customer reviews. To identify urgent issues, you need a fast way to sort the reviews into positive, negative, and neutral piles.

✍ Sample Prompt

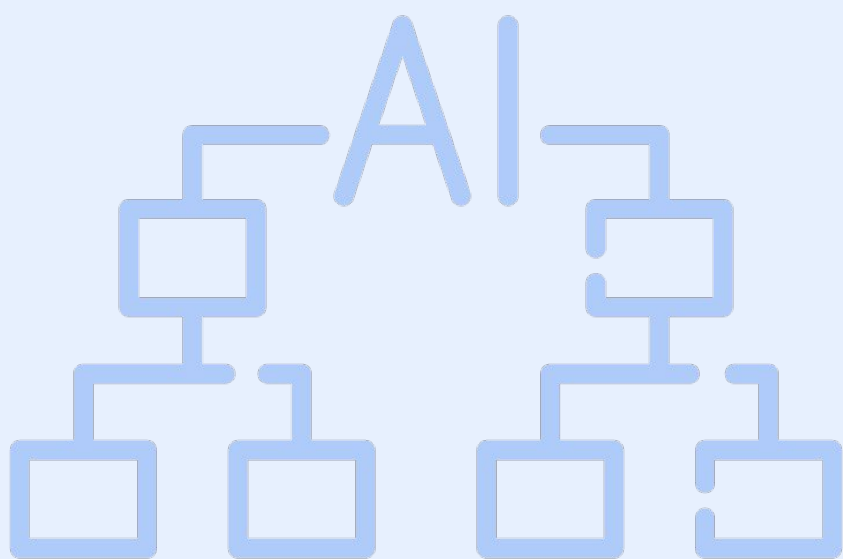
Analyze these customer reviews and tell me whether the sentiment of the reviews is positive, negative, or neutral. For each review, provide a one-sentence explanation for the classification based on these criteria:

- **Positive:** Consistently favorable comments or mostly positive with minor criticisms
- **Neutral:** Mixed positive and negative comments
- **Negative:** Consistently unfavorable comments or mostly negative with minor positive elements

[Insert customer reviews]

🔗 Great for

Sorting through information and organizing it into meaningful and actionable insights





Extraction

Save time by having AI quickly gather the exact information you need from large, complex documents.



Scenario: Say you're a department manager planning your team's budget, and you need to pull all the specific item prices from a long supplier blog post without missing any.

Sample Prompt

I'm planning our department's clothing budget and need to track pricing trends. Extract all of the references to items of clothing I can buy and how much each item costs from the blog post below. Create a spreadsheet of just these items. Format the output with two columns labeled "Item" and "Price." Capitalize list items and organize them by price from high to low.

[Insert blog post content]



Tip

To achieve more precise results, you can use the verb "exact" in your prompt, along with clear instructions about the type of information you need and how you want it formatted.



Translation

Use AI to translate content for global audiences, making it easier to communicate internationally and create multilingual content.

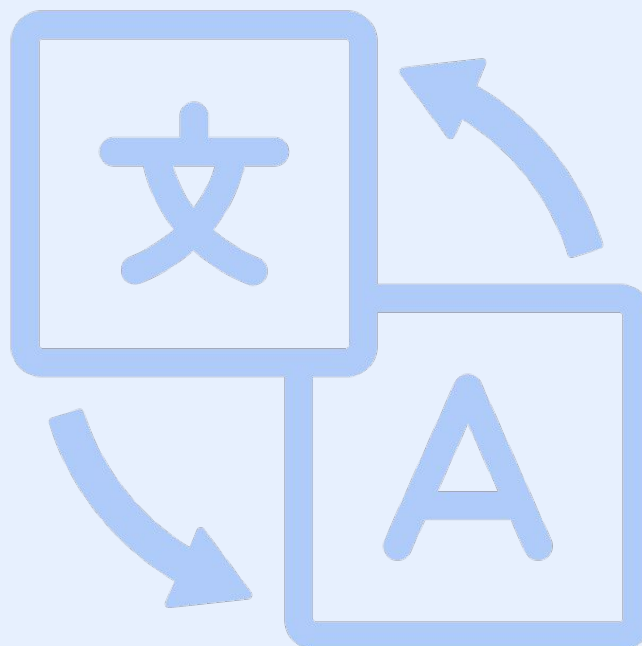


Scenario: Say you need to publish product descriptions in another language. You want to ensure your product descriptions preserve the original marketing tone and account for cultural nuances that will resonate with an international audience.

Sample Prompt

We're a boutique bike shop that sells cycling and outdoor adventure gear. Translate our product descriptions from English to Dutch. Maintain the same structure and casual tone that is used in the English version in the Dutch translation. Consider cultural context and ensure the expressions maintain their marketing appeal in Dutch.

- Reference #1: Whether you're exploring city streets or forest paths, our sleek and durable bicycle has it all.
- Reference #2: Roll into summer in style with our smooth and stylish bikes.





Editing

Use AI to help refine and improve existing, ensuring clear communication.



Scenario: Imagine you just finished drafting a highly technical internal memo. Now you need to rewrite it so that a non-technical audience, like the sales department, can easily understand the main points.

Sample Prompt

As the communications manager for a manufacturing company, I need to explain our site selection process to local community stakeholders. Rewrite this text for a non-technical audience. Simplify the language while keeping all the main ideas intact.

[Insert text content]



Tip

Using specific editing instructions helps AI tools make appropriate adjustments while preserving the original message.



Problem solving

Ask AI tools to help you break down complex challenges and quickly come up with potential solutions.



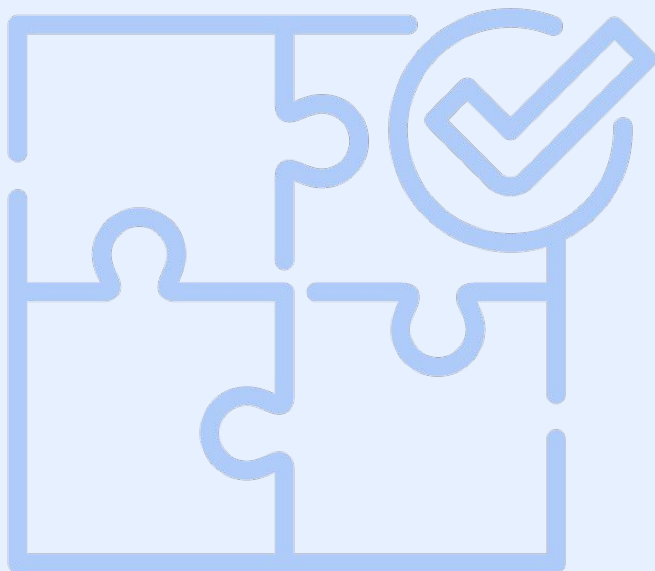
Scenario: Let's say you're responsible for organizing a community program. You need to develop a complete action plan, from finding a location to scheduling activities. You can break this task into multiple steps.

✍ Sample Prompt [Step 1]

We are running a community program to teach beginners gardening skills. The program runs from June 1 to August 15. We want the participants to be able to grow plants that will be ready for harvest by the time the program ends. First, identify a list of 10 plants that can be planted and grown in that time period in a temperate climate.

✍ Sample Prompt [Step 2]

Next, choose three plants from the list that will provide the participants with the most variety. We want the participants to grow three plants that are as different from each other as possible.



💡 Tip

When using AI for these kinds of tasks, dividing your request into manageable steps can help produce better results.

Google