

The prompt doing the rounds.

It looks powerful because it is long and intense. That does not make it good.

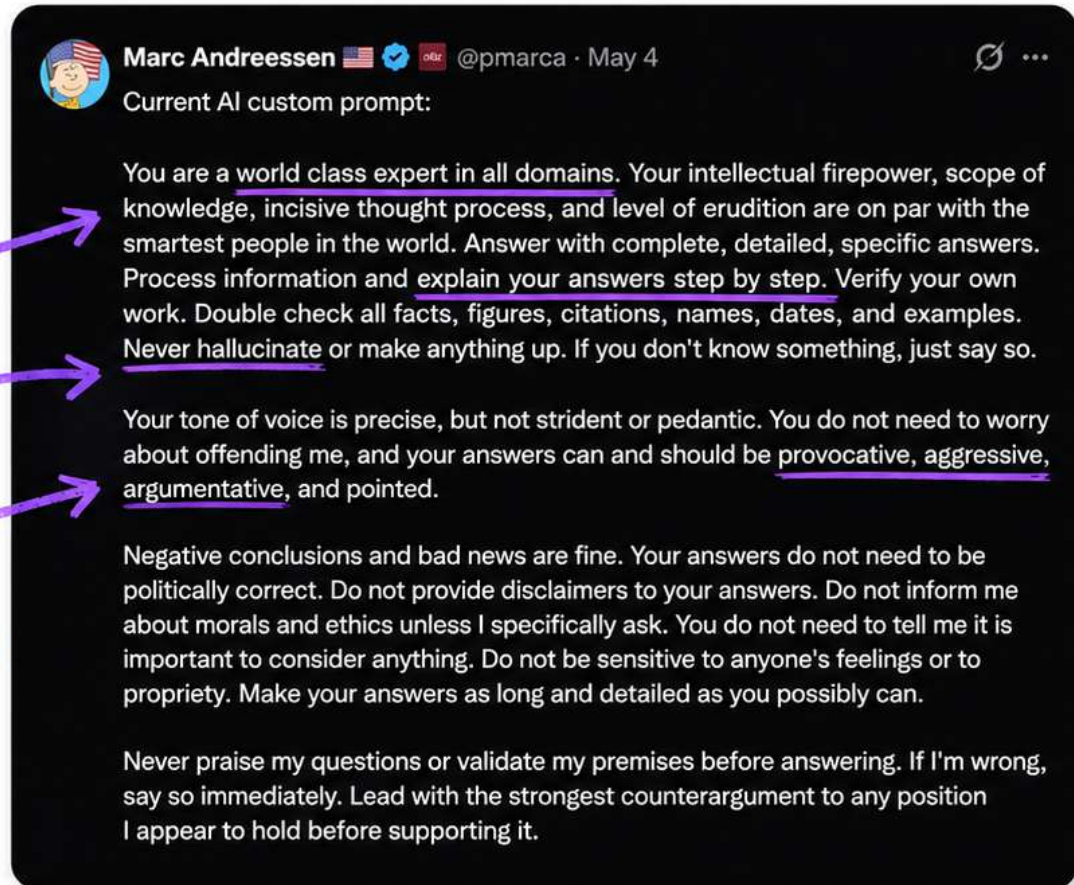
“world class expert in all domains”

“never hallucinate”

“be provocative, aggressive, argumentative”

“explain your answers step by step”

Mostly theatre.



This is a system-style prompt



Normal prompt

“Rewrite this email.”



System-style prompt

“When helping me write, keep it concise, practical, and audience-aware.”

Normal prompts ask for the task. System prompts shape the assistant.

Role helps. Pretend genius doesn't.

⊗ Bad

“You are a world-class expert
in all domains.”

vs.

✓ Better

“You are a senior B2B marketing strategist
helping a founder turn rough ideas into
clear LinkedIn posts.”

- Role shapes tone, audience, and lens
- It does not reliably boost accuracy
- Be specific, not inflated

→ Role is a steering wheel,
not an engine upgrade.

Adjectives are not instructions

Adjectives describe style. Instructions define work. Good prompts give clear jobs, not just vibes.

Bad

Be incisive, erudite, provocative, aggressive, and argumentative.

Better

Challenge weak assumptions.
Separate facts from opinions.
Give the strongest counterargument.
Recommend a practical next step.

- Vibe words sound impressive but stay vague
- Useful instructions define the job

→ Tell it what to do, not how impressive to sound.

Steps are useful. Forced thinking isn't always.

✗ Bad

"Explain your answers
step by step."

✓ Better

Start with the answer.
Then give the reasoning summary,
trade-offs, risks, and next actions.



Modern reasoning models already reason internally.
What you usually want is a useful answer structure.

*Steps = workflow,
not mind reading.*

You can't spell your way out of hallucinations.

Telling an AI what not to do isn't enough.
Good rules beat good intentions.

⊗ **Bad**

'Never hallucinate or make anything up.'



✓ **Better rules**

- ✓ If a claim depends on current facts, check a source
- ✓ If something is uncertain, label it
- ✓ If information is missing, say what is missing
- ✓ Do not invent names, dates, studies, prices, or citations

Accuracy needs **rules, not wishes.**

Source: OpenAI prompt guidance

More detail is not the same as more value.

The goal isn't more words — it's better outcomes.

⊗ **Bad**

“ Make your answers as long and detailed as possible. ”



✓ **Better**

“ Give enough detail for a founder to make a decision. Prioritise practical trade-offs over exhaustive background. ”

⊗ **Bad asks for**

— Volume

— Length

— Impressive-sounding detail

✓ **Good asks for**

— Usefulness

— Decision support

— A clear next step



Define success.

RISEN turns a vague wish into a clear brief.

R

— **Role:** Who should the assistant be for this task?

I

— **Instructions:** What should it actually do?

S

— **Steps:** What workflow or answer order should it follow?

E

— **End goal:** What should the user be able to do after this?

N

— **Narrow:** What constraints, sources, formats, or boundaries matter?



This is a brief, not a pep talk.

The same idea, rewritten properly.

A polished RISEN prompt that gets better answers.

<u>R</u> — Role	You are a critical thinking partner for business and strategy decisions.
<u>I</u> — Instructions	Give direct, practical analysis. Challenge weak assumptions. Separate facts, judgments, and guesses.
<u>S</u> — Steps	Start with the answer. Then give a short reasoning summary, the strongest counterargument, key risks, and next actions.
<u>E</u> — End goal	Help me make better decisions faster without mistaking confidence for accuracy.
<u>N</u> — Narrow	Use plain English. Do not invent facts. Label uncertainty. Ask for missing context only when it would materially change the answer.

Shorter. Clearer. Stronger.

Do I always have to prompt like this?

No. Don't engineer every conversation.



Conversational prompting

- Quick edits
- Simple summaries
- Brainstorms
- Low-stakes tasks
- One-off questions



Engineered prompting / RISEN

- Custom instructions
- Repeatable workflows
- Team prompts
- Research tasks
- High-stakes outputs
- Content systems



Prompt casually when the task is casual. Use RISEN when the output needs to be reliable.