

WOMEN IN DIGITAL ACADEMY

AI ACCELERATOR

BUILD, APPLY, LEARN

WEEK 2: MASTERING PROMPTS & EFFECTIVE COMMUNICATION

Wednesday 1 April 2026 | 12:00pm AEST

Dr Nici Sweaney | AI Her Way

ai
HERWAY

WID

**THE DIFFERENCE BETWEEN AI
THAT WASTES YOUR TIME
AND AI THAT SAVES IT?**
THE QUESTION YOU ASK.

WELCOME BACK

Let's check in on last week

WHAT 3-5 REPETITIVE TASKS DID YOU IDENTIFY?

These become the foundation for everything we build

DID YOU FIND YOUR ORGANISATION'S AI POLICY?

If yes – what does it say? If no – that's useful data too

DID YOU TEST THE SAME PROMPT ACROSS TOOLS?

What differences did you notice?

HOW DID THE TIME AUDIT GO?

You've now got a baseline to measure against

TODAY

01

WHY PROMPTING MATTERS

The gap between vague
and great

02

THE ROSE-T METHOD

Your structured prompting
framework

03

LIMITATIONS & GOVERNANCE

Hallucinations, bias &
verification

04

BUILD YOUR LIBRARY

Reusable templates &
practice

01 | WHY PROMPTING MATTERS

A close-up, slightly angled view of a laptop keyboard, likely a MacBook, resting on a light-colored woven bamboo mat. The keyboard is white with dark keys. The background is a soft, out-of-focus view of the same woven mat. The text 'PROMPTING IS THE GATEWAY TO EVERYTHING ELSE.' is overlaid in a large, black, serif font.

PROMPTING IS THE GATEWAY TO EVERYTHING ELSE.

Master this, and every other skill in this program gets easier.

THE GAP

A VAGUE QUESTION VS A STRUCTURED REQUEST

SIMPLE PROMPT

"WRITE ME AN EMAIL ABOUT
OUR NEW AI POLICY"

VAGUE. NO CONTEXT. NO AUDIENCE.
NO TONE. NO STRUCTURE.
YOU'LL GET SOMETHING GENERIC.

MUCH BETTER

A STRUCTURED PROMPT WITH
ROLE, OBJECTIVE, SPECIFICS,
EXPLICITS, AND TESTING

CLEAR. CONTEXTUAL. ACTIONABLE.
YOU'LL GET SOMETHING YOU CAN
ACTUALLY USE.

LET'S SEE HOW WE GET FROM LEFT TO RIGHT...

WHAT MAKES A GREAT PROMPT?

SPECIFIC

Tell the AI exactly what you need – format, length, audience, tone

STRUCTURED

Use a framework (like ROSE-T) so nothing gets missed

CONTEXTUAL

Give it the background a smart stranger would need to do the job

ITERATIVE

Your first prompt is a starting point, not a final answer

ENTER: THE ROSE-T METHOD

A high-angle, close-up photograph of a person's hands interacting with a silver laptop on a white, curved table. The person is wearing a blue and white striped long-sleeved shirt. Their left hand, adorned with a silver ring, rests on the laptop's trackpad. Their right hand holds a pair of black-rimmed glasses. The background is softly blurred, showing a brown woven basket. The overall lighting is bright and even, creating a clean, professional aesthetic.

02

| THE ROSE-T
METHOD

THE ROSE-T PROMPTING METHOD

Your framework for consistent, high-quality AI outputs

R

Role

What is this persona?
How would you
advertise this
position?

O

Objective

What exactly are you
working on?
Keep it discreet – don't
overload

S

Specifics

How do you want this
done?
Tone, format,
audience

E

Explicit

Rules, dos AND don'ts
Examples of good
output

T

Testing

Engage in iterative
feedback
Refine until it's right

R

ROLE

Setting context and persona

Think of it as writing a job ad for a specialist

"You are a senior communications manager at a large Australian health organisation. You have 15 years of experience writing internal policy communications that are clear, compliant, and engaging."

Why this matters:

The role gives AI the lens through which to view your request. A communications manager writes differently to a data analyst. A senior leader thinks differently to a graduate.

ROLE EXAMPLES FOR YOUR WORK

PROJECT MANAGER

You are a senior IT project manager experienced in agile delivery within government organisations...

DATA ANALYST

You are a business intelligence analyst who translates complex data into executive-level summaries...

COMMS LEAD

You are an internal communications specialist who writes policy updates for a diverse workforce...

HEALTH ADMIN

You are a healthcare operations manager familiar with compliance requirements in Queensland Health...

The more specific the role, the better the output. Think: who would you hire to do this task?

O OBJECTIVE

Clear, specific goals

Don't overload

One clear task per prompt

"Write an email" not "Write an email, create a social post, and draft a brief"

Break complex work into steps and chain your prompts together

Be precise

"Draft a 300-word internal email to all staff announcing our new AI acceptable use policy, to be sent Monday"

Include: what, who, when, how long, what format

S SPECIFICS

Tone, format, audience, and constraints

Is this enough detail for a stranger to replicate?

Tone	Professional but approachable, not corporate jargon
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Audience	Non-technical managers who are sceptical about AI
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Format	Bullet points with a 2-paragraph intro, max 400 words
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Style	Australian English, active voice, no acronyms without explanation
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E EXPLICTS

Rules, dos and don'ts, and examples of good output

DO

- Provide examples of output you like
- Specify what must be included
- Set word counts or format constraints
- Use emotional encouragement
"This is important for my career"

DON'T

- Use corporate clichés like "synergy"
- Make assumptions about my audience
- Use American English spelling
- Start with "In today's fast-paced..."
- Exceed 400 words

T TESTING

Iterative feedback and refinement

...and then test it & see.

- 1 Run your prompt and review the output critically
- 2 Tell AI what worked and what didn't – be specific
- 3 Ask it to revise: "Make it shorter" / "More formal" / "Add examples"
- 4 Test with different inputs – does it hold up?
- 5 Save your refined prompt as a reusable template

LIVE DEMO

Transforming a vague prompt into full ROSE-T

LET'S DO THIS TOGETHER.

1. Start with a real task from your work
2. Apply each ROSE-T element step by step
3. Watch the output transform
4. Discuss: What changed? What improved?

Screen share time – open your preferred AI tool

ADVANCED: CHAIN-OF-THOUGHT

Getting AI to show its working

WHAT IS IT?

Ask AI to think step by step before giving an answer

Forces it to reason through complex problems rather than jumping to a conclusion

Dramatically improves accuracy on analysis, planning, and decision-making tasks

TRY ADDING:

"Think through this step by step"

"Before answering, consider the pros and cons"

"Walk me through your reasoning"

"What assumptions are you making?"

ADVANCED: FEW-SHOT EXAMPLES

Showing AI what "good" looks like

The concept is simple: give AI 2-3 examples of the output you want, and it mirrors the pattern.

Instead of describing the format, show it. Instead of explaining the tone, demonstrate it.

EXAMPLE USE CASES:

- "Here are 3 examples of how we write client update emails – now write one for this project"
- "Here's how we format our meeting notes – summarise this transcript in the same format"
- "These are 2 project status updates I wrote last month – write this week's in the same style"

ADVANCED: CONSTRAINING OUTPUTS

Format, length, and tone controls

LENGTH

"Maximum 200 words" / "3 bullet points only" / "One paragraph"

FORMAT

"Table with 4 columns" / "Numbered list" / "Email format with subject line"

tone

"Write as if explaining to a board" / "Casual but professional" / "Direct and concise"

SCOPE

"Only use information I've provided" / "Don't include anything about pricing"

STRUCTURE

"Start with a one-line summary" / "End with 3 action items" / "Use headings"

THE MORE CONSTRAINTS YOU GIVE, THE LESS YOU HAVE TO EDIT AFTERWARDS.



03

| LIMITATIONS & GOVERNANCE

UNDERSTANDING HALLUCINATIONS

When AI confidently tells you something that isn't true

WHAT ARE THEY?

AI generates plausible-sounding information that is factually incorrect

It can invent references, cite fake studies, make up statistics, or fabricate quotes

This happens because AI predicts likely words – it doesn't "know" facts

The more confident the AI sounds, the more dangerous the hallucination

WHY IT MATTERS FOR YOU

- In health: wrong medical info could harm patients
- In finance: fabricated data could mislead decisions
- In government: incorrect policy references could have legal consequences
- In comms: fake quotes or stats destroy credibility

YOUR EXPERTISE IS THE QUALITY CONTROL.

BIAS & OUTDATED INFORMATION

AI's blind spots

TRAINING DATA BIAS

AI reflects the biases in its training data. If the internet over-represents certain perspectives, so does the AI.

KNOWLEDGE CUTOFF

AI models have training cutoffs. They may not know about recent events, policy changes, or new research.

CULTURAL ASSUMPTIONS

Most AI defaults to US-centric assumptions. Australian context, spelling, and regulations need to be specified.

CONFIDENCE WITHOUT ACCURACY

AI presents everything with equal confidence – correct answers and hallucinations look the same.

THIS IS WHY VERIFICATION ISN'T OPTIONAL – IT'S ESSENTIAL.

HALLUCINATION TEST

LET'S CATCH AI MAKING THINGS UP.

01 Ask AI to cite 5 academic studies on a topic you know well

02 Verify each reference – do they actually exist?

03 Ask AI to provide statistics about your organisation or industry

04 Fact-check what it gives you against known sources

Spoiler: it will get some wrong. That's the point.

VERIFICATION IS NON-NEGOTIABLE

THE TRUST BUT VERIFY CHECKLIST

- ✓ Does this contain any facts, stats, or claims? If yes – verify every one
- ✓ Does it reference real people, organisations, or studies? Check they exist
- ✓ Is the advice appropriate for your specific context? (Australian law, your industry, your org)
- ✓ Would you be comfortable putting your name on this without changes?
- ✓ Have you run it past a subject matter expert for anything high-stakes?

In regulated industries, this isn't optional – it's professional practice.

WHEN AI GETS IT WRONG

How to catch it, report it, and recover

1

CATCH IT

Always review before sharing
Cross-reference with trusted
sources
Ask a colleague to sense-check

2

REPORT IT

Flag errors in the AI tool (thumbs
down)
Document what went wrong
Share learnings with your team

3

RECOVER

Correct the output manually
Refine your prompt to avoid
repeating
Adjust your verification workflow

04

| BUILD YOUR
LIBRARY



Work smarter, not harder

A prompt template is a reusable structure you can apply to similar tasks.

Write it once with ROSE-T, save it, and swap in the specifics each time. Your prompt library becomes your competitive advantage.

EMAIL TEMPLATE

Role + Objective +
tone/format/audience
placeholders

REPORT DRAFTING

Role + Data context + structure
requirements

MEETING NOTES

Role + Output structure + action
items format

CONTENT REVIEW

Role + Criteria checklist + output
format

TIME TO PLAY.

01

BUILD A ROSE-T PROMPT

Take one of your repetitive tasks from Week 1. Apply the full ROSE-T framework to create a structured prompt.

02

TEST & ITERATE

Run your prompt. What worked? What didn't? Refine it using the testing principles we just covered.

03

SHARE BEFORE & AFTER

Pair up. Show your original vague prompt and your ROSE-T version. Compare the outputs.

USE CASE WALKTHROUGH

ROSE-T APPLIED TO COMMON WORK TASKS

EMAIL DRAFTING

R: Senior comms manager | O: Draft client update | S: Professional, 200 words | E: No jargon, include next steps | T: Review tone

MEETING SUMMARIES

R: Executive assistant | O: Summarise 45-min meeting | S: Bullet format, action items | E: Name owners for each action | T: Check accuracy

DATA ANALYSIS

R: Business analyst | O: Identify trends in Q1 data | S: 3 key insights, chart-ready | E: Australian context only | T: Verify numbers

CONTENT CREATION

R: Marketing lead | O: Write LinkedIn post | S: 150 words, conversational | E: No hashtag spam, one CTA | T: Test engagement hook

Notice the pattern: clear role, one objective, specific constraints, explicit rules, always test.

YOUR HOMEWORK THIS WEEK



CREATE 5 ROSE-T PROMPTS FOR REAL WORK TASKS

Use the tasks you identified in Week 1 as your starting point



TEST EACH PROMPT 3 TIMES AND REFINE

Document what worked and what didn't – this builds your library



RE-TIME ONE OF YOUR TRACKED TASKS USING AI

Compare to your Week 1 baseline – how much time did you save?



FIND ONE INSTANCE WHERE AI GOT IT WRONG

How did you catch it? What was the error? Share in Slack



SAVE YOUR BEST PROMPTS IN A PROMPT LIBRARY

A simple doc or spreadsheet – you'll use these throughout the program

NEXT WEEK

CUSTOM AI ASSISTANTS & KNOWLEDGE SYSTEMS

- BUILDING CUSTOM GPTS TAILORED TO YOUR ROLE
- CREATING KNOWLEDGE BASES AND REFERENCE MATERIALS
- CLAUDE PROJECTS AS AN ALTERNATIVE APPROACH
- HANDS-ON: START BUILDING YOUR SHOWCASE PROJECT

Wednesday 8 April 2026 | 12:00pm AEST



THANK YOU

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