CRAFT® Prompting Framework

A blueprint for better AI prompts

SKILLS4 LEARNING AI

01 CONTEXT

Set the stage for success

- Gives AI the background it needs
- Reduces ambiguity and generic responses
- Improves relevance, accuracy and strategic alignment

02 ROLE

Define the expert you need

- Sets the right perspective
- Produces deeper, more specialist insight
- Aligns the response to the right decision level

03 ATTRIBUTES & ACTIONS

Specify the style and steps

- Controls tone, format and approach
- Aligns outputs with brand voice and audience
- Improves consistency and usability

04 FACTS, FIGURES & FUNCTIONS

Ground AI in your reality

- Adds real data, constraints and parameters
- Supports stronger reasoning and accuracy
- Turns advice into actionable recommendations

05 TARGET OUTCOME

Clarify what you want to achieve

- Defines what success looks like
- Encourages practical, implementation-ready output
- Keeps responses focused on business results

Why CRAFT® works

- Standardises prompting across teams
- Improves first-time accuracy
- Saves time and reduces revision cycles
- Helps turn AI into a strategic business tool

CRAFT® Prompting Method | © 2026 Copyright Tim Bennett | All Rights Reserved.