

AI PORTALEN × REWIRE TO RISE

The Interactive Tech Guide — Module 1

COMPANION GUIDE

Prompt Engineering for Leaders

A working document — not an article.

Used during and after the video, as a reference and working tool.

1 Executive Summary

A prompt is an instruction to another intelligence. Formulating it precisely is not a technical skill — it is a leadership discipline that reflects clarity of thought and decision-making power. Unclear prompts reveal unclear thinking; good leaders are already trained to give direction and context, and prompting is that same skill applied to a new kind of collaborator.

This module introduces the Prompt Framework — Context, Role, Task, Output — as the model behind every well-formed prompt, and behind the Prompt Audit exercise that accompanies this guide. The goal is not a longer list of clever prompts. It is a repeatable habit: set direction and context deliberately, and let AI fill in and challenge from there, while critical evaluation of the result stays a human responsibility.

2 Key Concepts

Prompt Engineering as Leadership

Prompt engineering is an extension of classic leadership, not a new discipline. The same clarity a good leader brings to delegating a task to a person is what a good prompt brings to delegating a task to AI.

AI as Sparring Partner, Not Decision-Maker

The leader sets direction and context; the AI fills in and challenges. Critical evaluation of the output remains a human responsibility — good leadership in the AI age is about asking better questions, not handing off responsibility.

The Four Building Blocks

Context, Role, Task, and Output — the four elements that, together, turn a vague request into an instruction someone (or something) can actually act on. Covered in full in Frameworks, below.

3 Frameworks

THE PROMPT FRAMEWORK

C

Context

The situation, background, and framing the AI needs to understand.

R

Role

Which role or expertise the AI should take on.

T

Task

The concrete, well-defined task to be solved.

O

Output

The desired format, length, and level of the response.

FOUR COMMON MISTAKES

Missing Context

The AI guesses the framing — and guesses wrong.

Unclear Role

The answer becomes generic because no lens has been set.

Task Too Broad

The task isn't narrow enough for a usable answer.

No Output Requirement

Format and level are left to chance.

4 Practical Examples

The same request, before and after applying the Prompt Framework:

BEFORE

"Write me a competitive analysis of our market."

AFTER

Context: We're a mid-size SaaS company evaluating whether to enter the Nordic market in Q3.

Role: Act as a senior market analyst with experience in SaaS go-to-market strategy.

Task: Identify our three most likely competitors in this market and compare their pricing, positioning, and customer base.

Output: Present as a one-page brief with a summary table, written for a board audience.

5 Reflection Questions

1. Where in your own prompting have you skipped straight to the Task, without setting Context or Role first?
2. Which of the four building blocks do you most often forget?
3. Think of a recent AI output you accepted quickly — which building block, if added, would most likely have changed the result?
4. How would you rewrite the prompt you use most often, using the full framework?

6 AI Portalen's Perspective

"Prompt engineering for leaders is not another '100 prompts' course. It's about better decision-making, clear instruction, critical thinking, and human judgment — with AI as a sparring partner, never a decision-maker."

As an independent journalistic voice in the AI space, this is the angle we think matters most for leaders specifically: not technique for its own sake, but the discipline of staying the clearest thinker in the room, even when a fluent draft is one prompt away. That positioning is why this module sits comfortably alongside both AI Portalen's editorial mission and Rewire to Rise's focus on tactical execution.

7 Further Reading

The Prompt Audit Exercise — the companion worksheet to this guide. Apply the framework to one of your own prompts.

Module 2 — Neuro-strategy in a Data-Driven World — the Decision Loop: Signal → Filter → Frame → Decide.

Knowledge Engine — "What is prompt engineering?", "Why do prompts fail?", "Can prompting reduce hallucinations?", and more.

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