



## THE 7 STEPS — QUICK REFERENCE

|   |   |
|---|---|
| <p><b>R</b> <b>ROLE</b><br/>Define who the AI should be.<br/>"You are a Revenue Manager with 10 years of hospitality experience."</p>       | <p><b>A</b> <b>ASK</b><br/>Name the exact deliverable.<br/>"Create a Q1 analysis with variance commentary."</p>                       |
| <p><b>D</b> <b>DATA &amp; CONTEXT</b><br/>Provide all relevant information.<br/>"Revenue \$52M, EBIT 12.3%, raw materials +22%"</p>         | <p><b>I</b> <b>INDUSTRY</b><br/>Specify sector, regulations, domain language.<br/>"Manufacturing EU, IFRS standards, board-level"</p> |
| <p><b>C</b> <b>CONSTRAINTS</b><br/>Set clear boundaries — including prohibitions.<br/>"Max. 200 words, no speculation, formal tone"</p>     | <p><b>A</b> <b>ANSWER FORMAT</b><br/>Define the output structure.<br/>"Board presentation with executive summary"</p>                 |
| <p><b>L</b> <b>LEVEL</b><br/>Set the quality benchmark. For whom? At what standard?<br/>"Board-level, audit-ready" vs. "Internal draft"</p> |   |

## WHEN TO USE HOW MANY STEPS?

|  |   |  |
|--|---|--|
| <p><b>QUICK</b><br/><b>R + A</b><br/>Email, Slack, brief summary</p> | <p><b>STANDARD</b><br/><b>R + A + D + I</b><br/>Analysis, concept, competitive review</p> | <p><b>CRITICAL</b><br/><b>All 7 Steps</b><br/>Board presentation, compliance, pitch deck</p> |
|--|---|--|

### PROMPT TEMPLATE — COPY & FILL IN

**R** You are [role + experience]

**A** Create [specific deliverable]

**D** Data: [numbers, background, situation]

**I** Industry: [sector, regulations, domain language]

**C** Constraints: [length, tone, prohibitions]

**A** Answer: [table, report, email...]

**L** Level: [audience + quality standard]

- ### POWER TIPS
- 01 Start EVERY prompt with the role. This alone transforms the output.
  - 02 The I step makes the difference: "EU hospitality" delivers different results than just "hospitality."
  - 03 Tell the AI what NOT to do. "No filler. No made-up numbers."
  - 04 "Table" beats "paragraph" — the output format determines usability.
  - 05 RADICAL works on any AI tool: ChatGPT, Claude, Gemini, Copilot. Tools change — the framework stays.
  - 06 Validate every AI output against your data. Structure ≠ truth.
  - 07 Not every prompt needs all 7 steps. For emails, R + A is enough. For the board: all seven.

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|---|--|--|
| <p><b>+40 %</b><br/>higher quality through structured prompting<br/>HARVARD / BCG</p> | <p><b>18→91 %</b><br/>accuracy on complex tasks through prompt structure<br/>NEURIPS</p> | <p><b>78 %</b><br/>use AI — but only 1 % are truly mature<br/>MCKINSEY</p> |
|---|--|--|

## AI & DATA PRIVACY — QUICK CHECK

|  |  |  |
|--|--|--|
| <p><b>PUBLIC</b><br/>Market data, general text, public information<br/>→ Any AI tool</p> | <p><b>INTERNAL</b><br/>KPIs, processes, strategy documents<br/>→ Enterprise version with DPA</p> | <p><b>SENSITIVE</b><br/>Personal data, trade secrets<br/>→ Self-hosted AI only</p> |
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