PENNCOMP
OUTSOURCED IT
A New Charter Technologies Company

Prompt Playbook

From Good to Great

Examples + Templates to Make AI Work Smarter for You

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Introduction

Most people are just scratching the surface of what AI tools can do. The truth is, great results start with great prompts.

This playbook gives you real-world examples and plug-and-play templates to help you get better, faster results—without overthinking.

Ask anything ↑

Prompting 101: A Quick Framework

A great prompt gives AI the right context, intent, and format.

Here's a strong structure:

"I'm a [your role or context]. I need help with [what you want]. Here's the context/input: [insert]. Please make the output [format, tone, or goal]."

Example

So-so: "Summarize this meeting."

Better: "I'm an HR leader recapping a leadership meeting. Here's the transcript: [insert]. Summarize it in bullet points, focusing on action items, in a tone I can send by email."

Refine and iterate until it works. The more you share, the better the results.

From Good to Great: Prompt Makeovers

Generate...

Even decent prompts can fall flat if they're too vague or make the AI guess what you really want. In this section, we give real-world examples of some "meh" prompts, and show how to upgrade them into clear, specific asks that get you useful, human-sounding results faster.

IT Ticket Summary

Bad: "Summarize this ticket."
Good: "I'm an IT helpdesk tech, and I need a summary I can send to a non-technical exec. Here's the ticket: [paste]. Summarize the issue, root cause, and fix in clear, plain language."

Cybersecurity Alert

Bad: "Write a cybersecurity alert."
Good: "I'm in IT security. I need to draft a warning email about a phishing scam spoofing Microsoft logins. Include what to watch for, how to report it, and keep the tone calm but serious. Add a strong subject line. For reference, here's an email I wrote before so you can put it in the same tone [paste email]."

Internal Policy Writing

Bad: “Write a remote work policy.”
Good: “I’m in HR, drafting a remote work policy for a mid-size tech company. Include sections on eligibility, expectations, security, and check-ins. Make it clear, employee-friendly, and ready to share.”

Social Media Post

Bad: “Write a post about our new hire.”
Good: “I’m a marketing manager writing a LinkedIn post to welcome our new Director of Security. Keep it upbeat and personal. Mention a fun fact and tag them at the end. Under 150 words. Here’s a sample post with the most engagement, keep it in the same tone [paste post].”

Prompts for Leaders

Decision Support

Bad: “Help me decide.”
Good: “I’m a business owner debating in-house vs. outsourced IT. Give me a clear comparison of cost, flexibility, and risk. Add a recommendation based on common SMB needs. Ask me whatever questions you need to get clarity on our business.”

Leadership Message

Bad: “Write a message to my team.”
Good: “I’m a CEO, writing to my team after a major client win. I want to celebrate the effort, express gratitude, and build momentum. Keep it motivating and concise. Ask me what you need to get the details right.”

Budget Justification

Bad: “Justify the IT budget.”
Good: “I’m preparing to justify a 15% increase in IT spend. Outline ROI, risk reduction, and business impact. The audience is our board—keep it high-level and strategic.”

Market Trend Summary

Bad: “Summarize tech trends.”
Good: “I’m writing a Q3 market update for SMB execs. Focus on AI, cybersecurity, and IT hiring. Use plain language and cite recent stats.”

Vision Statement

Bad: “Write a vision statement.”
Good: “I’m a founder crafting a vision statement for a growing IT services firm. Help me write something bold, inspiring, and memorable—for both our team and clients.”

Templates: Plug-and-Play Prompt Starters

For IT/Cyber/Ops Pros

- “I’m a technical writer summarizing a support ticket. Make it clear for a non-technical client—include issue, fix, and next steps.”
- “I’m a cybersecurity advisor comparing MFA tools. Give me a quick comparison of 3 options (features, pricing, usability). Keep it client-facing.”
- “I’m editing a long internal email. Help me make it shorter, clearer, and easier to act on. Here’s the draft: [paste].”
- “I’m prepping a report for execs. Summarize the key risks, findings, and takeaways in under 250 words.”

For Business Leaders

- “I’m planning a 45-minute leadership meeting. Create an agenda with time blocks and owners. Topics: [insert].”
- “I’m the COO, announcing a department restructure. Help me write a message that’s clear, empathetic, and forward-looking.”
- “I’m working on a SWOT for a new service offering. Help me brainstorm Strengths, Weaknesses, Opportunities, and Threats.”

Pro Tips for Better Prompts

Tell it who you are

- Say what you want, and for whom
- Ask for the output format you need (table, summary, checklist, email)
- Don’t be afraid to over-explain
- Iterate: tweak, rerun, refine

Want to make your own templates? Start from the sentence:

“I’m a [your role]. I need help with [your task]. Please make it [goal or format].”

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Unlock the power of AI for your business with PennComp. Our experts will assess your readiness, design a practical AI strategy, and help you leverage tools like Microsoft Copilot.

→ Contact Our AI Strategy Team

→ Schedule A Free AI Readiness Assessment