THE ZASO GROUP

The HR Professionals Guide to Generative AI

Prompt Engineering Principles for the HR Professional

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REVISION HISTORY

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This document was produced through human-AI collaboration, with human review and final approval.

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Introduction

Generative AI has opened a new frontier for Human Resources, offering professionals the ability to think faster, act more strategically, and innovate beyond traditional workflows. However, the true value of these AI tools is unlocked not by the technology itself, but by the quality of the prompts that guide them. This framework was designed specifically for HR professionals who want to harness GenAI to elevate their practice—safely, responsibly, and with lasting impact.

Purpose of the Framework

This framework provides a structured foundation for using generative AI tools effectively within HR functions. It is designed to help HR professionals accelerate their work, enhance decision quality, and uphold ethical and legal standards when integrating AI into daily operations. By offering both simple and enhanced prompt examples, it bridges the gap between AI's potential and its practical application in HR activities.

What Are These Prompts

The prompts contained in this guide are carefully crafted examples spanning key areas of human resources, from talent acquisition and onboarding to employee engagement, policy writing, and strategic workforce planning. Each prompt is designed to demonstrate how clarity, structure, and strategic intent can shape more precise and actionable AI outputs, with enhanced versions showing how thoughtful refinement improves results even further.

Why This Matters

AI is only as good as the guidance it receives. Without well-constructed prompts, even the most sophisticated AI tools produce generic, vague, or misaligned outputs, wasting valuable time and introduce risk. By mastering prompt engineering, HR professionals can position themselves as strategic leaders, improving operational speed, enhancing employee experience, and driving more informed, defensible decisions aligned to business outcomes.

How To Use This Framework

This framework is both a reference and a skill-building tool. Each section introduces real-world HR scenarios with paired simple and enhanced prompts to show the evolution from basic to strategic prompting. You are encouraged to adapt these prompts to your organization's unique context, iterate based on AI outputs, and maintain a prompt library to support continuous improvement. The framework also provides guidance on managing prompts ethically, especially when using public AI platforms versus enterprise-grade solutions.

Your Path to Leadership Excellence

The ability to prompt well is no longer a technical curiosity, it's a leadership skill. As AI becomes an embedded part of HR strategy, those who learn to collaborate effectively with AI will stand out as innovators, advisors, and trusted strategic partners. This framework is your starting point to mastering AI-assisted HR leadership. With practice, curiosity, and ethical commitment, you will not only future-proof your HR skills but also contribute meaningfully to your organization's transformation journey.

Safe and Responsible GenAI Use

Generative AI (GenAI) tools are transforming how organizations operate, offering powerful capabilities for ideation, drafting, and analysis. However, like any technology, their safe and responsible use is important to protect sensitive information and maintain compliance. Whether you're leveraging public AI tools with a free or paid subscription, utilizing enterprise-grade solutions, or deploying secure self-hosted models, understanding best practices is essential.

This section provides clear, actionable guidance to navigate GenAI usage across different environments; public domain, enterprise licenses, and self-hosted models. By adopting these strategies, you can harness the potential of GenAI while safeguarding your organization's data and aligning with governance standards. For deeper insights into strategic adoption, refer to our companion guide, *Getting Started with GenAI Tools (May 2025)*.

Public Doman

If your organization does not have an enterprise license for generative AI (GenAI) tools like ChatGPT, you can still use these tools responsibly with free or paid subscriptions (e.g., ChatGPT Free or Plus plans). However, strict precautions are necessary to protect sensitive information:

- **Avoid inputting sensitive data**: Never enter personally identifiable information (PII), employee data, compensation details, financial information, or confidential company data into public AI tools, whether using a free or paid subscription. Assume all inputs and outputs may be logged or stored by the provider unless explicitly stated otherwise in their terms.

- **Redact or anonymize information**: Paraphrase real scenarios when testing prompts. For example, use generic terms like "a regional manager" or "a customer" instead of specific names, roles, or titles. Replace sensitive data with placeholders (e.g., "Employee X" or "Company Y").

- **Disable data retention features**: If the tool allows, turn off chat history or training features to prevent your inputs from being used to train the model. For instance, in ChatGPT, disable "Chat history & training" in the settings for both free and paid accounts.

- **Review terms of service**: Understand how the provider stores, shares, or retains data. Free and paid subscription plans often lack the robust data controls found in enterprise licenses or self-hosted models, so exercise caution.

- **Limit use to non-sensitive tasks**: Use public AI tools only for general tasks like content ideation, drafting templates, or brainstorming non-confidential ideas. Avoid using them for regulatory-sensitive, financial, or legal use cases.

- **Conduct output reviews**: Before integrating AI-generated outputs into internal systems, review and edit them outside the platform to ensure no sensitive information is inadvertently included.

For tasks involving employee data, compensation, financial modeling, or legal policies, switch to tools with enterprise-grade data controls or secure self-hosted AI models. When testing prompts, use generic, anonymized inputs and review outputs in a secure environment before transferring to internal systems.

Enterprise License

If your organization has an enterprise license for a GenAI tool (e.g., ChatGPT Enterprise or similar), you benefit from enhanced data controls and governance features designed for secure usage. However, responsible use remains critical:

- **Leverage enterprise data protections**: Enterprise licenses typically include features like data encryption, restricted data sharing, and options to prevent inputs from being used for model training. Confirm these settings are enabled through your organization's IT or compliance team.

- **Follow organizational policies**: Adhere to your company's guidelines for using enterprise AI tools, including approved use cases, data handling protocols, and access controls. Enterprise licenses often integrate with internal IT systems for monitoring and compliance.

- **Redact or anonymize sensitive data when necessary**: Even with enterprise-grade protections, avoid inputting sensitive information unless explicitly permitted by your organization's policies. For example, anonymize PII or confidential data (e.g., "Employee X" or "Company Y" instead of real names) to minimize risk.

- **Use for sensitive but approved tasks**: Enterprise tools are suitable for tasks like drafting internal reports, analyzing anonymized datasets, or generating templates for regulatory compliance, provided they align with your organization's governance framework.

- **Monitor and audit usage**: Enterprise licenses often provide audit logs and usage reports. Work with your IT or compliance team to ensure that usage complies with internal policies and external regulations.

- **Secure prompt testing**: When testing prompts for sensitive use cases, use generic or anonymized inputs and validate outputs in a secure environment before integrating them into workflows.

For maximum security, enterprise-grade tools should be configured to align with your organization's IT policies, including data residency requirements and access controls. Consult your IT team to ensure proper setup and ongoing compliance.

Self-Hosted

For organizations requiring the highest level of data security and control, secure self-hosted AI models offer a robust alternative to public or enterprise cloud-based tools. These models are deployed on your organization's infrastructure, ensuring complete control over data and usage:

- **Full data control**: Self-hosted models keep all inputs, outputs, and model operations within your organization's secure environment, eliminating risks associated with third-party providers. This is ideal for handling PII, employee data, financial modeling, or legal policies.

- **Customize to IT policies**: Configure self-hosted models to comply with your organization's security standards, including data encryption, access controls, and data residency requirements. Work with your IT team to align the deployment with regulatory and compliance needs.

- **Redact or anonymize sensitive data as a precaution**: Even in a self-hosted environment, anonymize sensitive information (e.g., use "Employee X" instead of real names) during testing or development phase of implementation to reduce the risk of internal exposure.

- **Use for highly sensitive tasks**: Self-hosted models are well-suited for confidential tasks such as analyzing employee data, generating financial reports, or drafting legal documents, as they operate within your secure infrastructure.

- **Implement governance and monitoring**: Establish clear policies for model access, usage, and auditing. Use internal logging and monitoring tools to track interactions and ensure compliance with organizational standards.

- **Secure development and testing**: When developing or testing prompts, use anonymized or synthetic data to prevent accidental exposure of sensitive information. Validate outputs in a controlled environment before integrating them into workflows.

Deploying self-hosted AI models requires technical expertise and infrastructure investment. Collaborate with your IT and data security teams to select, configure, and maintain models that meet your organization's needs.

Key Precautions

Whether using a free, paid, enterprise, or self-hosted AI model, always take these precautions:

- **Thoroughly review inputs**: Ensure all names, PII, sensitive company data, and confidential information are redacted or anonymized before entering prompts. A single oversight could lead to unauthorized disclosure, even in secure environments.

- **Treat public tools as external services**: Free and paid subscriptions to public AI platforms lack the governance of enterprise or self-hosted solutions. Assume all interactions are visible to the provider unless otherwise specified.

- **Opt for secure alternatives when needed**: For confidential or regulatory-sensitive tasks, prioritize enterprise-grade tools or self-hosted AI models with robust data controls.

- **Stay informed**: Regularly review the provider's terms of service (for public and enterprise tools), your organization's AI usage policies, and self-hosted model configurations to stay compliant with evolving standards.

By prioritizing safe and responsible use of GenAI tools whether in the public domain, through enterprise licenses, or via secure self-hosted models your organization can unlock transformative benefits while safeguarding sensitive data and ensuring compliance.

The Power of Effective Prompting

How Clear Prompts Drive Better AI Responses

When you interact with an AI, the quality of its response depends on how clear and detailed your prompt is. A prompt is the instruction or question you give the AI. A well-written prompt acts like a roadmap, guiding the AI to give you accurate, useful, and relevant answers that match your goals, tone, and audience.

Clear prompts reduce confusion, making sure the AI understands exactly what you want. This leads to professional and targeted responses. On the other hand, vague or unclear prompts can result in generic or incorrect answers, requiring you to revise and try again.

This guide explains how to create effective prompts by focusing on their components—the key parts that make up a prompt—and how to organize them clearly.

What Makes an Effective Prompt

An effective prompt has two main elements: content and structure. Together, this ensures the AI understands your request and delivers a high-quality response.

- **Content: Give the AI All the Details It Needs**

  The AI needs clear and complete information to do its job well. This includes who you are, what you want, and any specific details or examples. The more precise your content, the better the AI can meet your needs.

- **Structure: Organize Your Prompt Clearly**

  Even if you include all the right details, the way you present them matters. A well-organized prompt uses simple formatting, like bullet points or numbered steps, to make your instructions easy for the AI to follow. Clear structure reduces confusion and helps the AI focus on what's important.

Components of an Effective Prompt

A prompt is made up of several components, or building blocks, that work together to guide the AI. These components are divided into two categories: essential and optional. Not every prompt needs all components, but including the right ones for your task will improve the AI's response. The tables on the next page explain essential and optional components of an effective prompt.

Essential Components (always include these)

These are the core parts every prompt should have to ensure the AI understands your request.

Essential Components	Description	Example Text
Persona	Who or what the model is acting as. Also called "role" or "vision."	You are a CHRO of a mid-size organization responsible for human capital strategy, talent acquisition, employee relations, and fostering a positive work environment.
Objective	What you want the model to achieve. Be specific and include any overarching objectives. Also called "mission" or "goal."	Your objective is to develop a 3-year HR strategy focused on talent development, diversity and inclusion, and enhancing employee engagement.
Instructions	Step-by-step instructions on how to perform the task at hand. Also called "task," "steps," or "directions."	1. Identify key talent gaps. 2. Design a leadership development program. 3. Recommend strategies to improve employee retention.

Optional Components (use when needed):

These components are helpful for more complex tasks or to add extra clarity. You don't need to include them every time, but they can make your prompt more effective.

Optional Components	Description	Example Text
System instructions	Technical or environmental directives that control the model's behavior across tasks.	You are a CHRO specializing in talent acquisition and employee engagement. When prompted with HR strategies, generate actionable plans and metrics focusing on workforce development and retention without additional commentary.
Constraint	Restrictions on what the model must adhere to when generating a response, including what the model can and can't do. Also	Avoid HR jargon. Use clear language suitable for board-level presentations. Limit narrative to 500 words.

Optional Components	Description	Example Text
	called "guardrails," "boundaries," or "controls."	
Tone	The tone of the response. You can also influence the style and tone by specifying a persona. Also called "style," "voice," or "mood."	Respond in a professional, empathetic tone suitable for senior leadership discussions on workforce strategy.
Context	Any information that the model needs to refer to in order to perform the task at hand. Also called "background," "documents," or "input data."	Include the company's organizational structure, employee turnover rates, and current year-to-date engagement survey results.
Few-shot examples	Examples of what the response should look like for a given prompt. Also called "exemplars" or "samples."	Input: Draft an employee engagement strategy focused on hybrid work and professional development. Output: As CHRO of a mid-size tech firm, our 3-year engagement strategy emphasizes flexible work policies, expanding leadership training programs, and investing in employee wellness platforms.
Reasoning steps	Tell the model to explain its reasoning. This can sometimes improve the model's reasoning capability. Also called "thinking steps."	Explain your prioritization of HR initiatives step-by-step.
Response format	The format that you want the response to be in. For example, you can tell the model to output the response in JSON, table, Markdown, paragraph, bulleted list, keywords, elevator pitch, and so on. Also called "structure," "presentation," or "layout."	Present the engagement strategy in 3 sections: Goals, Assumptions, and KPIs. Format your response with a header/title, paragraphs, and bulleted lists when appropriate.
Recap	Concise repeat of the key points of the prompt, especially the	Summarize HR initiatives and KPIs. Ensure alignment with the firm's talent and culture objectives.

Optional Components	Description	Example Text
	constraints and response format, at the end of the prompt.	

Prompt Refinement in Action: Exploring Structure and Impact

Crafting effective prompts often involves fine-tuning their components based on the specific task. Optional elements—such as examples, context, or formatting—can be included or excluded, and their sequence can be adjusted to see how it impacts the model's output. To illustrate this in action, let's examine a before-and-after prompt scenario and break down how these changes influence the quality of the response.

Simple Prompt Text

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*"Create a job description for a [**insert position name**]. Include key responsibilities, required qualifications, preferred skills, and a summary of the company culture."*

Prompt Analysis

Component	Analysis	Missing or Needs Clarification?
Persona	Not explicitly defined. It assumes the AI is acting as a general writer or HR professional.	❗ Missing — Should specify a role like "HR Specialist" or "Talent Acquisition Manager" to set tone and perspective.
Tone	Not specified. Tone could vary widely (formal, friendly, innovative, etc.).	❗ Missing — Important for aligning with the company brand and the type of position.
Task	Clear: Create a job description including specific sections.	✅ Clear
Context	Somewhat implied (recruitment use), but not detailed. No information about the company's industry, size, or the nature of the hiring need.	⚠️ Partially missing — Adding brief company context would strengthen relevance.
Example	None provided. No sample format or reference.	❗ Missing — Including an optional sample output would guide structure and tone.
Format	Implied sections (responsibilities, qualifications, skills, culture) but no guidance on layout (e.g., bullets, paragraph summaries, word limits).	⚠️ Partial — Would benefit from formatting expectations.

Overall, the task itself is strong and directed — but sharpening these missing elements would make the AI's output much more usable **on the first attempt**, avoiding misinterpretations of style, tone, or audience.

Enhanced Prompt Text

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*"Act as an HR Specialist experienced in crafting professional job descriptions. Create a clear, compelling job description for a [**insert position name**] role. Structure your output with the following sections:*

1. ***Position Summary:*** *A 2–3 sentence overview of the role.*
2. ***Key Responsibilities:*** *5–7 bullet points listing major duties.*
3. ***Required Qualifications:*** *4–6 bullet points specifying minimum education, experience, and certifications.*
4. ***Preferred Skills:*** *3–5 bullet points listing desirable but not mandatory skills.*
5. ***Company Culture Summary:*** *A 2–4 sentence overview emphasizing the organization's values, work environment, and mission.*

*Context: The company operates in [**industry type e.g., tech, finance, healthcare**] and is [**small/startup, mid-sized, enterprise-level**]. The tone should be [**professional and inviting / innovative and energetic / formal and precise**] based on typical industry norms. Use clearly labeled sections with professional formatting (section headers + bullet points where appropriate). Limit total description length to 400–600 words. Optional Example: If helpful, mirror the writing style often seen on LinkedIn job posts or Glassdoor job descriptions."*

Prompt Analysis

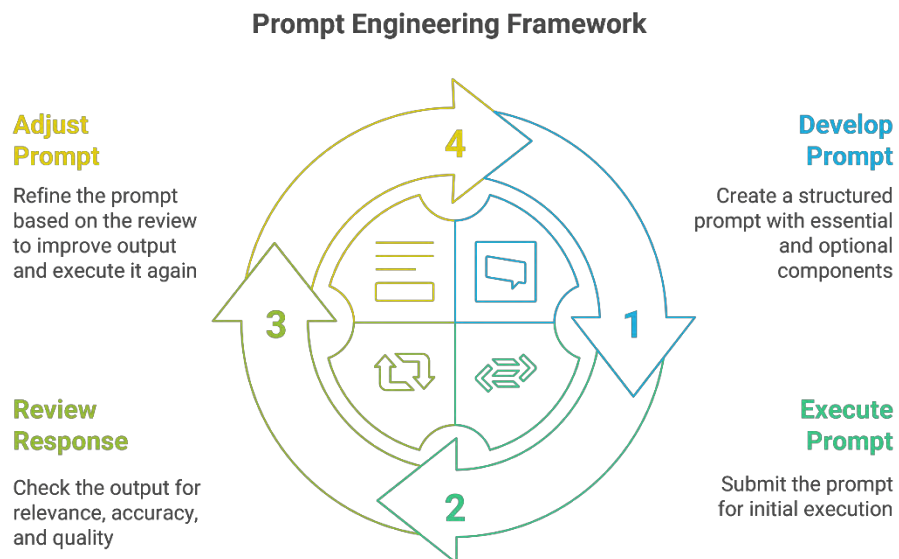| Component	Analysis	Missing or Needs Clarification?
Persona	Clearly defined: "Act as an HR Specialist experienced in crafting professional job descriptions." This sets the role and expertise level expected from the model.	✅ No issues; persona is well-specified.
Tone	The prompt provides flexible tone guidance with three options: professional and inviting, innovative and energetic, or formal and precise, depending on industry norms.	⚠️ The prompt would benefit from a required default tone if no tone is selected or industry is unclear1.
Task	The task is clearly articulated: "Create a clear, compelling job description" with well-structured subcomponents (summary, responsibilities, etc.).	✅ No issues; task is precise and structured.

Component	Analysis	Missing or Needs Clarification?
Context	Includes company industry and size, which can affect tone and content. Also hints at platform norms (LinkedIn, Glassdoor).	⚠️ Could be stronger with actual placeholder values or a prompt to insert them (e.g., "Insert industry and size here") 1.
Example	Optional example guidance is given: "Mirror the writing style seen on LinkedIn or Glassdoor." This helps set expectations.	⚠️ Consider providing an explicit mini-example or sample output snippet to anchor expectations more precisely.
Format	Format expectations are clear: labeled sections, bullet points, and length between 400–600 words.	✅ No issues; format is well-defined and actionable.

1 Keep in mind we did not specify variables in the [ ] which is why the analysis flagged it as a warning ⚠️

The Simple Prompt was serviceable but left too much room for variability. Enhancing that prompt to specify the Persona, Tone, Context, Format, and providing an optional Example, will dramatically improve the consistency, professionalism, and relevance of the AI-generated job description — saving editing time and ensuring brand alignment.

Take Away

Crafting an effective prompt is both an art and a science. Even a well-thought-out prompt can be strengthened further by explicitly defining the audience, expected format, and desired response depth. Small adjustments create significant improvements in the quality, relevance, and professionalism of AI-generated outputs.

Prompt Engineering Framework

Adjust Prompt

Refine the prompt based on the review to improve output and execute it again

Develop Prompt

Create a structured prompt with essential and optional components

Review Response

Check the output for relevance, accuracy, and quality

Execute Prompt

Submit the prompt for initial execution

The following pages provide example prompts for your use. Each example shows a simple prompt followed by an enhanced version of that prompt. Make yourself comfortable editing these prompts and creating new prompts to meet your needs.

Memory and Workspaces

If the AI platform you are using supports **memory** and/or **workspaces**, you can streamline your interactions and avoid repeating background details every time you start a new chat.

Managing Memory

During conversations, explicitly tell ChatGPT to "remember this" to save specific information to your memories. The AI can remember key information about **you**, your **company**, and your **goals**, so you don't need to reintroduce yourself each session. For example:

- Your name, role, and industry,
- Your company's mission or strategic priorities,
- Long-term projects or preferences, or
- Whatever else you want it to remember.

To manage the Memories ChatGPT has about you follow these steps:

1. Navigate to the "Personalization" section.
2. In "Personalization," view all the memories ChatGPT has stored based on your conversations.
3. Add new memories to customize how ChatGPT interacts with you, such as:
   a. Specifying how you want ChatGPT to write or word responses.
   b. Including details about your customer persona or business.
4. Explore and manage these memories to personalize ChatGPT's responses. You can delete memories that may be inaccurate or out of date.

💡 **Tip**

- Use memory to keep your AI aligned with how you like to work and the context of your business. You can also update or delete memory at any time.

Managing Workspaces

Workspaces let you group related conversations, files, and projects in one place. Ideal for:

- Managing client accounts
- Running internal projects (e.g., AI strategy, content creation)
- Organizing prompts and outputs by topic

To manage Workspaces in ChatGPT follow these steps:

1. Navigate to chat.openai.com and sign in to your account.

2. Initiate Workspace Creation:

   a. Click on your profile icon located in the top-right corner.

   b. From the dropdown menu, select "ChatGPT Team".

   c. Follow the prompts to set up your Team workspace, which includes providing billing information and confirming your subscription.

3. Configure Workspace Settings:

   a. Once your Team workspace is active, click on the workspace name in the lower-left corner beneath your chat history.

   b. Select "Manage workspace" to access settings where you can adjust preferences, manage members, and oversee billing. OpenAI Help Center

To manage Team workspaces in ChatGPT follow these steps:

1. Adding Members:

   a. Within the "Manage workspace" section, navigate to the "Members" tab.

   b. Click "Invite member" and enter the email addresses of those you'd like to add.

   c. Assign roles such as Member, Admin, or Owner to define access levels.

2. Modifying Roles:

   a. To change a member's role, click on their current role and select the new role from the dropdown menu.

3. Removing Members:

   b. Click the three dots next to a member's name and select "Remove member" to revoke access.

If you're part of multiple workspaces (e.g., personal and Team), you can switch between them:

1. Click on your profile icon in the top-right corner.

2. In the dropdown menu, you'll see a list of available workspaces.

3. Select the workspace you wish to access.

💡 **Tips**

- Use workspaces to collaborate more effectively or to keep multi-step initiatives organized without losing context.

- Multiple Workspaces: It's possible to be a member of multiple ChatGPT Team workspaces. Each workspace operates independently, allowing for distinct projects or departments within an organization.

- Billing Considerations: Each Team workspace requires its own subscription. Ensure that billing information is correctly set up for each workspace to avoid interruptions.

With memory and workspaces your AI becomes more like a true assistant, one that remembers the big picture, understands your priorities, and helps you move faster without backtracking.

How to Use the Prompt Library

How it's Organized

All the prompts are organized by Section as shown in this example. Under each Section are several prompt titles with an explanation about the prompt. Each prompt title has a simple prompt and an enhanced prompt.

Section:	Section 1 - Talent Acquisition
Prompt Title:	1.2 Develop a Company Career Page
Explanation:	A strong careers page attracts top talent by showcasing the company's mission and opportunities. Customizing the prompt with your company's unique culture and benefits will create a compelling message.
Simple Prompt:	*Draft content for a careers page that highlights our company culture, values, benefits, and available job opportunities. The tone should be [formal, engaging, friendly, etc.].*
Enhanced Prompt:	*Acting as a Talent Brand Specialist, draft careers page content that highlights our company culture, values, benefits, and current job opportunities. Align the tone with [formal, engaging, friendly] as specified. Structure content under clear headings (e.g., "Our Culture", "Benefits & Perks", "Open Roles") and limit the total to 400–600 words. Audience: prospective candidates.*

Copy, Paste, Edit, and Run

On this page and next are two prompt examples to illustrate how to interact with the AI Tool.

Simple Prompt - Copy and paste the entire prompt into the window of the AI Tool you are using and customize it as needed.

What are you working on?

Draft content for a careers page that highlights our company culture, values, benefits, and available job opportunities. The tone should be [formal, engaging, friendly, etc.].

+   🌐 Search   📡 Deep research   ⋯   🎤   ⬆

Enhanced Prompt – Copy and paste the entire prompt into the window of the AI Tool you are using and customize it as needed.

What are you working on?

Acting as a Talent Brand Specialist, draft careers page content that highlights our company culture, values, benefits, and current job opportunities. Align the tone with [formal, engaging, friendly] as specified. Structure content under clear headings (e.g., "Our Culture", "Benefits & Perks", "Open Roles") and limit the total to 400–600 words. Audience: prospective candidates.

+ ⊕ Search   📢 Deep research   •••   🎤 ⬆

Section 1 - Talent Acquisition

1.1 Draft a Job Description

Explanation: This prompt helps generate a structured job description that can be customized for any role. Adding specific details about the company, industry, or required experience will yield a more tailored result. For more specific responses, you can also include, for instance, the industry or a brief description of your company.

Simple Prompt: *Create a job description for a [insert position name]. Include key responsibilities, required qualifications, preferred skills, and a summary of the company culture.*

Enhanced Prompt: *"Act as an HR Specialist experienced in crafting professional job descriptions. Create a clear, compelling job description for a [insert position name] role. Structure your output with the following sections: 1.Position Summary: A 2–3 sentence overview of the role. 2. Key Responsibilities: 5–7 bullet points listing major duties. 3. Required Qualifications: 4–6 bullet points specifying minimum education, experience, and certifications. 4. Preferred Skills: 3–5 bullet points listing desirable but not mandatory skills. 5. Company Culture Summary: A 2–4 sentence overview emphasizing the organization's values, work environment, and mission.*

Context: The company operates in [industry type] (e.g., tech, finance, healthcare) and is [small/startup, mid-sized, enterprise-level]. The tone should be [professional and inviting / innovative and energetic / formal and precise] based on typical industry norms. Format: Use clearly labeled sections with professional formatting (section headers + bullet points where appropriate). Limit total description length to 400–600 words. Optional Example: If helpful, mirror the writing style often seen on LinkedIn job posts or Glassdoor job descriptions."

1.2 Develop a Company Career Page

Explanation: A strong careers page attracts top talent by showcasing the company's mission and opportunities. Customizing the prompt with your company's unique culture and benefits will create a compelling message.

Simple Prompt: *Draft content for a careers page that highlights our company culture, values, benefits, and available job opportunities. The tone should be [formal, engaging, friendly, etc.].*

Enhanced Prompt: *Acting as a Talent Brand Specialist, draft careers page content that highlights our company culture, values, benefits, and current job opportunities. Align the tone with [formal, engaging, friendly] as specified. Structure content under clear headings (e.g., "Our Culture", "Benefits & Perks", "Open Roles") and limit the total to 400–600 words. Audience: prospective candidates.*

1.3 Effective Social Media Employer Branding Messaging

Explanation: Employer branding is crucial in attracting top candidates. Using a mix of employee stories, benefits, and growth opportunities creates a more authentic appeal on platforms like LinkedIn, Twitter, and Instagram.

Simple Prompt: *Create three social media posts that highlight our company's workplace culture, employee testimonials, and career growth opportunities. Each post should be engaging and align with our brand tone.*

Enhanced Prompt: *As a Social Media Content Specialist, create three engaging social media posts showcasing our workplace culture, employee testimonials, and career growth opportunities. Align the tone to match our brand guidelines (e.g., energetic, professional, friendly). Write each post as a standalone caption (maximum 150 words each) ready for platforms like LinkedIn or Instagram.*

🌼 HR Tip

Consistence in employer branding across all platforms—job descriptions, careers pages, and social media—enhances credibility and attracts top talent. Make sure to highlight company culture and employee success stories.

Use a two-step approach for more complex tasks. If you're trying to generate complex or highly specialized content, consider using a two-step approach.

Section 2 – Recruiting

2.1 Interview Screening Questions

Explanation: This prompt gives you ten sample questions to choose from, or add to your existing screening interview questions. Screening questions help filter candidates before in-depth interviews, saving time and ensuring alignment with job requirements.

Simple Prompt: *Generate a list of ten initial screening questions for a [insert position] that assess a candidate's qualifications, experience, and cultural fit.*

Enhanced Prompt: *Acting as a Recruitment Specialist, generate a list of ten initial screening questions for a [insert position]. Ensure questions assess qualifications, relevant experience, and cultural fit. Present the questions as a numbered list with 1–2 sentences explaining the rationale behind each. Audience: hiring managers and recruiters.*

2.2 Specific Interview Questions

Explanation: A structured interview process improves hiring accuracy. Including competency-based and situational questions leads to deeper insights into candidate abilities.

Simple Prompt: *Provide ten structured interview questions for a [insert position]. Include both technical and behavioral questions to evaluate candidate competencies.*

Enhanced Prompt: *As a Talent Acquisition Consultant, provide ten structured interview questions for a [insert position]. Include five technical and five behavioral questions. Present questions under two labeled sections: "Technical" and "Behavioral". Ensure they assess core competencies and cultural fit.*

2.3 Draft a Job Offer Email

Explanation: A well-crafted offer email sets a positive tone for new hires, ensuring clarity on job expectations and employment terms.

Simple Prompt: *Write a professional and engaging job offer email for a [insert position] at [company name]. Include details about salary, benefits, start date, and next steps.*

Enhanced Prompt: *As an HR Communications Specialist, draft a professional and engaging job offer email for a [insert position] at [company name]. Include key details: salary, benefits summary, start date, and clear next steps. Maintain a positive and welcoming tone. Limit the email to 250–350 words.*

2.4 Adopting Inclusive Hiring Practices

Explanation: Inclusive hiring leads to a more diverse and innovative workforce. Identifying and eliminating biases in job postings, screening processes, and interviews enhances equity.

Simple Prompt: *Suggest strategies for making our hiring process more inclusive and reducing bias in job descriptions, interviews, and candidate selection.*

Enhanced Prompt: *Acting as a Diversity & Inclusion Specialist, suggest practical strategies to make our hiring process more inclusive across job descriptions, interviews, and candidate selection stages. Organize suggestions into three categories: Inclusive Job Descriptions, Inclusive Interviewing, and Unbiased Selection. Provide 2–3 actionable strategies under each.*

> ☀️ **HR Tip**
>
> Using structured interview questions and diverse hiring panels helps reduce bias and improves hiring decisions. Always ensure job descriptions use inclusive language to attract a diverse talent pool.

Section 3 – Onboarding

3.1 Drafting a Welcome Email

Explanation: *A well-crafted welcome email helps new hires feel valued and provides them with essential information before their first day.*

Simple Prompt: Write a warm and professional welcome email for a new employee at [company name]. Include details on their start date, schedule, and key contacts.

Enhanced Prompt: *As an Onboarding Specialist, write a warm, professional welcome email for a new employee at [company name]. Include start date, daily schedule outline, key contacts, and a friendly message reinforcing company culture. Keep the email concise (200–300 words). Audience: new hires.*

3.2 Draft an Onboarding Checklist

Explanation: An organized checklist ensures that all onboarding steps are completed efficiently, helping new employees integrate smoothly.

Simple Prompt: *Develop an onboarding checklist that includes administrative tasks, training sessions, and key introductions for new hires in [industry or department].*

Enhanced Prompt: *Acting as an HR Onboarding Coordinator, develop an onboarding checklist for new hires in [industry/department]. Divide the checklist into three categories: Administrative Tasks, Training Sessions, and Key Introductions. Present in bullet point format for easy reference.*

3.3. Frequently Asked Questions (FAQs)

Explanation: An FAQ document saves HR time by addressing common concerns and helping new hires acclimate quickly.

Simple Prompt: *Create a list of frequently asked questions and answers for new employees at [company name]. Cover topics like benefits, time-off policies, and company expectations.*

Enhanced Prompt: *As an HR Knowledge Specialist, create an FAQ list for new employees at [company name]. Cover benefits, time-off policies, company expectations, and onboarding logistics. Present questions and answers in a simple, clear format with each answer limited to 2–4 sentences.*

3.4 Onboarding Best Practices

Explanation: Effective onboarding reduces turnover and accelerates employee productivity. Including mentorship and interactive training improves retention.

Simple Prompt: *Outline best practices for onboarding remote and in-office employees, including engagement strategies, key milestones, and feedback collection.*

Enhanced Prompt: *As an HR Best Practices Advisor, outline best practices for onboarding remote and in-office employees. Divide recommendations under three headings: Engagement Strategies, Key Milestones, and Feedback Collection. Provide 3–5 best practices under each heading. Target audience: HR and management teams.*

3.5 Onboarding Survey

Explanation: Gathering feedback allows companies to continuously improve their onboarding processes, enhancing employee experience.

Simple Prompt: *Design a short survey to collect feedback from new hires on their onboarding experience. Include questions on clarity of expectations, training effectiveness, and overall satisfaction.*

Enhanced Prompt: *Acting as an Employee Experience Designer, design a brief onboarding feedback survey. Include 8–10 questions covering clarity of expectations, training effectiveness, and overall satisfaction. Use a mix of Likert scale and open-ended questions. Present in a numbered format.*

🌟 **HR Tip**

Onboarding isn't just a one-day event—it should be a structured process over 30, 60, or 90 days. Incorporating mentorship programs can improve engagement and retention.

Section 4 – Employee Retention & Engagement

4.1 Employee Engagement

Explanation: Engaged employees are more productive and less likely to leave. Tailored strategies can enhance motivation and connection.

Simple Prompt: *Suggest five strategies to boost employee engagement in a hybrid work environment.*

Enhanced Prompt: *As an Employee Engagement Specialist, suggest five actionable strategies to boost employee engagement in a hybrid work environment. Provide a brief explanation (1–2 sentences) for each strategy. Target audience: HR leaders and people managers.*

4.2 Compensation and Benefits

Explanation: Regularly assessing market compensation trends helps attract and retain top talent.

Simple Prompt: *Create a comparative analysis of compensation and benefits trends in [industry] to ensure our company remains competitive.*

Enhanced Prompt: *Acting as a Compensation Analyst, create a comparative analysis of compensation and benefits trends in [industry]. Summarize findings across categories: Base Salary, Bonuses, Benefits, Perks. Format using bullet points and concise commentary (2–3 sentences per point). Reference reputable data sources where applicable.*

4.3 Employee Recognition

Explanation: Recognition programs boost morale and reinforce positive workplace culture.

Simple Prompt: *Generate ideas for a structured employee recognition program that highlights achievements, peer recognition, and company awards.*

Enhanced Prompt: *As an Employee Recognition Program Designer, generate ideas for a structured recognition program. Provide ideas under three categories: Achievement Awards, Peer-to-Peer Recognition, and Company-Level Awards. Ensure ideas are scalable and adaptable to company size.*

4.4 Developing Policies and Procedures

Explanation: Well-defined policies create transparency and prevent misunderstandings within the workplace.

Simple Prompt: *Draft a clear and concise policy on [insert topic] for our employee handbook. Ensure it aligns with industry best practices.*

Enhanced Prompt: *As an HR Policy Writer, draft a clear and concise policy on [insert topic] for our employee handbook. Ensure alignment with industry best practices. Use a*

professional tone and organize under these headings: Purpose, Scope, Policy Details, Responsibilities, and Compliance. Limit policy length to 400–600 words.

🌟 **HR Tip**

Regular check-ins and employee recognition programs enhance retention. Personalized appreciation, whether monetary or non-monetary, strengthens employee loyalty.

Section 5 – Career Development

5.1 Draft a Career Development Outline

Explanation: Providing career growth opportunities increases retention and job satisfaction.

Simple Prompt: *Create a career development framework for employees in [department/industry], including skills progression and potential career paths.*

Enhanced Prompt: *Acting as a Career Development Consultant, create a career development framework for employees in [department/industry]. Include a skills progression ladder and at least two potential career path options. Present using a simple table or bullet list format. Audience: HR and department managers.*

5.2 Training Programs

Explanation: Upskilling employees improves performance and prepares them for future roles.

Simple Prompt: *Design a training program for [skill/role], including key learning objectives and recommended resources.*

Enhanced Prompt: *As a Training and Development Specialist, design a training program for [skill/role]. Specify key learning objectives, training modules, delivery methods, and 3–5 recommended resources (books, online courses, etc.). Present in structured sections for clarity.*

5.3 Effective Performance Reviews

Explanation: A standardized performance review process enhances fairness and professional development.

Simple Prompt: *Develop a structured performance review template that includes goal setting, feedback sections, and employee self-assessment.*

Enhanced Prompt: *Acting as a Performance Management Advisor, develop a structured performance review template. Include sections for: Goal Setting, Manager Feedback, Employee Self-Assessment, and Development Plans. Provide brief instructions (1–2 lines) under each section. Audience: managers and HR teams.*

5.4 Performance Improvement Plan (PIP) Outline

Explanation: A clear PIP framework supports struggling employees while ensuring accountability.

Simple Prompt: *Draft a Performance Improvement Plan (PIP) template for employees who need to enhance performance. Include key performance metrics and coaching steps.*

Enhanced Prompt: *As a Performance Improvement Consultant, draft a Performance Improvement Plan (PIP) template. Include sections for: Performance Issues, Expected Improvements, Performance Metrics, Coaching Steps, Review Timeline. Keep language supportive and solutions-focused.*

☀️ **HR Tip**

Providing career growth opportunities keeps employees engaged. Offering mentorship, training, and clear pathways to advancement encourages long-term commitment.

Section 6 – Offboarding

6.1 Employee Exit Checklist

Explanation: A structured offboarding process ensures compliance, knowledge retention, and a smooth transition.

Simple Prompt: *Develop an offboarding checklist that includes administrative tasks, exit interviews, and knowledge transfer steps.*

Enhanced Prompt: *Acting as an HR Operations Specialist, develop an offboarding checklist. Divide it into three categories: Administrative Tasks, Exit Interviews, and Knowledge Transfer. Present in bullet points, using concise action steps. Target audience: HR team leads.*

6.2 Employee Exit Questions

Explanation: Exit interviews provide valuable insights into company culture, helping to reduce future turnover.

Simple Prompt: *Generate a set of thoughtful exit interview questions to understand why employees leave to identify areas for improvement.*

Enhanced Prompt: *As an HR Retention Specialist, generate a set of 10 thoughtful exit interview questions. Focus on understanding reasons for departure, company strengths, improvement areas, and employee experience. Present as a numbered list. Audience: HR and leadership teams.*

6.3 Drafting an Email Announcement

Explanation: A well-crafted departure announcement helps manage transitions smoothly and maintains team cohesion.

Simple Prompt: *Write a professional yet appreciative email announcing the departure of an employee. Ensure the tone reflects gratitude and maintains team morale.*

Enhanced Prompt: *Acting as an Internal Communications Specialist, write a professional and appreciative departure announcement email. Acknowledge the employee's contributions, express gratitude, and maintain a positive tone to preserve team morale. Limit to 200–300 words. Audience: all staff.*

☀️ **HR Tip**

Conducting exit interviews with departing employees can uncover patterns in turnover, allowing HR to make data-driven retention improvements.

Section 7 – Business Strategy Alignment

7.1 Organizational Capability

Explanation: Helps to uncover where the business must evolve to execute its strategic vision. It allows the HR leader to assess the alignment between business goals and internal capabilities.

Simple Prompt: *Given a [industry] company with [revenue] annual revenue, [number EEs] employees and [domestic or global] operations, what organizational capabilities (e.g., talent, culture, systems) are most critical to support growth, innovation, and regulatory readiness?*

Enhanced Prompt: *Act as a business strategist and provide a prioritized list of organizational capabilities (e.g., talent, culture, systems) that a [domestic or global] [industry] company with annual revenues of [revenue] and [number] employees should strengthen to support accelerated growth, product innovation, and evolving regulatory demands*.

7.2 HR Value Contribution

Explanation: This question reveals how HR is perceived by leadership in terms of strategic value, not just operational support. It helps define areas where HR can lead transformation.

Simple Prompt: *What are the most impactful ways HR can drive business growth and innovation in a mid-sized, high-growth [industry] company?*

Enhanced Prompt: *Act as a CHRO and describe 3–5 strategic initiatives HR can lead to directly enable business growth and product innovation in a mid-sized [industry] company operating in a competitive market.*

7.3 Business Challenge Framing

Explanation: This prompts the leadership team to think boldly and identify deeply rooted business challenges where HR could make a game-changing impact.

Simple Prompt: *List provocative business challenges in a [industry] company where strategic HR leadership can be a game-changer — especially where traditional approaches have failed*.

Enhanced Prompt: *Act as an executive consultant and provide a list of 5–7 business-critical challenges where strategic HR involvement has the potential to deliver breakthrough value in a [industry] company, especially in areas resistant to traditional solutions.*

7.4 DEI Alignment

Explanation: This helps assess whether DEI is a check-the-box initiative or a strategic enabler of performance, innovation, and belonging.

Simple Prompt: Generate a framework for aligning DEI strategy with business performance outcomes for a [industry] organization.

Enhanced Prompt: *Act as a DEI strategist and generate a business-aligned DEI framework that connects inclusion practices to measurable performance outcomes in a [industry] environment.*

> 🌼 **HR Tip**
>
> Aligning HR initiatives with business strategy ensures that talent, culture, and leadership capabilities directly support the company's growth trajectory and competitive positioning.

Section 8 – Talent Strategy & Workforce

8.1 Talent Acquisition

Explanation: Helps to evaluate talent acquisition competitiveness and identifies opportunities to refresh employer branding.

Simple Prompt: *What talent strategies and employer branding approaches are most effective in attracting Gen Z and Millennial talent in the [Industry] and [xxxxx] sectors?*

Enhanced Prompt: *Act as a workforce strategist and outline the most effective employer branding and talent acquisition strategies to attract Gen Z and Millennial candidates in a [mid-sized] [industry] company.*

8.2 Workforce Segmentation

Explanation: Prioritizing workforce segments enables smarter investment in roles that drive business performance and resilience.

Simple Prompt: *What strategies can HR use to assess and prioritize investment in critical workforce segments for long-term competitive advantage?*

Enhanced Prompt: *Act as a talent planning expert and recommend methods HR can use to identify and prioritize mission-critical workforce segments for strategic investment and capability development.*

☀️ **HR Tip**

A robust talent strategy enables HR to anticipate skills gaps, attract top talent, and build a workforce aligned with both current and future business needs.

Section 9 – Culture, Leadership and Change

9.1 Culture Evolution

Explanation: This invites a forward-looking dialogue on culture, surfacing potential misalignments between current behaviors and future business needs.

Simple Prompt: *How can a [industry] company assess and evolve its culture to support innovation, agility, and retention at scale?*

Enhanced Prompt: *Act as an organizational culture advisor and explain how a [industry] company can evaluate and evolve its culture to support innovation, agility, and employee retention across a global workforce.*

9.2 Leadership Alignment

Explanation: Leadership alignment is critical for cascading vision and executing strategy consistently. This question identifies gaps in leadership cohesion.

Simple Prompt: *What tools or assessments can be used to evaluate leadership behavior alignment and effectiveness in a [growth-stage] company?*

Enhanced Prompt: *Act as a leadership consultant and recommend tools or methods for assessing leadership alignment, expectations, and accountability in a [growth-stage] organization.*

9.3 Enterprise Readiness

Explanation: This question surfaces upcoming shifts in the business landscape and allows the HR leader to assess organizational readiness and proactive planning.

Simple Prompt: *What change readiness indicators should an EVP of HR assess when a company is undergoing digital transformation, global expansion, or M&A activity?*

Enhanced Prompt: *Act as a change management advisor and identify key indicators the EVP of HR should assess to evaluate organizational readiness for transformation initiatives such as digitalization, global growth, or M&A?*

9.4 Employee Sentiment & Response

Explanation: Understanding employee change response helps tailor transformation strategies to minimize resistance and boost engagement.

Simple Prompt: Generate a survey or listening session guide to assess employee sentiment and change readiness in a global fintech organization.

Enhanced Prompt: *Act as an employee engagement specialist and create a listening session or survey guide to help assess employee sentiment and change readiness during periods of organizational transition.*

> ☀️ **HR Tip**
>
> Culture and leadership drive employee performance and HR must proactively evolve these elements to support strategic priorities while maintaining morale and alignment during organizational transformation.

Section 10 – HR Model and Technology

10.1 Operating Model Maturity

Explanation: Helps to determine how modern and scalable HR capabilities are positioned, and whether they can support growth, efficiency, and analytics.

Simple Prompt: *Create a maturity model to evaluate an HR function's operating model and tech stack, including service delivery, people analytics, AI capabilities, and self-service enablement.*

Enhanced Prompt: *Act as an HR transformation advisor and create a 4-level maturity model to assess the effectiveness of an HR function's operating model, including service delivery, tech platforms, analytics, AI, and automation capabilities.*

10.2 HR Tech Investment Justification

Explanation: *Gauges the readiness for transformation and digitalization of HR, and helps justify future tech investment.*

Simple Prompt: *What business cases and ROI frameworks can be used to justify investment in modern HR tech platforms (e.g., Workday, SuccessFactors) for a growth-stage fintech firm?*

Enhanced Prompt: *Act as an HR systems strategist and outline a sample business case and ROI model to justify investing in modern HR platforms (e.g., Workday, SuccessFactors) and adopting AI solutions for a mid-sized, growth-stage company*.

Wrap Up

Prompt Management Strategy

As AI becomes more embedded in HR workflows, consider developing a simple internal prompt management system to support consistency, reuse, and learning.

✅ Create a prompt library using Notion, SharePoint, or Confluence — categorized by use case (e.g., recruiting, onboarding, policy writing).

✅ Tag each prompt with metadata such as use case, tone, risk level, and intended output format.

✅ Periodically review prompts to update language, remove outdated ones, and incorporate best practices.

✅ Store anonymized examples of successful prompts and outputs for training and onboarding new users.

This lightweight strategy supports ethical use, continuous improvement, and cross-team knowledge sharing — particularly valuable in regulated HR environments.

> 🌼 **HR Tip**
>
> Modernizing the HR operating model and technology stack improves scalability, data-driven decision-making, and employee self-service.

Final Tips

Effective prompting is a powerful enabler of HR excellence. Whether you're drafting policies, designing engagement surveys, or aligning talent strategy to business goals, the right prompt can streamline your workflow and elevate the quality of your output.

Below is a summary of final tips to help you unlock the full potential of GenAI in your HR day to day work:

- **Define the Persona**
  Always set the perspective for the AI whether it's an HR Specialist, DEI Consultant, or Change Management Advisor to align tone and expertise.

- **Be Clear About the Task**
  Specify what you want the AI to do (e.g., "Draft a checklist," "Generate a survey," "Outline a policy"). A vague prompt yields vague results.

- **Add Context Where Needed**
  Briefly describe your company's size, industry, or unique situation to help tailor the AI response.

- **Use Structured Formats**
  Ask for outputs in bullet points, sections, tables, or other formats to ensure clarity and usability.

- **Set Tone and Audience**
  Indicate the desired tone (e.g., formal, friendly, inclusive) and identify the target reader (e.g., new hire, manager, executive).

- **Iterate and Refine**
  Don't hesitate to revise your prompt based on results. A second version often delivers a more precise and actionable response.

- **Avoid Sensitive Data**
  Never input employee names, client information, or proprietary details into public AI tools. Use anonymized inputs unless you're operating within an approved enterprise AI environment.

- **Save and Reuse High-Impact Prompts**
  Build your own library of prompts that consistently perform well across different HR scenarios.

- **Combine with Human Judgment**
  AI-generated content should enhance, not replace, your expertise. Review outputs critically and refine as needed before final use.

- **Stay Curious and Experiment**

  The best prompts often come from creativity and iteration. Keep testing new structures to unlock even more strategic value.

Prompting is a Skill, Not a Shortcut

Used responsibly, AI can enhance research, drafting, and risk analysis. But the ethical and professional standards of human resources remain unchanged. Treat AI as a strategic collaborator, not a legal authority.

As the tools evolve, so should your skills. Prompting is not just a technical exercise—it's a creative edge. Keep experimenting, keep refining, and let your curiosity lead the way.

Mastering these techniques takes practice, but by focusing on clarity, structure, and iterative refinement, you'll be well on your way to crafting prompts that unlock the true potential of AI. What specific prompting challenges are you facing right now? If you're ready to elevate your prompting skills today, contact our team at The Zaso Group. We're here to help you solve these challenges together!

Resources and Contact Information

Curious about what AI can do for your business? Visit us at www.thezasogroup.com for strategies, resources, and expert insights.

Get inspired by transformative conversations on *Technology Reimagined with Ray Zaso*, now streaming on Spotify Podcasts.

Get inspired by transformative conversations on *Technology Reimagined with Ray Zaso*, now streaming on Apple Podcasts.

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