

Prompting for Impact

Kick-off Training Deck — Slide-by-Slide Outline

13 MAY 2026 · FOR HELEN MILLAR · AI COMMERCIAL EXCELLENCE PROGRAMME

Prompting for Impact — Kick-off Training Deck

Slide-by-slide outline. Build out in Chugai's PowerPoint template.

Companion to the Chugai Marketing AI Toolkit, Foundation Edition (13 May 2026).

How to use this outline

Each slide entry below contains five elements:

- **Layout** — a suggested slide structure
- **Title bar** — main title and any subtitle
- **Body** — the actual slide content (bullets, tables, callouts)
- **Speaker notes** — what to actually say (delivery script, not just bullets read aloud)
- **Visual direction** — guidance for the image or graphic on that slide

Timing: roughly 45 minutes for the full deck. Three activity moments built in (5 minutes each) so the session is participatory rather than passive. Adjust pace to your room.

Visual assets generated via Higgsfield AI live in the `Helen-Training-Deck-Images/` folder alongside this document. Drop them into the Chugai template as full-bleed backgrounds or section-divider hero shots.

Act 1 — The Hook (slides 1–3)

Slide 1: Title

Layout: Full-bleed hero image, title and subtitle overlaid (lower third, left-aligned).

Title bar:

- Title: **Prompting for Impact**
- Subtitle: *The Chugai Marketing AI Foundation*
- Footer: AI Commercial Excellence Programme — Kick-off Session

Body: (none, title slide)

Speaker notes: "Welcome. This is the kick-off of our AI Commercial Excellence Programme. Today is forty-five minutes that we want to compound across the next forty-five weeks. By the end of this session you will have three habits to take back to your desk this afternoon. Not ten, not twenty. Three. And in six weeks we come back together and compare what changed. Let's begin."

Visual direction: Editorial, museum-quality hero image. Cool palette with negative space lower-third for title overlay. Sophisticated, professional, not stocky. (See `Helen-Training-Deck-Images/slide-01-title.png`.)

Slide 2: Why we're here

Layout: Title + three centred lines, large type.

Title bar: Why we are here.

Body:

- AI tools are now in every marketing workflow.
- The gap between average users and elite users is huge — and growing.
- The skill that closes the gap is prompting.

Speaker notes: "Most teams I have worked with treat AI like a search engine. Elite users treat it like a junior analyst. The output gap between those two approaches is bigger than the gap between Claude Opus and ChatGPT 3.5. The skill that creates that gap is not paying for the better model. It is prompting. Today we close that gap."

Visual direction: Minimal slide. No image, or a faint background pattern only. The three lines are the centre of gravity.

Slide 3: What you'll leave with today

Layout: Three-column, three icons stacked over labels.

Title bar: By the end of today you will have

Body:

| Column 1 | Column 2 | Column 3 |
|--|--|---|
| A framework | Three habits | Ten prompts |
| The 4Cs (which you already know from PACE) | That compound across every chat from today onwards | A starter promptbook you can adapt to your work |

Speaker notes: "This is a working session, not a lecture. You will write your own context block before we finish. You will critique an output. And you will leave with a promptbook starter you can drop into a Project this afternoon. Three deliverables for you to take away."

Visual direction: Three simple icons (shield / arrows / open book). Chugai brand colours.

Act 2 — The Foundation (slides 4–12)

Slide 4: Section divider — The Foundation

Layout: Full-bleed section title.

Title bar:

- Title: **The Foundation**
- Subtitle: *Three things every prompt needs*

Body: (none)

Speaker notes: "We'll start with the foundation. The 4Cs, the single biggest unlock, and the thirty-second pre-send check. Together these are about half of the value in this session."

Visual direction: Section-divider hero. Editorial. Suggestion: four parallel columns of light against a deep ground. (See [Helen-Training-Deck-Images/slide-04-foundation.png](#).)

Slide 5: The 4Cs framework

Layout: 2×2 grid, large.

Title bar: Chugai's 4Cs — your prompting spine

Body:

| Clear | Context |
|--|--|
| What exactly do you want, in what shape? | What does Claude need to know about the situation? |
| Output format, length, structure | Role, audience, business background |
| Constraints | Check |
| What must (and must not) be true about the output? | How will you verify the output is right? |
| Compliance, must-haves, must-not-haves | Sources, calculations, sceptical second look |

Speaker notes: "This is the same 4Cs you learned in PACE. We are not replacing it. We are using it as the assessment lens for every prompt today. When a prompt is weak, the answer to 'which C is missing?' is almost always obvious. Try it on the next slide."

Visual direction: Clean 2×2 grid. Chugai brand colours per quadrant. No background image.

Slide 6: Score this prompt

Layout: Quote callout (large, top half) + assessment table (bottom half).

Title bar: A quick warm-up

Body:

Top half — large quoted prompt:

"1 page exec summary"

Bottom half — table:

| C | Score 1–5 | What is missing |
|-------------|-----------|--|
| Clear | 2 | Format yes, length yes, but no structure specified |
| Context | 1 | No audience, no purpose, no role |
| Constraints | 1 | No must-haves, no compliance flagged |
| Check | 1 | No verification approach |

Speaker notes: "Show of hands — who has sent something like this in the last week? [pause for laughs] Now look at what is missing. We can fix all four Cs with about ten extra words. Next slide."

Visual direction: The prompt as a large pull-quote at the top. Table at the bottom. Minimal.

Slide 7: The fixed version

Layout: Before / after split. Vertical, left half "before", right half "after".

Title bar: Five extra phrases change everything

Body:

Left (Before):

"1 page exec summary"

Right (After):

"1-page exec summary for ExCo. Focus on financial impact and the decision required. Keep to five or six bullet points maximum. BLUF up front in 30 words. Plain English. Flag the one risk that would change the decision."

Speaker notes: "Five extra phrases. Audience named. Format specified. Structure imposed. Constraints listed. Output shape defined. The first version produces a draft. The second produces something close to final on the first try. That ten-second investment saves you four iteration rounds."

Visual direction: Side-by-side comparison. The "after" version visually weighted (slightly larger, lighter background).

Slide 8: The single biggest unlock

Layout: Title + centred code block.

Title bar: The reusable context block — save it once, apply it forever

Body:

Stop typing the same context into every new chat. Save it once inside a Claude Enterprise **Project**, in the **Custom Instructions** field.

```
You are a senior commercial strategist with deep oncology  
launch experience.
```

```
I am [your role] at Chugai. My audience defaults to  
[your audiences] unless I say otherwise.
```

```
House style: plain British English, no marketing buzzwords,  
show formulas in Excel, ABPI-compliant, no qualifying caveats.
```

```
Working style: ask up to 5 questions before drafting only if my  
answers would materially change the output. Otherwise proceed.  
Show workings on any calculation. Cite sources or mark as inferred.
```

Speaker notes: "If you take one thing from today, take this. Six lines, saved once, applied automatically to every chat you ever have. Six messages of correction become one good first draft. Multiplied across hundreds of chats per year, this is the single highest-leverage thing you can do.

Before we do the activity, a quick orientation for anyone who has only used Claude as a chat. A **Project** is a workspace inside Claude Enterprise. Think of it as a folder you set up once and reuse for one area of your work — your Akynzeo OS Launch Project, your Brand Planning Project. Each Project holds custom instructions, reference documents, and all your chats on that topic. **Custom Instructions** is a saved preamble that loads automatically into every chat you start inside that Project. So you write your role, your audience defaults, your house style, your compliance rules once, and every chat begins with all of it already loaded. You find Projects in the left sidebar of Claude Enterprise. We will set one up together in the next two minutes."

Visual direction: The code block is the showpiece. Monospaced font, generous padding, framed.

Slide 8b: Where to find Projects (presenter walkthrough)

Layout: Annotated screenshot or step-by-step list, large type.

Title bar: Where to find Projects in Claude Enterprise

Body:

Quick orientation before the activity. The flow inside Claude Enterprise:

1. Open Claude Enterprise in your browser.
2. In the left sidebar, click **Projects**.
3. Click **Create Project** (top right of the Projects view).
4. Give it a name — for example, "Akynzeo OS Launch".
5. Inside the new Project, find the **Custom Instructions** field.
6. That is where your context block goes.

Every chat you start from inside that Project will automatically apply the instructions you save here.

Speaker notes: "I will run through this on my screen now, then you do the same on yours. The two terms to learn the names of are: **Projects** (the workspace) and **Custom Instructions** (the saved preamble inside the Project). After today these will be reflexive. For the next two minutes I will be your guide."

Visual direction: If possible, take a screenshot of your own Claude Enterprise Projects view and annotate the **Projects** button + the **Custom Instructions** field with callouts. If not, large numbered list is fine.

Slide 9: ACTIVITY 1 — Write your context block

Layout: Activity slide. Large numbered steps.

Title bar: ACTIVITY 1 — 5 minutes

Body:

On your laptop, in Claude Enterprise:

1. Click **Projects** in the left sidebar.
2. Click **Create Project**. Name it after your most-used workstream (for example, "Brand Planning").
3. Open the new Project and find the **Custom Instructions** field.
4. Paste the context block from the previous slide.
5. Edit the placeholders:
 - Your role

- Your audience defaults
- Your house style preferences
- Your compliance lens

6. Save.

We come back together at [time].

Speaker notes: "Five minutes. The two terms to remember are **Projects** (left sidebar) and **Custom Instructions** (the field inside the Project). If you cannot find Projects in your version of Claude Enterprise, raise a hand and we will help. If you are not sure which workstream to use, pick whichever has eaten the most of your hours this week. Off you go."

Visual direction: Big timer or clock graphic in a corner. Clear typography. The two key terms — **Projects** and **Custom Instructions** — visually emphasised.

Slide 10: Projects, not loose chats

Layout: Title + structured list + suggestion box.

Title bar: Use Projects, not loose chats

Body:

Spin up a Project per ongoing workstream. Each Project holds:

- **Your context block** (the one you just wrote)
- **Reference documents** uploaded once, reused everywhere
- **All chats** related to that workstream, with continuity

Suggested Projects for Oncology Marketing:

- Akynzeo OS Launch
- Oncology Brand Planning
- Competitive Intelligence
- ExCo & Japan HQ Communications

Speaker notes: "This is the most underused feature on Claude Enterprise. Most people start each task as a cold new chat. Result: they re-explain themselves every time. Project-scoped chats inherit everything you have uploaded. The investment of setting up four or five Projects this week pays back in days, not weeks."

Visual direction: A "stack of Project tiles" graphic. Or a simple folder structure illustration.

Slide 11: Match the model to the task

Layout: Three-column comparison table.

Title bar: Model selection — Opus, Sonnet, Haiku

Body:

| Opus | Sonnet | Haiku |
|---|---|---|
| Forecasts, ExCo narratives, strategic memos | 80% of daily work — drafting, summarising, tables | Quick lookups, bulk cleanup, single-paragraph tasks |
| Use when the answer materially matters | The reliable everyday default | Use when speed beats depth |
| Slow but thoughtful | Fast and capable | Instant |

Speaker notes: "You are not penalised for using Haiku on simple tasks. You are penalised — in waiting time and in attention — for using Opus on everything. Match the model to the task. Most of your work is Sonnet."

Visual direction: Three-column table. Optional: a tiered ladder graphic beside it.

Slide 12: The 30-second pre-send check

Layout: Seven-item checklist with C-tags.

Title bar: Before you hit send — the 30-second check

Body:

| | Question | Which C |
|---|--|-------------|
| 1 | Audience named? | Context |
| 2 | Format and length specified? | Clear |
| 3 | Persona assigned? | Context |
| 4 | Must-haves and must-not-haves listed? | Constraints |
| 5 | Compliance lens flagged? | Constraints |
| 6 | Uncertainty handling stated (cite / flag / ask)? | Check |
| 7 | Disagreement handling stated? | Check |

If all seven are answered in the prompt, you have already won most of the iteration rounds before they start.

Speaker notes: "Thirty seconds. That is all this takes once it is automatic. The aim is not to slow you down. It is to stop you wasting five rounds of correction on something that should have been one. Print this. Put it next to your monitor for the first two weeks. After that it is reflexive."

Visual direction: Checklist with the 4Cs colour-coded against each item. Suggest printable card format.

Act 3 — The Advanced Moves (slides 13–22)

Slide 13: Section divider — Advanced Moves

Layout: Full-bleed section title.

Title bar:

- Title: **The Advanced Moves**
- Subtitle: *Eight techniques to compound your output quality*

Body: (none)

Speaker notes: "Now we add depth. Eight techniques, each labelled with the C it strengthens. You do not have to use all eight tomorrow. Pick two, build the habit, then add more. We will spend more time on the first one — the Two-Model Critique — because it is the biggest hidden lever in

advanced prompting."

Visual direction: Section-divider hero. Editorial, sophisticated. Suggestion: a single craftsperson's hand placing a precise final touch on a complex object. (See [Helen-Training-Deck-Images/slide-13-advanced.png](#).)

Slide 14: The Two-Model Critique

Layout: Three-step process diagram.

Title bar: Critique drafts in a new chat — never the same one

Body:

Step 1 — Original chat produces the draft.

Step 2 — Open a **NEW chat** with clean context. Paste the draft.

Step 3 — Prompt:

"You are a sceptical ExCo member. You have five minutes before the meeting. Find three weaknesses in this paper, and the one question that would derail the recommendation in the room."

Why it works: fresh context means no anchoring. The same chat is committed to the framing it just produced. A new chat is not.

Strengthens: **Check**.

Speaker notes: "This is the biggest hidden lever I know. Asking a chat to critique its own work is polite — it is anchored on the framing it just produced. A fresh chat is brutal. Two chats, one draft, output quality goes through the ceiling. Try this on the first ExCo paper you write this week and tell me what you find."

Visual direction: A simple two-chat-bubble diagram. Left chat: draft. Right chat: critique. Arrow between them labelled "fresh context".

Slide 15: The Output Template

Layout: Title + centred code block.

Title bar: Show the format, do not describe it

Body:

Output exactly as below. No preamble. No closing remarks.

TITLE (max 8 words):

BLUF (bottom line up front, max 30 words):

KEY POINTS (3, one sentence each):

RISKS (max 3, each flagged commercial / ABPI / competition law):

DECISION NEEDED:

Claude follows literal templates almost perfectly. It interprets prose descriptions loosely.

Strengthens: **Clear, Constraints.**

Speaker notes: "If you will produce a format more than twice, save the template. Once you have your top three templates saved, your ExCo papers, your forecast assumption checks, and your meeting prep briefs all follow the same predictable shape. Predictability is what makes you fast."

Visual direction: Template as showpiece. Monospaced font, generous padding.

Slide 16: The Quote-the-Paragraph Check

Layout: Title + prompt callout + example.

Title bar: The hallucination killer

Body:

After any output that cites sources, add:

"For each claim, quote the exact sentence from the source document. If you cannot quote it, mark the claim as inferred."

Worked example: when Claude says "the model assumes 40% conversion in Wave 1" — make it quote the sentence in the forecast doc that says so. If it cannot, it invented the figure.

Strengthens: **Check.**

Speaker notes: "This catches a category of hallucination nothing else catches as fast. Generic 'where did this come from?' produces plausible-sounding citations. Force it to QUOTE. Verbatim or flagged as inferred. There is no middle ground."

Visual direction: Highlighted quote / source-matching graphic. Optional: an icon of a magnifying glass over a document.

Slide 17: Negative Prompting

Layout: Title + code-block constraint list.

Title bar: Tell it what NOT to do

Body:

```
Constraints:
- No marketing buzzwords
- No "consult your legal team" caveats
- No invented statistics
- No qualifying phrases like "it is worth noting"
- No bullet points longer than one line
- No closing sentence that summarises the document
```

Strengthens: Constraints.

Speaker notes: "Here is the failure mode. When you ask Claude for an ExCo paper, the first draft typically comes back padded with hedging phrases. 'It is worth noting that...' 'While it is important to recognise...' 'This is not without its challenges.' 'In some respects...' Three or four of those per paragraph. They add bulk without adding meaning, and you end up editing each one out by hand. A six-line negative-prompt block tells Claude not to produce them in the first place. You save five minutes per paper. Save this as a snippet. Reuse it. It is the highest return on the smallest investment in your prompt library."

Visual direction: Code block. Optional: a subtle "no entry" symbol motif.

Slide 18: The Worst-Headline Test

Layout: Prompt callout + use-case list.

Title bar: Run this on anything that could leak

Body:

"If this content leaked to PMLive or Pharma Letter tomorrow, what is the worst possible headline a journalist could write? Rewrite to eliminate that risk."

Pharma-specific pre-mortem. Cheap, fast, catches risks before they reach external eyes.

Run this on: investor updates, partner communications, conference materials, ExCo papers, internal slides that could plausibly be forwarded.

Strengthens: **Check** (pharma-specific).

Speaker notes: "Internal documents leak. ExCo decks get forwarded. Run this test on more than just press materials. The test costs you thirty seconds and can save you a serious incident. Build the habit now, before you need it."

Visual direction: A fictional newspaper-style headline mockup. Or a clean prompt callout with an editorial paper texture behind it.

Slide 19: The Pre-Mortem

Layout: Prompt callout + worked example.

Title bar: Imagine this failed in 12 months

Body:

"Imagine this recommendation was approved, then failed twelve months later. What is the single most likely reason it failed? What are we missing now that we will regret then?"

Worked example: an Ireland part-time contractor business case approved at 0.5 FTE. Pre-mortem surfaces single-person dependency risk. Decision still goes ahead — but with a knowledge transfer plan baked in.

Strengthens: **Check**.

Speaker notes: "Run this on the strong cases too, not just the weak ones. Strong cases that have failed are the most painful — because everyone agreed and nobody pushed. Pre-mortem is the cheapest insurance you can buy."

Visual direction: A simple timeline graphic running from "now" to "12 months later" with a question mark at the end.

Slide 20: Few-Shot by Screenshot

Layout: Title + prompt + example screenshot placeholder.

Title bar: One image is worth a thousand instructions

Body:

For format-sensitive outputs (slides, tables, specific visual layouts), paste a screenshot:

"Here is what good looks like for this slide format. Match this layout, this density of text, and this style of heading. [screenshot]"

Worked example: the recurring "PPT boxes overlapping" problem. One screenshot of a slide that worked = several rounds saved.

Strengthens: **Clear.**

Speaker notes: "When the format is what matters, talking about it does not work. Show, do not tell. Same principle as briefing a designer."

Visual direction: A mock example: a screenshot of a slide layout next to the prompt that produced it.

Slide 21: The Ask-Me-Questions Preamble

Layout: Prompt callout + use-case box.

Title bar: For complex business cases

Body:

"Before you start, ask me up to five questions where my answer would materially change your output. Wait for my answers before drafting."

Use it on: forecast scenarios, ramp-rate modelling, FTE planning — any time Claude's default assumptions will silently drift away from your business reality.

Do not use it on: routine tasks. The questions waste a round.

Strengthens: **Context.**

Speaker notes: "Reserve this for prompts where assumption errors will be expensive. The first draft becomes closer to right than the third draft would have been otherwise. The trick is knowing when to use it — not every time."

Visual direction: A clean prompt callout. Optional: dialogue / question-mark motif.

Slide 22: ACTIVITY 2 — Refactor a real prompt

Layout: Activity slide. Numbered steps.

Title bar: ACTIVITY 2 — 5 minutes

Body:

1. Pull up a Claude chat from the last week.
2. Find a prompt that needed more than two correction rounds.
3. Score it against the 4Cs.
4. Rewrite it using one technique from this section.
5. Share with the person next to you.

Speaker notes: "Five minutes. We are picking real examples because the muscle memory only builds on real work. Pair up at the end. Off you go."

Visual direction: Clock graphic. Pair-work icon.

Act 4 — Pharma-Specific Hygiene (slides 23–26)

Slide 23: Section divider — Pharma Hygiene

Layout: Full-bleed section title.

Title bar:

- Title: **Pharma-Specific Hygiene**
- Subtitle: *The constraints AI doesn't know by default*

Body: (none)

Speaker notes: "This is the section the generic prompting courses do not have. Our compliance constraints are not optional, and they are not something Claude will figure out for us. Four slides, four things to build into your practice from day one."

Visual direction: Section-divider hero. Editorial / archival aesthetic. Suggestion: an open ledger with an annotated page, side-lit. (See [Helen-Training-Deck-Images/slide-23-compliance.png](#).)

Slide 24: Data classification before paste

Layout: Title + warning-styled "do not" list + concluding rule.

Title bar: Treat the chat window like a forwardable email

Body:

Before pasting, check the source against Chugai's data handling policy.

Do not paste:

- Identifiable HCP data
- Patient-level data
- Anything classified Chugai Confidential without confirming the policy allows AI processing
- Partner commercial terms (Helsinn or otherwise) without confirming sharing rights
- Pre-publication study data
- Anything under embargo

The rule: when in doubt, **redact first, prompt second**.

Speaker notes: "Even on Claude Enterprise. Even on Chugai's tenant. The chat window is one mis-click away from being a forwarded screenshot. Treat it accordingly."

Visual direction: A shield / boundary graphic. Or a clean list with a "do not paste" header in red.

Slide 25: The triple compliance pass

Layout: Three-step process diagram.

Title bar: Three passes, three clean contexts

Body:

Pass 1 — Draft chat: produce the content.

Pass 2 — New chat (clean context):

"Review this draft line by line against the current ABPI Code of Practice. Flag every potential breach. Cite the clause."

Pass 3 — New chat (clean context):

"Act as a UK CMA lawyer specialising in pharmaceutical competition. Flag every competition law risk, particularly comparative claims."

Three clean contexts. No anchoring across them. Catches things a single chat misses because it is committed to the framing.

Speaker notes: "Why three contexts? Same reason as the Two-Model Critique. Each clean chat brings fresh eyes. ABPI Code review and competition law review need different mental models — give them different chats."

Visual direction: Three-pass process diagram. Each pass labelled with the persona.

Slide 26: Standing pharma constraints

Layout: Bulleted constraint list with a callout.

Title bar: Build these into your context block

Body:

- Disease-area claims must be on-label
- Comparative claims must be substantiated by referenced data
- Off-label discussion is flagged, not produced
- Patient-facing content respects health literacy norms
- HCP-facing content respects the Code distinction between promotional and non-promotional material

Callout: These are not extra steps. They are baked into your context block once, and apply automatically to every chat in that Project.

Speaker notes: "This is the reason the context block matters so much in pharma. Set the compliance frame once, apply it forever. Without it you are doing manual compliance review on every output."

Visual direction: Clean constraint list. Optional: subtle shield / boundary motif.

Act 5 — Common Failures (slides 27–28)

Slide 27: Section divider — Common Failures

Layout: Full-bleed section title.

Title bar:

- Title: **Common Failure Patterns**
- Subtitle: *Nine patterns that cost you most of your iteration rounds*

Body: (none)

Speaker notes: "Two slides on common failures. This is the coaching tool. When someone on your team produces a weak prompt, you do not lecture. You point to this list and say 'which pattern is this?' They learn faster."

Visual direction: Simple editorial typography only, no hero image. Or a faint background of annotated documents.

Slide 28: The nine failure patterns

Layout: Two-column table, full slide.

Title bar: Nine patterns, nine fixes

Body:

| Pattern | The fix |
|--|---------------------------------------|
| Bare "Yes" confirmations that lose context | Echo what you are confirming |
| Short prompts missing audience | Add five words of context |
| Format request without source reference | Specify which data / model |
| Two unrelated issues in one prompt | Split into separate messages |
| Repeating a request Claude cannot do | Reshape to fit Claude's capability |
| Standalone factual queries with no context | Add why you need it |
| Instructions without rationale | Include the why |
| Vague "make it better" / "more impact" | Specify what, against which benchmark |
| Error reports without diagnosis | Say what you saw vs what you expected |

Speaker notes: "Score your own prompts against this list. Score your team members' too. Coaching beats lecturing. When someone hits a pattern, you point at the row. Self-correction follows."

Visual direction: Clean two-column table. Pattern in red-ish tint, fix in green-ish tint.

Act 6 — The Master Rules & The Promptbook (slides 29–32)

Slide 29: Section divider — The Master Rules

Layout: Full-bleed section title.

Title bar:

- Title: **The Master Rules**
- Subtitle: *Seven sentences. Pin these somewhere visible.*

Body: (none)

Speaker notes: "Three minutes on the master rules. These are the one-sentence distillations of everything we have covered. Print them. Put them next to the thirty-second check."

Visual direction: Minimalist. Editorial type only.

Slide 30: The seven master rules

Layout: Seven-line list, large type.

Title bar: Pin these somewhere visible

Body:

1. **Front-load:** audience, format, length, persona, constraints.
2. **One brief, not six messages.**
3. **Challenge the maths, always:** "how did you calculate that?"
4. **Quote or flag:** no claim without a source you can verify.
5. **Two contexts beat one:** critique in a new chat.
6. **Save what works:** promptbook discipline compounds.
7. **You are accountable:** never copy-paste raw output.

Speaker notes: "Seven rules. Read them slowly. [Read each aloud, with a beat between.] These are not aspirational. These are reflexive. After six weeks you do not think about them — you do them."

Visual direction: Each rule on its own line, bold on the verb, regular on the rest. Generous line height.

Slide 31: Section divider — The Starter Promptbook

Layout: Full-bleed section title.

Title bar:

- Title: **The Starter Promptbook**
- Subtitle: *Ten prompts you can adapt this afternoon*

Body: (none)

Speaker notes: "Your starter pack. Ten prompts that cover roughly 70% of what an Oncology Marketing team uses Claude for. Full templates are in the Foundation toolkit document I will send round after this session."

Visual direction: Suggestion: a stack-of-cards or library-shelf graphic.

Slide 32: The ten starter prompts (overview)

Layout: Two-column index.

Title bar: The ten prompts in your starter pack

Body:

| | |
|-------------------------------------|------------------------------------|
| 1. ExCo one-pager summary | 6. Internal change comms (UK team) |
| 2. Forecast assumption check | 7. Meeting prep brief |
| 3. ABPI Code review | 8. Sceptical ExCo critique |
| 4. UK competition law review | 9. Worst-headline test |
| 5. Competitor positioning paragraph | 10. Brand plan narrative scaffold |

Full templates in the Foundation Toolkit document (see Section 11).

Speaker notes: "Adapt these to your work. Share what works. We will review the team promptbook in six weeks."

Visual direction: Two-column numbered index. Clean.

Act 7 — Rolling It Out (slides 33–37)

Slide 33: Section divider — Rolling It Out

Layout: Full-bleed section title.

Title bar:

- Title: **Rolling It Out**
- Subtitle: *The next six weeks*

Body: (none)

Speaker notes: "Final stretch. Three slides on what happens next, then three actions for this afternoon, then we are done."

Visual direction: Section-divider hero. Suggestion: editorial visual of handoff / collaboration / dawn light. (See [Helen-Training-Deck-Images/slide-33-rollout.png](#).)

Slide 34: The six-week rollout

Layout: Timeline / calendar table.

Title bar: Six weeks to embedded practice

Body:

| Week | Focus | Outcome |
|------|---------------------------------|---|
| 1 | Mindset and the 4Cs | Score a prompt against the 4Cs |
| 2 | The context block | Personal context block saved in a Project |
| 3 | Output templates + 30-sec check | Three standard templates adopted across the team |
| 4 | Compliance hygiene | Triple compliance pass used once on a real document |
| 5 | The Two-Model Critique | One of your own drafts critiqued in a new chat |
| 6 | Promptbook + team review | Three prompts contributed to the team promptbook |

Speaker notes: "This is not training. This is practice. We are building habits, one week at a time. Each Friday I will send a five-minute reflection prompt to capture what is working. By week six we have a team promptbook."

Visual direction: Six-step timeline graphic.

Slide 35: Three maturity tiers

Layout: Three-column comparison table.

Title bar: Where do you sit today?

Body:

| Beginner | Capable | Expert |
|---------------------|------------------------------|-------------------------------|
| One-line prompts | Front-loads context | Uses Projects |
| Generic outputs | Sets standing rules | Manages model selection |
| Accepts first draft | Sometimes challenges outputs | Critiques drafts in new chats |
| | | Coaches others |

Aim: median team member reaches **Capable** by week 6. **Expert** by month 6.

Speaker notes: "No shame in starting at Beginner. The point is movement. Everyone in this room will be at Capable in six weeks if we put in the practice."

Visual direction: Three-tier ladder or staircase graphic.

Slide 36: The team promptbook

Layout: Title + structured list + closing line.

Title bar: Building the team promptbook

Body:

One shared promptbook is more valuable than ten personal ones in isolation.

Structure:

- One folder per workstream
- Each prompt entry: name, use case, template, example input, example output, notes
- Author named, date stamped
- Quarterly review: prune what has stopped working, promote what is in heaviest use

This is the foundation of the European Prompt Library.

Speaker notes: "Phase 3 of the AI Commercial Excellence Programme is the European Prompt Library. It starts with our team's promptbook. Every prompt you save is a contribution to capability we will have for years."

Visual direction: Folder / library structure illustration.

Slide 37: ACTIVITY 3 — Your first promptbook entry

Layout: Activity slide.

Title bar: ACTIVITY 3 — 5 minutes

Body:

1. Pick your most-used Claude task from the last week.
2. Write it as a promptbook entry (name, use case, template, example).

3. Save it to your personal Project.
4. Volunteer one entry to the team promptbook before next Monday.

Speaker notes: "Last activity. This is the start of the team promptbook. By next week we want each of you to have contributed one entry."

Visual direction: Clock graphic.

Closing (slides 38–40)

Slide 38: What you'll do this afternoon

Layout: Three-action checklist, large type.

Title bar: Three actions. Twenty minutes. This afternoon.

Body:

1. **Create a Project** for your most-used workstream. Paste your context block into custom instructions.
2. **Save one promptbook entry** to that Project.
3. **Run the Two-Model Critique** on one draft you are working on this week.

That is it. Three actions. Twenty minutes total. Compound effect: huge.

Speaker notes: "I would rather you do three things this afternoon than promise yourself ten things you will never start. Three actions, twenty minutes, before you leave the office today."

Visual direction: Three large checkboxes. Bold typography.

Slide 39: The pocket card

Layout: Reproduction of the A5 quick-reference card.

Title bar: Print this. Pin it next to your monitor.

Body:

THE 4Cs

| | |
|-------------|-----------------------------------|
| Clear | What do I want, in what shape? |
| Context | What does Claude need to know? |
| Constraints | What must (and must not) be true? |
| Check | How will I verify the output? |

THE 30-SECOND PRE-SEND CHECK

1. Audience named?
2. Format and length specified?
3. Persona assigned?
4. Must-haves and must-not-haves listed?
5. Compliance lens flagged?
6. Uncertainty handling stated?
7. Disagreement handling stated?

THE MASTER RULES

1. Front-load.
2. One brief, not six messages.
3. Challenge the maths.
4. Quote or flag.
5. Two contexts beat one.
6. Save what works.
7. You are accountable.

THE THREE HABITS THAT MATTER MOST

1. Save your context block in a Project.
2. Run the 30-second check before send.
3. Critique drafts in a new chat.

Speaker notes: "This card is in the Foundation toolkit. Print one for your monitor, one for your team room. Six weeks of practice with this card in your eyeline embeds the habits."

Visual direction: Render the card itself as the slide content. Suggest a paper-card texture for the background.

Slide 40: Closing

Layout: Full-bleed closing hero image. Single line of type, centred.

Title bar:

- Main line: **Six weeks from today.**
- Sub-line: *We come back. We compare promptbooks. We see what changed.*

Body: (minimal)

Speaker notes: "I am not asking you to remember a framework. I am asking you to build a habit. Three actions this afternoon. Three things to bring back in six weeks. We compare notes then. Thanks. Questions are welcome."

Visual direction: Closing hero. Forward-looking, optimistic, contemplative. Suggestion: light through a tall window onto a wooden floor, dawn or golden hour. (See [Helen-Training-Deck-Images/slide-40-closing.png](#).)

Notes for the presenter

Pace: 45 minutes for the full deck assumes you move briskly through the foundation, spend more time on the Two-Model Critique (because it is the most powerful technique), and protect the three activity moments. If you have 60 minutes, the extra time should go into the activities, not the lecture.

Room set-up: laptops out, Claude Enterprise open. This is a hands-on session, not a watch-and-listen one.

What to prepare:

- Your own context block, polished, to show as an example on Slide 8
- One real "before/after" prompt from your own practice to substitute in if the supplied example doesn't land in your team
- Print-ready copies of the pocket card (Slide 39) for everyone in the room

What to leave behind:

- The Foundation Toolkit document (full reference)
- The pocket card (printed)
- A shared folder structure for the team promptbook, ready to receive contributions by next Monday

Six weeks later: book the follow-up session now. Same room, same time, same group. The expectation is each team member arrives with three prompts contributed to the team promptbook and one Two-Model Critique example to share.

Companion document: The Chugai Marketing AI Toolkit — Foundation Edition ([Helen-Prompting-Toolkit-2026-05-13.md](#)).