

Claude AI Prompting for Business

Live Workshop Workbook — PRISM Prompt Framework™

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Download the workbook, we will do the live workbook together!



Jane Chew · AI Strategy Coach

I help SMEs to redesign their business model, improve productivity, and grow profit

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- E3 Startup & Digitalization Powerteam Director
- HRDC Accredited Trainer
- Certification in AI Strategy and Governance, University of Pennsylvania
- 30+ years in CRM, loyalty, analytics and data-driven strategy

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Claude AI Prompting for Business: Write Better Prompts, Get Better Results

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What This Is About

Sound familiar? You've typed a prompt into Claude, got something generic back, and decided the tool “just isn't that smart.” In the next hour, you'll learn why that happens - and a repeatable framework to fix it every time. By the end, you'll have written a prompt for your own business that you can reuse this week.

The Big Idea

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Claude isn't underperforming. It's under-briefed. Give it the right context in the right order, and the output changes completely.

Step 1 — Reflect: Your Business Now

Look at this prompt: “Write me a marketing strategy.”

What's missing from this prompt?

Think of a prompt you've tried before that gave you a disappointing answer. What was it?

Step 2 — The PRISM Framework

Letter	Stands for	What it does
P	Problem	Name what's actually broken, before you ask for a solution
R	Role	Tell Claude who to be while it solves it
I	Instruction / Interview	Give the task - or ask Claude to interview you first
S	Structure	Set the format and shape of the output
M	Measure	Define what “good” looks like, so you can judge the answer

The I element — instruction, or interview

You can give Claude the task directly, or you can ask Claude to interview you first when you're not sure what's missing. Both count as I.

- ☐ Instruction — I know exactly what I want. I'll state the task directly.
- ☐ Interview — I'm not sure what's missing. I'll ask Claude to question me first.

Step 3 — Apply: Build It Live With Jane

Fill this in together on screen, using a real scenario from the room.

P (Problem):

R (Role):

I (Instruction / Interview):

S (Structure):

M (Measure — what does “good” look like?):

Step 4 — Practice: Your Own PRISM Prompt

Now build one for your own business. This is the prompt you'll actually reuse after today.

P (Problem):

R (Role):

I (Instruction / Interview):

S (Structure):

M (Measure — what does “good” look like?):w lol

Paste the full prompt into Claude now and see what comes back.

Step 5 — Share & Debrief

What worked in what you heard shared:

What I'd sharpen in my own prompt:

Check your prompt against these five mistakes

- ☐ P not a real problem — you jumped straight to asking for a solution
- ☐ R missing or generic — Claude has no point of view to work from
- ☐ I unclear — no direct task, and you never asked Claude to interview you
- ☐ S left out — no format or shape given for the output
- ☐ M skipped — no way to judge whether the answer actually worked

AI Maturity Self-Assessment: Which Stage Are You Really At?

<https://digitalaibusinessclub.com/ai-maturity-self-assessment-which-stage-are-you-really-at/>

On a scale of 0 to 10 — where 0 is "I've never used an AI tool" and 10 is "I operate at the most advanced stage available" — help me rate myself.

Here is the 5-stage maturity ladder:

1. Prompts (no memory) — I start from zero every time, re-explaining context in every chat
2. Project/Memory (remembers the business) — the tool retains my business context across sessions

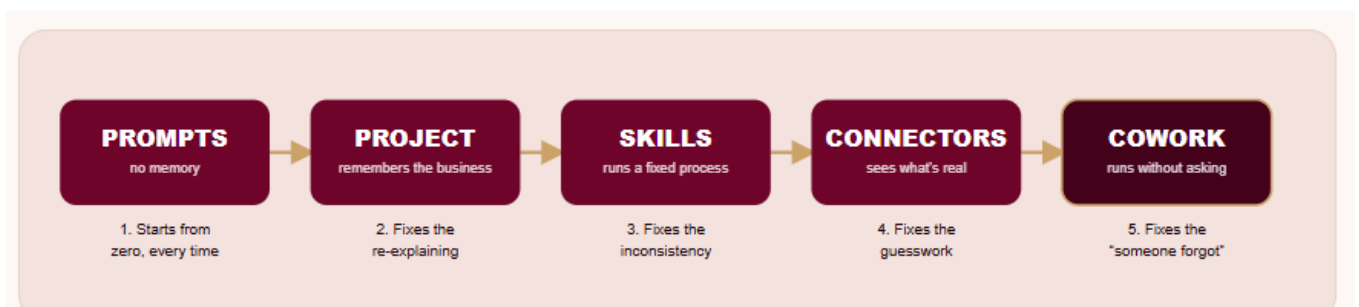
3. Skills (runs a fixed process) – I've built repeatable workflows it executes consistently
4. Connectors (sees what's real) – it's connected to live data/tools, not just what I type
5. Cowork (runs without asking) – it executes multi-step work autonomously and reports back

Ask me specific questions about what I actually did with AI this week – not what I think I'm capable of. Then tell me, with reasons based on my real answers:

1. My honest stage on this ladder
2. What I've actually done that proves it (not features I've only heard of)
3. The one stage I should focus on moving up to next, and why it matters for my business

From Chat to System

PRISM fixes one prompt. Most businesses don't have a one-prompt problem - they have a hundred-prompt problem, rebuilt from scratch every week. Everyone can chat with Claude. Few build a system with it. Five layers separate the two:



1. Prompts — a one-off instruction. No memory. You start over every time.
2. Project — Claude remembers your business context across a whole body of work.
3. Skills — Claude runs a fixed, repeatable process, the same way every time.
4. Connectors — Claude sees what's actually real in your business - your files, your data.
5. Cowork — Claude operates without you asking each time.

OPERATIONS, NOT JUST CHAT

A real Claude Cowork automation, built for an AI training company that kept losing warm leads to silence after a great workshop: Name - Post-workshop follow-up engine. Run - every Monday at 9am. Instructions - check the attendee list, draft follow-up messages and this week's LinkedIn posts, save a summary. Approval - ask before sending, drafts only. Nobody opens Claude on Monday morning and asks for this. It already runs.

Full walkthrough: *"Claude AI For Marketing — How to Build an AI Marketing Team Inside Claude" on DigitalAIBusinessClub.com.*

Your Action This Week

By _____ (date), I will:

Axi Says

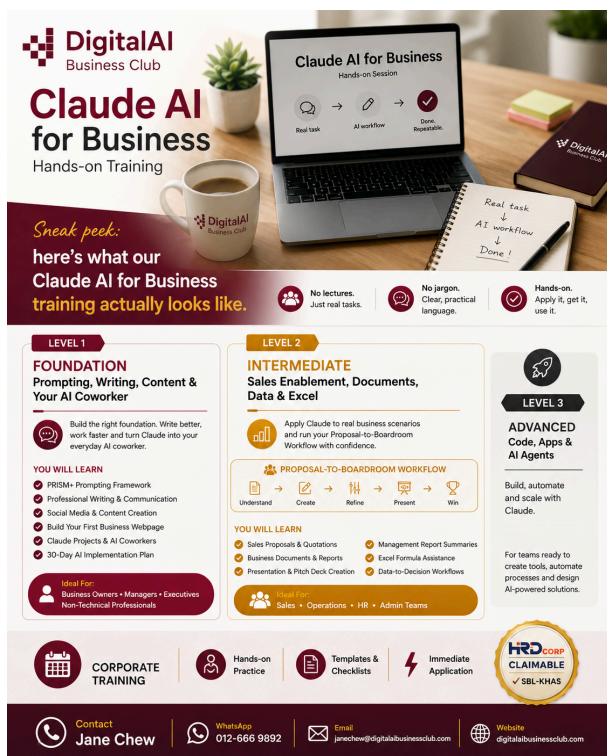
AXI SAYS

You don't need ten new AI tools. You need one good brief, done properly, every time - then a system so you stop rebuilding it. Save this workbook and reuse the PRISM template on the next five things you ask Claude for.

Next Steps

Ready to go from one better prompt to a working AI system? Join the Claude Masterclass:

<https://digitalaibusinessclub.com/claude-ai-for-business-3-level-training-pathway/>



DigitalAI Business Club
Claude AI for Business
Hands-on Training

Sneak peek:
here's what our Claude AI for Business training actually looks like.

- No lectures. Just real tasks.
- No jargon. Clear, practical language.
- Hands-on. Apply it, get it, use it.

LEVEL 1
FOUNDATION
Prompting, Writing, Content & Your AI Coworker

Build the right foundation. Write better, work faster and turn Claude into your everyday AI coworker.

YOU WILL LEARN

- PRISM- Prompting Framework
- Professional Writing & Communication
- Social Media & Content Creation
- Build Your First Business Webpage
- Claude Projects & AI Coworkers
- 30-Day AI Implementation Plan

Ideal For:
Business Owners • Managers • Executives
Non-Technical Professionals

LEVEL 2
INTERMEDIATE
Sales Enablement, Documents, Data & Excel

Apply Claude to real business scenarios and run your Proposal-to-Boardroom Workflow with confidence.

PROPOSAL-TO-BOARDROOM WORKFLOW

Understand → Create → Refine → Present → Win

YOU WILL LEARN

- Sales Proposals & Quotations
- Business Documents & Reports
- Presentation & Pitch Deck Creation
- Management Report Summaries
- Excel Formula Assistance
- Data-to-Decision Workflows

Build Your Team
Sales • Operations • HR • Admin Teams

LEVEL 3
ADVANCED
Code, Apps & AI Agents

Build, automate and scale with Claude.

For teams ready to create tools, automate processes and design AI-powered solutions.

CORPORATE TRAINING
Hands-on Practice
Templates & Checklists
Immediate Application

HRD CORP CLAIMABLE
✓ SBL-KHAS

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<https://digitalaibusinessclub.com/claude-ai-prompting-for-business-write-better-prompts-get-better-results/>

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