



The CLEAR Framework

Learning how to engage effectively with AI is not just about using the right tool — it is about asking the right question in the right way. The CLEAR Framework is a simple but powerful model that helps you craft prompts that are focused, strategic, and aligned with your leadership goals.

Whether you are pressure-testing an idea, preparing for a high-stakes conversation, or reflecting on a difficult leadership moment, CLEAR helps you engage with AI as a true thinking partner — not just a search engine.

The CLEAR Framework for Professional Prompts

C

Context

Provide relevant background about your role, situation, and what you are navigating. The more specific you are, the more tailored the response will be.

L

Length

Specify the desired length or format of the response — a short summary, three to five bullet points, a 400-word analysis, or a structured action plan.

E

Examples

Include specific examples when helpful — examples of the tone you want, situations that are similar, or outcomes you are trying to achieve or avoid.

A

Action

Clearly state what you want the AI to do. Be direct: build a plan, evaluate these options, reframe this argument, identify what I am missing.

R

Role

Define the AI's perspective or area of expertise for this conversation. Assigning a role shapes the lens through which it responds.

See the Difference

A basic request gives you a generic response. A CLEAR-structured prompt gives you something you can actually use. Compare the same leadership challenge written both ways.

BASIC REQUEST

"Help me with leadership."

Vague inputs produce vague outputs. This prompt could have been written by anyone — which means the response will apply to no one in particular.

CLEAR-ENHANCED REQUEST

C CONTEXT

I'm a VP at a tech company with strong technical expertise, but in board meetings I tend to defer to others and underplay my presence. I want to shift how I show up to project more confidence, clarity, and leadership influence in these high-stakes settings.

L LENGTH

Provide 3–5 specific strategies with actionable steps I can apply over the next 90 days.

E EXAMPLES

Include examples relevant to boardroom dynamics — such as how to assert technical insight without over-explaining, or how to respond when interrupted or overlooked.

A ACTION

Help me build a 90-day action plan to elevate my executive presence in board meetings, so I'm seen as both a strategic and credible voice.

R ROLE

Act as an executive coach who specializes in helping senior women leaders build gravitas, influence, and presence in executive and board-level environments.

CLEAR is not about longer prompts — it is about better ones.

You do not need to use every component in every prompt. Start with Context and Action, then add the others when they will sharpen the response. The goal is specificity, not length. A well-structured 50-word prompt will outperform a vague 200-word one every time.