Integral

AI That Actually Works

Project: Something Digital Masterclass 2025

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Confidential

1 INTRODUCTION

There is a lot of hype around Generative AI now, and this hype is masking the reality of how most organisations are adopting AI. Many are attempting complex proofs of concept in environments with low data maturity, bureaucratic processes, and inadequate AI governance, discovering that their proof of concept fails. While failure is not necessarily a bad thing for a proof of concept, it is often not the desired outcome. Organisations are then looking at other, more complex initiatives that need to be completed before they adopt GenAI.

The reality is that there are ways to adopt model usage into your workplace in a way that doesn't expose your business data, or your customer's data, or require complex initiatives to be completed, and get value from AI today.

This document captures some ways that you can make use of models in your day-to-day work now, safely and reliably, improving the way you work, speeding up decision making, and delivering high-quality, trusted results.

This document is a companion to the Masterclass run at Something Digital, in August 2025, on AI That Really Works – 3-Real World Playbooks for Digital Teams. The document will walk you through some basic tasks that are relevant to many organisations, and show you how to develop high quality prompts that can assist you in getting great results.

1.1 SCENARIO

In this guide, we use a fictional organisation as the base of our scenarios. The organisation profile was generated using ChatGPT 5 with information about the types of organisations and the type of roles of attendees of the people attending Something Digital in 2024. The following was then included in a ChatGPT Project to help maintain context for the prompts used during demos.

Scenario: River City Health Alliance (RCHA)

About the Organisation
River City Health Alliance is a mid-sized, Queensland-based not-for-profit delivering digital health and wellbeing programs across regional and metro communities. They run youth mental health initiatives, partner with local councils and schools, and manage a growing network of digital service delivery platforms. Like many of the organisations at Something Digital, they sit at the intersection of government funding, corporate partnerships, and community delivery.

The Digital Team's Challenge
RCHA's digital team of 15 supports everything from grant applications and program evaluation through to MarTech campaigns, partnerships, and contract management. They are under pressure to deliver more insights, more quickly, without additional headcount. They've experimented with AI, but results have been patchy and hard to trust.

Tip: When using prompts in this document, consider providing background information about your organisation to the LLM by uploading relevant documents and setting custom instructions.

1.2 HOW TO USE THIS?

Learn from using the refined prompts. Consider why these are better than the naïve prompts, and examine how additional information has been provided to the model. These prompts are written for reasoning models and need to be tailored for your organisation, the model you are using, and the objective you are trying to achieve. Use the prompts below and see what results you get, and then iterate the prompts to give you the high-quality results you need as a user and as an organisation.

Prompts are located in text boxes, as shown in the example below. They shouldn't be directly copied and used as is. You need to give them **context** that is relevant to the task, instructions on the **task** you are asking the model to do, and **instructions** on how you want this information provided back to you.

> *Hi, How are you today? Can you help me craft a better prompt?*

I tend to use markdown in my formatting. You don't have to use this, however, I find it a good way to give hints to the model that this is a piece of text that is more important, and a good way to indicate how you want things structured.

These prompts were all tested in ChatGPT 5 on 27 August 2025. Be aware of what model you are using and what works well for it. Also, be aware that the best way to write prompts is constantly evolving. If in doubt, ask the model itself to improve your prompt.

TIPS

Each of the use cases includes some tips relevant to the refined prompt in the example. Here are some other tips that may help.

1. Prompt Engineering techniques are changing as new models are released. What worked well in older models, can now harm the performance of newer models.
2. Be aware of what model you are using. If you are using M365 Copilot or a free account, it may be lagging behind the current State Of The Art (SOTA) model and require different techniques.
3. Several model providers publish comprehensive prompting guides. Keep up to date with these and understand what works well in your preferred model.
4. Use multiple models and compare the outputs.
5. Include a good system prompt or instructions in your model configuration so that it gives you results in the way that you want it to.
6. Use meta prompting. Get the model to refine your prompt.
7. After getting the results you want, ask the model to review your work and provide a prompt that could be used to achieve the results again.

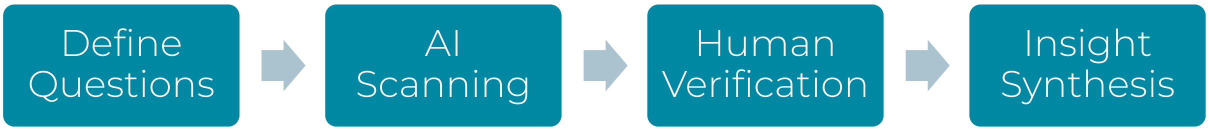
2 USE CASE 1: MARKET INTELLIGENCE

2.1 BACKGROUND

In this scenario, RCHA is preparing a funding bid to expand youth services into Central Queensland. Normally, their researchers would take weeks to pull together competitor analysis, service gaps, and local demographic data. Using the AI-powered research workflow, they reduce this to a few hours by surfacing insights on what other providers are doing, gaps in local mental health access, and emerging digital wellbeing trends. This gives their executives a sharper pitch to government and community partners.

2.2 WORKFLOW

To use Generative AI in your research activity, look at structuring a workflow around the following steps.



2.3 NAIVE PROMPT

Tell me about youth mental health in Queensland.

2.4 REFINED PROMPT

A refined prompt is included below that provides several key features. Firstly, it tells the model to act in a certain role, this context helps to establish around the goal you are trying to achieve and the type of skills you would need to achieve this task.

Secondly, tell the model the task you want it to perform. Be descriptive, not prescriptive, in that you don't need to tell it how to achieve your objective, but instead what you want it to do. This is a change from earlier models, where you needed to tell them step by step what to do. Reasoning models need to be given the flexibility to determine how to achieve a goal, allowing them to deliver a better result.

Next, define the scope of information the model should use. If you want global information, tell it to use this, if you want very local and only recent information, and only want to use credible sources, then tell it.

After the sources, define the output you want. Do you want a one-page summary, a detailed report, or results in a table? Tell the model how to structure the output in a way that you can use. Also, tell it the tone to use, what language should be used, and how technical the information should be.

If you have done a lot of prompting before then the next sections may be unfamiliar to you. Here we are asking the reasoning model to analyse the results it has provided. Provide a confidence assessment of the results so that you can see how confident the model is in the information it has found a provided. Tell it how to handle missing information, and instruct it not to make up answers. Let the model know that it is OK to tell you it doesn't know the answer or that it needs more information. This helps reduce the number of hallucinations you get.

Finally, we ask the model to review the results against what we requested and assess whether it has achieved what we wanted. Let it consider multiple ways of achieving this and determine the best result, and then redo the answer. This enables the model to judge its own output and refine it, which leads to a better result for you.

Role
*You are acting as a **market intelligence analyst** for a Queensland not-for-profit.*

Task
*Produce a **concise executive summary (max 2 pages)**, suitable for direct inclusion in a funding bid, on the state of **youth mental health services in Central Queensland.***

Coverage Criteria (Outcome-based)
Your summary must comprehensively address the following:

** Service Providers: Key youth mental health organisations and their focus areas.*
** Gaps in Availability: Access, affordability, regional coverage.*
** Demographic Trends: Youth population growth, prevalence of mental health conditions.*
** Digital Wellbeing Trends: Emerging technologies and adoption patterns relevant to the region.*
** Funding Relevance: Synthesis section highlighting implications for investment.*

Formatting & Structure
- Use the following headings:
1. Service Providers
2. Gaps in Service Availability
3. Demographic Trends
4. Digital Wellbeing Trends
5. Funding Summary
- Keep language plain, factual, and evidence-based.
- Bullet points allowed where appropriate.

Reliability Requirements
- Cite Queensland or Australian sources where possible.
- Indicate confidence levels for key factual claims (Certain >90%, Probable 70–90%, Possible 40–70%, Uncertain <40%).

- If critical information is missing, ambiguous, or unsolvable, explicitly flag the gap rather than making assumptions.
- If any aspect has a straightforward answer, provide it directly without over-elaboration.

Reasoning & Verification
- Explore multiple possible perspectives before synthesising a final conclusion.
- Complete your draft response fully.
- [BREAK] Now review what you wrote above for completeness, accuracy, and coherence.
- After the review, provide the final improved version.
- Finally, construct a short counter-view ("What might this analysis have missed or overstated?") to surface hidden assumptions.

2.5 TIPS

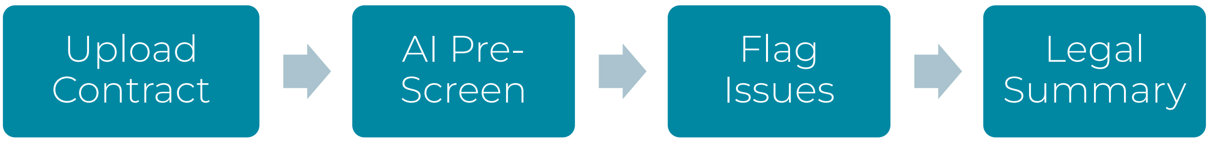
Use the structure described above. If you don't know the detail required for this, then tell the model what you are trying to achieve and ask it to construct a prompt to do this. You can iterate the prompt until you get a strong, well-structured prompt, that delivers the type of results you are after.

3 USE CASE 2: CONTRACT REVIEW

3.1 BACKGROUND

RCHA is negotiating a new partnership contract with a national telehealth provider. Their in-house team struggles with legal bottlenecks, as contracts sit in queues while projects stall. Using the AI contract pre-screening workflow, the team flags key risks, unusual clauses, and areas that need escalation before the lawyers even see it. Their legal spend goes down, and deals move faster, which is a win for both program managers and finance.

3.2 WORKFLOW



3.3 NAIVE PROMPT

> *Summarise this contract for me*

3.4 REFINED PROMPT

We are building on the techniques in Use Case 1 to get specific results for the review of the contract document. You need to feed in what is important to your organisation that will help the model identify risks that are important to the way you operate and that may impact you.

In this prompt, we include a two-phase approach, this time as a shorter prompt. The first phase is to analyse an uploaded contract, and the second phase is to ask the reasoning model to verify the results it has given. Again, we are asking the model to critique its own work.

> *System Role: You are a contract analyst for a Queensland health not-for-profit.*
>
> *Task: Review the attached partnership contract with a telehealth provider and deliver a decision-ready briefing for executives.*
>
> *Success Criteria:*

– Highlight obligations, risks, and escalation points in plain English.
– Flag unusual clauses or areas requiring legal review.
– Identify which clauses are standard and low-risk.
– If information is missing or unclear, state this explicitly rather than guessing.
– For each factual or legal claim, provide a confidence rating (Certain >90%, Probable 70–90%, Possible 40–70%, Uncertain <40%).
– Avoid generic summaries; focus only on contract-specific issues.

Output Format:
Phase 1 – Draft analysis
– Executive Summary
– Risk Flags
– Escalation List
– Low-risk Clauses

Phase 2 – Verification
– Review the above for errors, missing context, or over-statements, then present a refined final version.

3.5 BONUS PROMPT

For contract review, if this is something you do frequently, it helps to build a more complex prompt that provides more context about what is important to your organisation. Sit down with your leaders and see what they would look for. You can build this into the prompt or have it as a separate document that can be provided as context to the prompt.

In the more detailed prompt below, we have included specific types of clauses that this fictitious organisation considers risky to accept, along with the position the organisation takes if this clause is present. This will be given specific focus during the analysis and will influence the overall risk assessment.

With the output of the analysis, you are now in a better position to consult your legal counsel on the contract.

Role: *You are a commercial lawyer specialising in health and community sector partnerships, with expertise in contract review, risk assessment, and negotiation strategy.*

Objective: *Provide a decision-ready pre-screening analysis of River City Health Alliance's (RCHA) draft partnership contract with a national telehealth provider. The goal is to flag risks early, highlight unusual clauses, and prepare RCHA's team with clear recommendations before escalating to external legal counsel.*

Approach Guidance (Reasoning Model Alignment):

** If the answer is straightforward, provide it directly without over-analysis.*
** Explore multiple independent interpretations before converging on your assessment.*
** First, generate your full analysis.*

Then review it for errors, contradictions, and suggest improvements.

** If critical information is missing or unclear, specify what's needed rather than guessing.*
** For each factual or legal assessment, state your confidence level (Certain >90%, Probable 70–90%, Possible 40–70%, Uncertain <40%).*
** After delivering recommendations, construct the strongest counter-argument to your own conclusions to test robustness, then refine your advice.*

***RCHA-Specific Red Lines & Priorities**:*

** **Reject outright:** Hold harmless clauses, directors' guarantees, liquidated damages, governing law outside Australia.*
** **Flag if present:** Liability caps above contract multiples, cyber insurance above \$2M, PI/PL insurance misaligned with sector norms, obscure/non-Australian audit standards.*
** **Preferred positions:***
** IP: retain pre-existing, new IP assigned to RCHA.*
** Consequential loss: excluded.*
** Termination: convenience (payment for delivered work), cause (remediation first).*
** Data: Australian sovereignty preferred, "right to forget" excluding backups.*
** Use ISO9001/ISO27001 certifications where helpful.*
** SLAs, warranties, service credits aligned with realistic digital health delivery standards.*

Deliverables (Format):
*1. **Executive Summary** – overall risk profile (Red/Amber/Green), top 3 issues for board attention.*
*2. **Critical Issues (Red Flags)** – clause references, why problematic, draft amendment language.*
*3. **Amber Concerns** – impact, negotiation options.*
*4. **Green Terms** – confirm acceptable clauses.*
*5. **Industry Benchmark Comparison** – how key terms align with other NFP–telehealth contracts.*
*6. **Legal & Compliance Status** – checklist vs relevant Australian law (Privacy Act, ACL, healthcare regs).*
*7. **Risk Matrix**– financial, operational, legal, reputational, with probability/impact ratings.*
*8. **Negotiation Playbook** – prioritised issues, leverage points, fallback positions.*
*9. **Counter-Argument Review** – strongest challenge to your own conclusions, then revised recommendations.*

Output Requirements:
** Use headings, bullets, and bold for clarity.*
** Cite clause numbers where available.*
** Quantify risks and potential financial exposure where possible.*
** Maintain professional, objective tone throughout.*
** Target length: ~1,200 words.*

3.6 TIPS

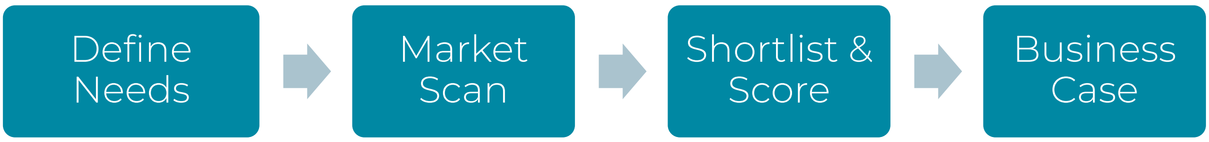
Don’t worry about spelling mistakes and format in your prompt. The models are good at working out what you want and can deal with errors in your prompt. If they aren’t clear, they will ask for more information.

4 USE CASE 3: TECH-STACK

4.1 BACKGROUND

RCHA's marketing team is overwhelmed by tool choice: CRMs, engagement platforms, and AI chat assistants. They need to select the right platform to scale community engagement across Queensland. Using the AI-assisted evaluation workflow, the team defines requirements, scans the MarTech landscape, and builds a business case that their board can approve with confidence. Instead of paralysis, they land on a fit-for-purpose solution in weeks, not months.

4.2 WORKFLOW



4.3 NAIVE PROMPT

> *What's the best CRM for us to use?*

4.4 REFINED PROMPT

A better approach is to first define what problem you are trying to solve and what your organisation needs from a technical solution. Like traditional product selection, you are better off starting with a good set of requirements and then selecting a solution that meets these requirements. Don't just start with a product category and hope that it meets your needs.

A great way, that is efficient and consultative, is to get the model to iterate the requirements with you through a series of questions. Our example provides some high-level areas to explore in more detail through a set of structured questions. We then take the answers to these questions, build a prioritised list of requirements and use this as input to the market scan.

DEFINE NEEDS

> *System Role: You are a digital strategy advisor helping a not-for-profit define its CRM/engagement platform requirements.*
>
> *Instructions:*

Phase 1
Elicit requirements by asking structured, phased questions.
- Focus on: budget, team size, integration needs, compliance, reporting, ease of use, implementation/support expectations, and case studies relevant to the health/NFP sector.
- If any information is missing or ambiguous, ask for clarification rather than assuming.
- If the requirement is simple, provide a direct concise question without over-analysis.
- Ask which requirements are must-have vs nice-to-have.

Phase 2
After requirements are defined, pause and summarise them clearly.
- Recheck coherence: highlight any contradictions, gaps, or assumptions.
- Assign a confidence level to each requirement captured (Certain >90%, Probable 70–90%, Possible 40–70%, Uncertain <40%).

The model will then ask you to answer the questions individually or as a group. It can be useful to discuss these with other people in your organisation and provide the answer in one block, however answering one at a time works just as well.

SUMMARISE THE REQUIREMENTS

Before moving onto shortlisting available solutions, get the model to provide you with a succinct summary. This output can be used as the first step of the next research phase.

Summarise the requirements we've captured for RCHA's CRM/engagement platform.
- Present them structured by category (budget, team size, integrations, compliance, reporting, ease of use, support, case studies).
- Highlight contradictions, gaps, or assumptions.
- Assign confidence levels to each item (Certain >90%, Probable 70–90%, Possible 40–70%, Uncertain <40%).
- Pause and ask me to clarify any open gaps before moving to platform evaluation.

DEEP RESEARCH TO SHORTLIST & SCORE

Now's the time to do some more detailed research to get rich information back on potential options for your organisation. If you want a quick result, you can use this prompt as is, but if you want detailed, in-depth research, use the Deep Research option in the prompt. The model will use a longer process to do analysis and critique its outputs, doing a broader scan for sources, and building a deeper, more comprehensive response.

You are a digital strategy analyst conducting deep research on CRM/engagement platforms for an Australian health/NFP (RCHA context).

Objective
Deliver an evidence-based comparison of the three strongest candidate platforms.

Success criteria:

- *Scored fit against mandatory & nice-to-have requirements*
- *Recent case studies (Australian NFPs/healthcare, Queensland if available)*
- *Implementation partner landscape in Queensland*
- *Key risks (cost overruns, vendor lock-in, support issues) with mitigations*
- *A board-ready recommendation framework*

***Instructions**:*
- *If critical info is missing, state the gap rather than guessing.*
- *Explore multiple candidate paths before converging on your top 3.*
- *Provide confidence levels for major claims (Certain >90%, Probable 70–90%, Possible 40–70%, Uncertain <40%).*
- *Avoid generic vendor marketing; cite verifiable sources where possible.*
- *Conclude with a short adversarial check: the best argument against your top recommendation.*

***Format**:*
1. Candidate Selection (why these 3)
2. Evaluations (one per candidate, with scorecard, case studies, partners, risks)
3. Comparison Matrix
4. Risk Register
5. Recommendation Framework (board-ready)
6. Adversarial Check → Final Recommendation

4.5 TIPS

Utilise multiple models to do deep research. You can take the outputs of these and get a model to compare and merge the results. Some models are better at finding sources, others are better at writing content, and each model has a different reasoning model, that may lead to different outcomes.

Use a tool like Google's NotebookLM to collect the results and then produce a podcast of the key findings or ask different questions from the report.

5 ABOUT US

This document was created by Ben Scown, Head of Strategy and Advisory at Integral. Ben spends his days guiding clients with enterprise strategy and transformation with AI, data and tech.

Integral is a proudly Australian company that helps clients unlock new opportunities, solve complex challenges, and create exceptional client experiences. We work across strategy, brand, digital and technology.

If you'd like to know more about the topic in this paper, the author or Integral connect with us at the links below.

Let's connect

Want to dive deeper?
Book a chat or send a question…

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