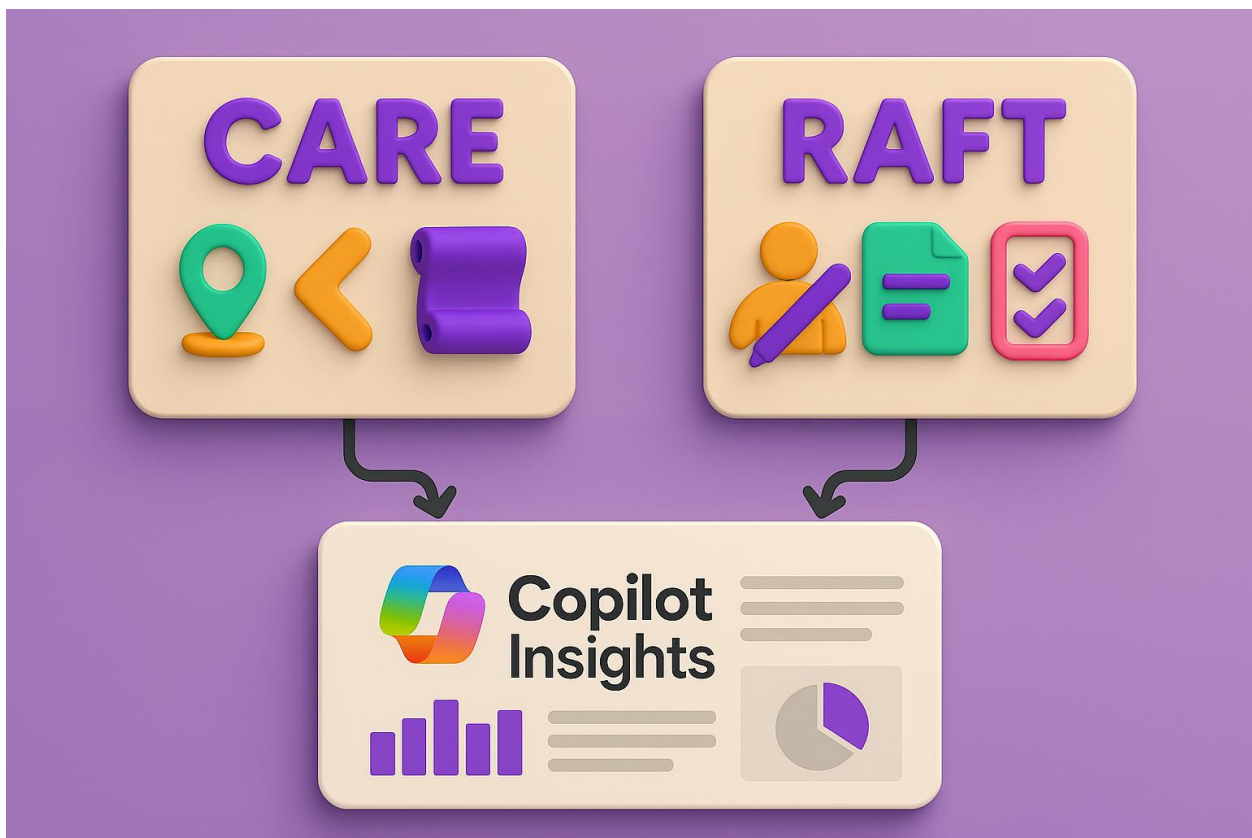# CARE/RAFT Prompting

Trying to get more precise results from generative IA?

Two proven prompt frameworks -- **CARE** (Context, Action, Rules, Example) and **RAFT** (Role, Audience, Format, Task) -- help you structure better prompts.

🔍 CARE Framework – Define the Situation

Use CARE to shape the context of your prompt and help AI understand the "why" behind your question.

- **C** – Context: What's happening or changing?

- **A** – Action/Ask: What are you doing?

- **R** – Rules: What kinds of formats and outputs should be included?

- **E** – Example: A sample of your intended output.

🧭 RAFT Framework – Shape the Output

Use RAFT to guide AI to give you answers that meet your needs.

- **R** – Role: Who should AI act as?
- **A** – Audience: Who needs this output and what will they need?
- **F** – Format: How should the output be structured?
- **T** – Task: What do you need AI to do?

CARE and RAFT Prompt Examples by Industry

Sector	CARE (Context • Action/Ask • Rules • Example)	RAFT (Role • Audience • Format • Task)
What to use when	**Start with CARE** when you need **strong guardrails** (data boundaries, compliance, evaluation criteria).	**Use RAFT** when you need **fast, consistent structure** (who you want the model to be, the task, output format, and tone).
Finance	**C – Context:** We are comparing Q3 actuals vs. budget for [Business Unit]; use [attach: Q3_actuals_vs_budget.xlsx]; assume GAAP; treat unknowns as unknown. **A – Action/Ask:** Identify top 5 variances by $ and %, explain drivers, propose 3 corrective actions per driver with owners/dates. **R – Rules:** Output 1 page: 100-word exec summary; table (Account | Var $ | Var % | Driver | Owner | Due); reference source cells (e.g., B12/C12). Avoid speculation.	**R – Role:** Senior FP&A analyst. **A – Audience:** CFO & BU GM who need decision-ready insights and clear owners. **F – Format:** One-page brief: headline, variance table, 3-point outlook, next steps with dates. **T – Task:** Create a QBR variance briefing from [Q3_actuals_vs_budget.xlsx] highlighting the 5 biggest drivers and recommended actions.

	E – **Example:** "**COGS** +$1.2M (+4.5%) driven by resin cost increase. **Actions:** (1) Reprice with Supplier A (Owner: Ops, 9/15). (2) Qualify alt resin (R&D, 9/30). (3) Adjust mix to SKUs 14/18 (Sales, 10/5)."	
Manufacturing	C – **Context:** Scrap on Line A rose from 1.8% → 4.2% over 7 days at [Plant]; data in [OEE_scrap_shift.csv, maintenance_log.pdf]. A – **Action/Ask:** Perform an A3: problem statement, current condition, 5-Whys (top 3 suspects), 30/60/90-day countermeasures. R – **Rules:** One-pager with KPIs (OEE, FPY); mini Pareto of causes; owners/dates; actions measurable and testable. E – **Example:** "**Suspect:** Feeder misalignment (3x since 8/10). **Countermeasure (30 days):** Realign + SOP check; **Owner:** Maintenance; **Due:** 9/05."	R – **Role:** Lean Six Sigma Black Belt. A – **Audience:** Plant manager and maintenance lead needing clear root cause and plan. F – **Format:** A3 sections: Background • Current State (metrics) • Analysis (Pareto + 5-Whys) • Countermeasures (30/60/90) • Follow-up (owners/dates). T – **Task:** Diagnose scrap spike on Line A and provide a time-boxed, owner-assigned plan.
Retail	C – **Context:** Plan next week's promo for Category [X] across e-com and stores; inputs: [last_8_weeks_sales.csv, promo_calendar.xlsx, weather_forecast.pdf]. A – **Action/Ask:** Forecast lift, set price/markdown bands, allocate inventory to top 20 stores/DCs, flag risks/mitigations. R – **Rules:** Deliver brief with	R – **Role:** Merchandising planner. A – **Audience:** Category VP and store ops who need a clear, executable promo plan. F – **Format:** Executive summary • Forecast by channel • Price/markdown bands • Store/DC allocation • Risks & mitigations. T – **Task:** Build a one-week

	forecast table, recommended price bands, store/DC allocation bullets, risk register. Account for weather and stock constraints. **E – Example:** "**Price band:** 15–20% off drives +12–15% lift (history weeks 24–27). **Allocation:** Shift +8% units to coastal stores ahead of heat wave."	promo plan for Category [X] using sales history, promo calendar, and weather.
Transportation	**C – Context:** On-time performance (OTP) on Route [R] fell 91% → 82% last month; datasets: [AVL_headways.csv, incident_log.xlsx]. **A – Action/Ask:** Diagnose primary delay drivers; propose schedule tweaks (headway, recovery time, timepoints); model OTP impact. **R – Rules:** 1-page ops note with Pareto of delay causes; 3 concrete schedule changes with projected OTP delta; adhere to DOT constraints. **E – Example:** "**Change:** Add 3 min recovery at Terminal B off-peak; **Impact:** +3–4% OTP; **Risk:** crowding–mitigate with stop-skips on trips 14/18."	**R – Role:** Operations scheduler. **A – Audience:** Transit operations leadership who need data-backed schedule changes. **F – Format:** Pareto chart narrative • Three recommended changes with before/after metrics • Implementation plan (phasing, comms). **T – Task:** Recommend schedule adjustments to restore OTP on Route [R] using AVL and incident data.
Professional Services	**C – Context:** Proposal for [Client] to address [Problem]; discovery notes and KPIs attached; budget cap [$X]. **A – Action/Ask:** Draft executive summary, hypothesis-driven approach, 3 workstreams,	**R – Role:** Engagement manager. **A – Audience:** Executive sponsor and procurement who need clarity on value, scope, and price. **F – Format:** Executive summary

	timeline, outcomes/KPIs, and pricing options (good/better/best). **R – Rules:** 2-page outline; client-centric, measurable value; de-risked timeline; list assumptions and risks. **E – Example:** "**Workstream 2:** Data foundation; deliver CDP pilot in 6 weeks; **KPI:** +15% MQL-to-SQL; **Price:** $140k (better)."	• Objectives & KPIs • Workstreams & deliverables • Timeline • Team/roles • Pricing tiers • Assumptions/risks. **T – Task:** Produce a client-ready proposal outline within the [$X] budget.
Government	**C – Context:** Launching a small-business grant program at [Agency/State]; eligibility/timeline in [grant_policy.pdf]. **A – Action/Ask:** Create public FAQ, eligibility checklist, and application steps. **R – Rules:** Web-ready copy; plain language; accessible (Section 508); include key dates and contact placeholders; multilingual access note. **E – Example:** "**Who can apply?** Businesses with <50 employees and ≤$5M revenue. **How to apply (3 steps):** Create account • Upload documents • Submit by Oct 15."	**R – Role:** Policy analyst. **A – Audience:** Small business owners and community partners seeking simple, actionable guidance. **F – Format:** "At a glance" summary • Eligibility checklist • How to apply (step-by-step) • Key dates • Contact & language access. **T – Task:** Turn the internal grant policy into citizen-facing guidance.