DoubleDropDown

C R A F T

Think first. Then build with AI.

A hands-on workshop for planning and building with AI tools

A working session · Bring a real idea

C R A F T

Today is a workshop, not a lecture.

Understand

Learn CRAFT and why it helps you get better results from AI.

Plan

Shape a real idea on paper, alone or together, before any AI.

Build

Open an AI tool and start building it. Question every answer.

You'll leave with a stronger starting point, not necessarily a finished product.

Our session, in four parts.

Understand

Learn it

Why CRAFT, and how it works

Plan

On paper

Gather the pieces and plan it out

Build

With AI

Open AI, build, and push back

Debrief

Reflect

Share and reflect

Keep AI closed until Build. Planning on paper first is the point.

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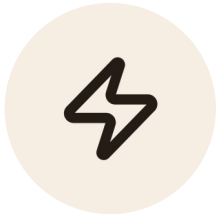
Part 1 of 4

Understand

Why CRAFT, and how it works

When you open an AI tool, how do you usually start?



Type and see

Open it, type a quick question, and see what comes back.

Paste and ask

Drop in something I'm working on and ask for help.

Plan first

Work out what I need before I open the tool.

Raise a hand, or answer in the chat: which sounds most like you?

The real risk isn't using AI.

Not the real risk

That we use AI in our work.

The actual risk

That we stop thinking critically.

Why it happens to everyone

- The first answer looks good enough.
- Accepting is faster than questioning.
- We let AI define the problem for us.

An instant result is not the same as a correct one.

You decide what good looks like. Not the tool.

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CRAFT at a glance.

C
Concept
The pieces you bring

R
Reality
The real-world context

A
Aim
What a good result looks like

F
Frame
The lens it should think from

T
Think
A reminder at every step

Think isn't a last step. It's the reminder at every letter: before you send, and after.

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Gather the puzzle pieces.

C

Concept

Before you send

Ask yourself

- Where do things stand right now?
- What can I bring? Notes, files, screenshots, recordings.
- What should stay out? No personal or sensitive data.

In the example: a peer recognition assistant

"Recognition emails take me so long I rarely send them. I have six I've written before and my project notes, names removed."

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Anchor it in the real world.

R

Reality

Before you send

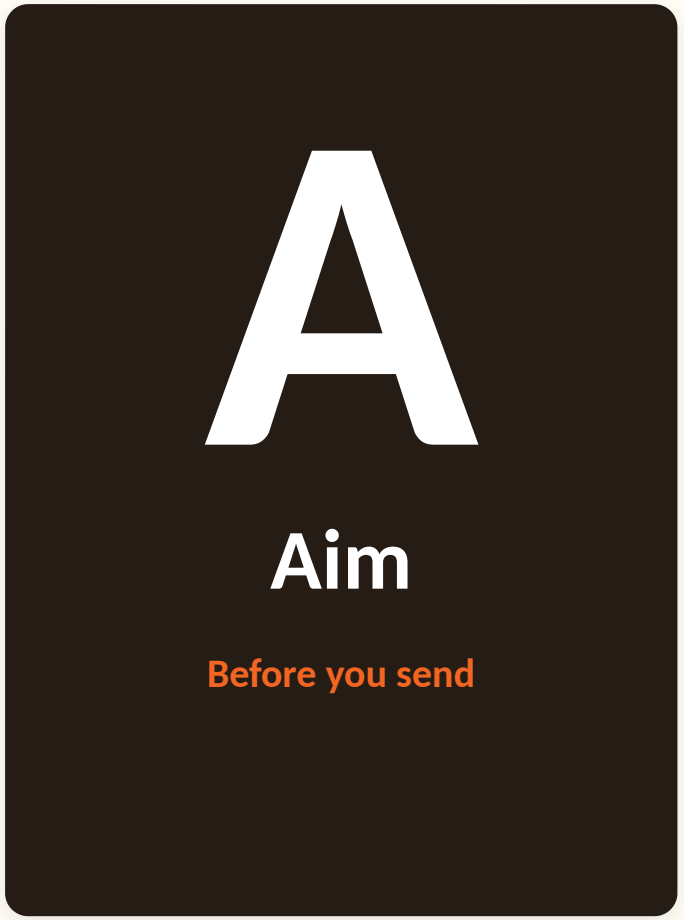
Ask yourself

- Who is this for, and who is affected?
- What constraints, policies, or systems are real?
- Why does this matter right now?

In the example: a peer recognition assistant

"I lead a small team that works with many other groups. It goes peer-to-peer, copies their manager, and keeps technical detail high-level."

Define what a good result looks like.



Ask yourself

- What format and length do I want back?
- How much detail is useful?
- What should it avoid?

In the example: a peer recognition assistant

"Two to three paragraphs with a short sign-off. Introduce me briefly if the reader doesn't know me. Match the tone of six samples I've written."

Choose the lens it should think from.

F

Frame

Before you send

Ask yourself

- What role or perspective should it take?
- Who is the audience it's speaking to?
- What should it emphasize most?

In the example: a peer recognition assistant

"Emphasize the specific moments that made the work better, the peer's skill and effort, and how it reflects our shared values."

Think before you send, and after.

T

Think

At every step

Ask yourself

- Before: what am I assuming it already knows?
- After: what did it assume, or make generic?
- Always: what must a person verify?

In the example: a peer recognition assistant

"Before: have I said why the work mattered? After: does it look templated? Do the examples make sense?"

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Same request. Very different starting point.

Without CRAFT

"Write a thank-you email to my coworker for helping with our project."

- ✕ Generic and templated
- ✕ Guesses at the details
- ✕ Doesn't sound like me

With CRAFT, before you hit send

Recognition notes take me too long. Attached: six I've written and my project notes, names removed. **(C)** *My team works with many other groups; this goes peer-to-peer, copies their manager, and keeps technical detail high-level.* **(R)** *Write 2–3 short paragraphs with a brief sign-off, matching the tone of my six attached samples.* **(A)** *Emphasize the specific moments that made the work better and how they reflect our shared values.* **(F)**

✓ **Specific, in my voice, and questioned before it's sent.**

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Part 2 of 4

Plan

Shape a real idea on paper, alone or together

Bring something real.

Communication

Emails, updates, announcements

Documents and Process

Guides, procedures, how-tos

Planning and Decisions

Options, priorities, next steps

Service and Support

Answering questions, helping people

Problems and Fixes

What's wrong, and why

Or bring an app, tool, or assistant you wish existed.

Tip: pick something where you spend too long on the thinking, not the doing.

C R A F T

Alone: gather your Concept.

1

step

Alone, quietly

Work alone, in silence.

No talking, and no AI yet.

Where do things stand now?

The problem, in plain words, as it is today.

List the pieces you could bring.

Notes, files, screenshots, recordings. No personal data.

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Pair up, then team up.

2

step

No partner? Say it out loud.

Share with a partner.

Next to you or in a breakout room. Sharpen the problem; don't solve it.

Form a group of 2–4.

Look for ideas that connect.

Pick ONE idea to carry forward.

The one you could make real progress on today.

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Add Reality, Aim and Frame.

3

step

As a group

Reality

Who is it for? What constraints, systems, or rules are real?

Aim

What do you want back? What does good look like? What to avoid?

Frame

What role or lens should the AI think from?

Think, before you send anything.

C Do you have the pieces you need, and nothing private?

R What are you assuming the AI already knows?

A How would you know if it got it right?

F Is this the lens you actually want?

Can't answer one?

That's the letter to go back to, before any AI is involved.

Answered them all? You're ready to build.

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Part 3 of 4

Build

Now open the AI. Build, question, and push back.

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Turn your CRAFT into a prompt.

C Here's where things stand… I've attached…

R Context: I work in… This is for… The constraints are…

A Please give me… in this format… Avoid…

F Think like a… Focus most on…

Plain sentences are fine. Nothing here needs special wording.

Pro move: end with this

"Before you start, ask me questions about anything that's unclear, and tell me what I didn't give you."

Its questions show you what your plan is still missing.

Choose how you'll build it.

Draft it

A document, plan, email, SOP, or knowledge article.

Ask for: an outline first, then a full draft.

Make an assistant

A reusable helper, like a custom assistant or agent. Your CRAFT becomes its instructions.

Ask for: agent instructions written from your CRAFT.

Plan an app

A tool you wish existed. Start with what it does and who uses it.

Ask for: user stories, screens, then a first prototype.

Use tools that are approved, or understand what you're sharing. Never paste passwords, personal records, or other sensitive data.

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Then think about the answer.

Send

Share your CRAFT prompt.

Question

What's assumed, generic, or missing?

Push back

Say what's wrong. Ask for better.

Verify

Check facts with a real source or person.

Decide

Keep what's good. Drop the rest.

Repeat until another round doesn't change anything that matters.

Push-back moves to try.

What did you assume that I didn't tell you?

What's missing, vague, or generic here?

Argue against your own recommendation.

Give me two alternatives and the trade-offs.

Which claims should I verify, and how?

Mark what came from me and what you inferred.

When the AI gets something wrong, ask: what context did it need that you didn't give it?

Not the expert? Think still works.

1. Ask it to mark what came from you and what it inferred.
2. Ask for sources, then open one.
3. Check one claim with a trusted source or person.
4. Use the first pass to learn, not to ship.

Can't I just tell it?

"Don't make things up" helps a little. Your Concept helps more. Only checking catches it.

The less you know and the more it matters, the more a person should check.

Capture it while it's fresh.

What did you build or start?

Show it, even if it's rough.

What did the AI get wrong, and how did you catch it?

This is the most interesting part to share.

What still needs a human to check?

Facts, policy, tone, or people who should review it.

In a group? Pick one person to share. On your own? Pick one person to show it to.

Worksheet step 5

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Part 4 of 4

Debrief

What changed because you used CRAFT?

Show and tell.

1

What did you work on?

2

Which CRAFT letter changed your direction most?

3

What did the AI get wrong, and how did you catch it?

You don't need a finished product. We want to hear what changed.

What?

What did you notice today?

What surprised you, or what hadn't you thought about before?

So what?

What does that mean for how you use AI?

Not in general. One specific implication for your work.

Now what?

What's one thing you'll do differently?

Write it in box 6 on your worksheet.

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Keep the thinking yours.

Think before you send, and after.

This week: sketch one tool for your work. Start with where things stand today.

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