DoubleDropDown

CRAFT Workshop

Facilitator Guide

For anyone leading or coaching a CRAFT session, with a group or with individuals. No AI expertise needed.

Your job, in one sentence

Ask questions that help people find their own answers. The people in the room already know their work. Your questions help them think it through.

Ask, don't tell	Gather before you prompt	Think all the way through
When someone is stuck, your first move is a question, not an answer.	People bring the pieces and plan it out before anyone opens an AI tool.	Think isn't a last step. It's the reminder at every letter, before you send and after.

1. CRAFT, in plain words

CRAFT is a way to plan your thinking before you ask AI for help, so you stay in charge of the problem and of what counts as a good answer. Each letter is a decision the person makes, not the AI.

Letter	What it means	A question that helps
C Concept	Gather the puzzle pieces: where things stand today, plus raw material like notes, files, screenshots, photos, transcripts, video links or audio. A current-state picture.	*"What would you show a colleague so they understood where things stand?"*
R Reality	The real-world context the AI can't guess: who it's for, the limits, the stakes.	*"What would this need to know that no AI would know about your situation?"*
A Aim	What a good result looks like: format, length, detail, and what to avoid.	*"How would you know if it got it right?"*
F Frame	The lens or role the AI should think from, and what to emphasize.	*"Who would be the best person in the world to answer this?"*
T Think	Not a last step: the reminder at every letter. Question your thinking before you send, and the answer after.	*"Before you send: what are you assuming it already knows?"* *"After: what did it assume that you never said?"*

Think, all the way through

Think isn't the fifth step you get to at the end. It's the habit behind every letter.

Before you send. Read your plan back and challenge your own assumptions. What did you leave out because it felt obvious? Most weak prompts can be fixed here, before AI is involved at all.

After it answers. Treat the first answer as a draft. Question it, push back, verify anything factual, and decide what to keep. Stop when another round doesn't change anything that matters.

Concept is more than an idea

Concept is the raw material and grounding people gather first: a picture of where things stand today. Think of it as a current-state analysis. Time spent collecting these pieces pays off in every letter after.

It can include	Leave out
• Notes, documents and existing drafts • Screenshots and photos • Transcripts, recordings and audio • Video links and web pages	• Names, ID numbers and contact details • Customer, student, patient or employee records • Passwords, keys and account numbers • Faces or personal details in photos and screenshots

Different AI tools accept different kinds of material, so bring what yours can read. When in doubt, describe it instead of attaching it.

The lines people mix up

- **Concept or Reality?** Concept is what you bring and where things stand. Reality is the conditions around it: who it's for, the limits, the stakes.
- **Reality or Aim?** Who reads it is Reality, a fact about your world. The tone they need is Aim, a rule about the output.
- **Aim or Frame?** Frame changes the thinking; Aim changes the output. “A plain-language writer” is Frame. “Plain tone” is Aim.

If someone isn't sure which letter something belongs in, that's fine. Ask where they'd put it and why. Getting it written down matters more than getting it in the perfect box.

Questions people ask, and simple answers

If someone asks...	You can say...
Isn't this just prompt engineering?	Prompting is the wording. CRAFT is the thinking before the wording, so you know what you want before the AI starts guessing.
Do I have to fill in all five?	No. Start with Concept, and scale it to the stakes. For everyday asks, one sentence covers most of it: “[Where things stand] is causing [the problem], which leads to [the impact]. I need [the result] while keeping [the constraints].”
Why plan before opening AI?	So you choose the problem, not the AI. Once a tool is open, it's easy to accept its version of what you meant.
Which AI tool should I use?	One your organization approves, or one you understand well enough to know what you're sharing. CRAFT works the same in any of them.
What if the AI gets it right the first time?	Great. Still think it through: check it, and ask what it assumed. Right-sounding and right aren't always the same.
Can I bring screenshots, recordings or files?	Yes, if your AI tool accepts them. Many take images, documents, audio or links. Remove anything personal first.
Can I reuse a plan?	Yes, and you should. A finished CRAFT plan is a recipe: next time, swap in new pieces and details. The thinking you do fresh every time.
What can I safely paste in?	Nothing sensitive: no passwords or personal records. If you're unsure, describe it instead of pasting it.

If someone asks...	You can say...
Does Think assume I already know the subject?	No. When you're new to something, judge by evidence instead of expertise: ask it to mark what it inferred, ask for sources and open one, check one claim with a person or trusted source, and use the first pass to learn.
Can't I just tell it not to make things up?	It helps a little. Grounding it in your Concept helps more, because many made-up details fill gaps you left. Only checking catches what slips through.
Can I check it with a second AI tool?	It can show where answers disagree, but it isn't a verifier. AI can build a convincing case for almost anything. You still need a real source or person.
Do I need to CRAFT every prompt?	No. Quick, low-stakes asks: just ask, and read with a skeptical eye. If it matters or repeats, use the one-sentence version. High-stakes or shared: full CRAFT, saved to reuse.
Will I get the same answer every time?	Not exactly. A saved plan, examples of good in Aim, and a fixed structure make results more consistent. If results drift, check the plan first.
Is CRAFT only for making new things?	No. Concept starts from where things stand, so it works for troubleshooting too: what you expected, what happened, what changed, and what you've ruled out.
How do I keep up with reviewing everything AI produces?	Decide before you send what you'll check. Ask it to list its assumptions, check the parts that matter most first, and ask for smaller pieces you can review well.
What doesn't CRAFT solve?	Cost, licensing, which tools are allowed, and policy. CRAFT helps with what's in your control: clear thinking, better input, and judging the output.
I don't know the answer to that.	Say so, and model the method: “I'm not sure, and I don't want to guess. Let me find out.” Then write it down.

2. Coaching: where the real value is

The slides teach CRAFT. Coaching is what makes it stick. When people find an answer themselves, they understand it, trust it, and remember it. When you hand them an answer, they borrow it for a minute. Your questions are the most valuable thing in the room.

Six coaching habits

1. **Ask open questions.** Start with what, how or who. “What would good look like?” opens a door; “Is that good?” closes it.
2. **Wait.** After you ask, count to seven in your head. The silence feels long to you, not to them. Thinking is happening.
3. **Reflect back their words.** “So what I'm hearing is...” People often hear their own answer for the first time when you repeat it.
4. **One question at a time.** Stacking three questions lets people answer the easiest one.
5. **Follow their thinking, not your plan.** Ask about what they just said, not what you hoped they'd say.
6. **Be curious about wrong turns.** When the AI or a person gets something wrong, ask what led there. That gap is usually the lesson.

When someone asks you for the answer

It will happen often, and it's the moment that matters most. Turn the question back, kindly:

- *“What do you think?”*
- *“If you did know, what would your answer be?”*

- *"What would a colleague who knows this work say?"*
- *"What have you tried so far?"*

Still stuck? Offer two options and let them choose. **Don't write it for them.** Choosing is still their thinking.

Say this, not that

Instead of...	Try...
"Here, let me fix your prompt."	"What's one thing you wish the AI understood about your situation?"
"That looks good, you're done!"	"What would a skeptical coworker say about this?"
"The AI got that wrong."	"Interesting. Why do you think it missed that?"
"You should add the audience."	"Who's actually going to read this?"
"Just ask it to make it better."	"Better how? Shorter, more specific, for someone else?"
"That goes in Aim, not Reality."	"Is that true about your world, or a rule for the output?"

A question for every moment

Pick one. You don't need them all; one good question, followed by waiting, does more than five.

When...	Ask...
Gathering a Concept	*"Where do things stand today?"* *"What would you show a colleague so they got the picture?"* *"Is there anything personal in there that should stay out?"*
Writing Reality	*"Who actually uses this?"* *"What limit could make the result useless?"* *"Why does this matter now?"*
Writing Aim	*"Can you say your Aim in one sentence?"* *"What should it definitely not do?"* *"Could you show it an example of what you want?"*
Choosing a Frame	*"Whose point of view would change the answer most?"* *"What should it care about most?"*
Thinking before sending	*"What are you assuming the AI already knows?"* *"What did you leave out because it felt obvious?"* *"Read it as a stranger. What's missing?"*
Thinking about the answer	*"What did it assume that you never said?"* *"Which part are you least sure is true? How would you check?"* *"Could this be about anyone? Then what's missing?"*
New to the subject	*"Which claim would matter most if it were wrong?"* *"Who or what could you check it against?"*
A group is stuck	*"What's the smallest useful piece you could get working?"* *"Which letter feels thinnest right now?"*

When...	Ask...
A group finishes early	*"What happens if you change the Frame?"* *"Ask it to argue against its own answer. What changes?"*
Someone is skeptical of AI	*"What would it have to get right for you to trust it?"* Then invite them to be the group's push-back person. Skepticism is Think.

3. Running the session

There's no set clock. The same session works in about an hour or in two hours or more. You set the pace: move on when most groups are ready, not when every group is finished, and say out loud where the room is so nobody feels lost.

Roles

Role	What you do
Lead	Runs the slides, keeps the room together, and leads the debrief. Speaker notes on each slide tell you what to say and what to ask.
Coach (one or more)	Moves between groups during Plan and Build, asking questions. Notices good moments and lines up groups to share in the debrief.

Leading alone? You can do both: coach during the group work, then step back to the front.

The four parts

Part	What happens	Your focus
Understand Slides 1–14	Why CRAFT, and what each letter means. Ends on a before-and-after example.	Keep it short. One sentence per letter. Let the before-and-after slide sit.
Plan Slides 15–20	Alone, then pairs, then groups, on paper. Ends with Think before you send.	Coaches circulate. Protect the quiet solo time. Keep AI closed.
Build Slides 21–27	The CRAFT becomes a prompt. Groups build with AI and question every answer.	The richest coaching time. Ask; don't fix. Spot stories for the debrief.
Debrief Slides 28–33	A few groups share, then What? So what? Now what?	Never skip it. This is where the activity becomes a habit.

Fitting the time you have

Shorter session	Longer session
• Skip the opening poll. • Cover the five letters on the CRAFT-at-a-glance slide only. • Combine the solo and pair steps. • Hear from two groups in the debrief.	• Play the CRAFT video and discuss it. • Let groups run more Think rounds, or try two Frames and compare. • Hear from every group. • Have groups save their plan to reuse at work.

Whatever the length: keep the quiet solo time, keep Think before you send, and always ask "Now what?" at the end.

In the room, online, or on your own

Format	Set it up	Make it work
In the room, with groups	Group worksheet, one per person. A lead, plus one or more coaches if you can.	Protect the quiet solo time. During Build, one device per group is plenty; pick a typist.
Online	Share the workshop link rather than attaching files, so everyone can open them. Use breakout rooms for pairs and groups. No breakout rooms? Pair people up in the chat.	Pause at each part to answer chat questions; don't save them all for the end. Remind people that meeting note-takers and assistants are AI tools too.
On your own, or a room of individuals	Solo worksheet. The CRAFT Workbench helps assemble the prompt and asks one question at a time.	Say the idea out loud in place of the pair step. Answer the debrief questions in writing, then show the plan to one person.

Before and after

Before the session	After the session
• Read the speaker notes once, start to finish. • Confirm which AI tools people can use, and that they can sign in. • Choose the group or solo worksheet. Print one per person, plus extras, or share the link. • Agree who leads and who coaches.	• Spend a few minutes with your team on your own What? So what? Now what? • Follow up on any question you wrote down. • Note one thing to change next time.

4. Leading the debrief

Why it matters most: people remember what they say out loud, not what they hear. The debrief turns a good activity into a habit they take back to work.

Set it up during Build

- While coaching, look for two or three groups with a good story: the AI got something wrong, a letter changed their direction, or they caught their own assumption before sending.
- Ask them ahead of time: *"That moment when you caught your own assumption was great. Would you share it?"* People share far more easily when asked in advance.

Show and tell

Call on your lined-up groups first. After each share, respond with one specific sentence, not a summary, then thank them and move on.

What? So what? Now what?

Question	Purpose	How to run it
What?	Notice what happened.	Ask, then wait. Take a few answers and just say thank you; don't summarize yet.
So what?	Find the meaning.	If answers stay general, ask: *"Can you give me an example from your own work?"*
Now what?	Commit to one change.	Slow down. Let everyone write in worksheet box 6 first, then take answers. Then name the pattern.

Naming the pattern

At the end, connect two or three things you heard in one or two honest sentences, using people's own words. Starters:

- *"What I'm hearing across all of that is..."*
- *"A few of you said something similar..."*

> **Example:** *"It sounds like the AI was never the hard part. The hard part was being clear about who it's for and what good looks like, and catching our own assumptions before we hit send."*

If the room goes quiet

- Lower the stakes: *"Turn to a neighbor, or type it in the chat. What's your answer?"* Then ask again.
- If one voice dominates: *"Thank you. Let's hear from someone who hasn't shared yet."*
- Welcome skeptical answers. Questioning is the point of CRAFT.

Pocket card

Print this page and keep it with you.

Your job: ask questions that help people find their own answers. They already know their work.

CRAFT, and one question each

C Concept *Where do things stand, and what can you bring?*

R Reality *What can't the AI guess about your world?*

A Aim *How would you know it got it right?*

F Frame *Whose view would change the answer?*

T Think, before *What are you assuming it already knows?*

T Think, after *What did it assume that you never said?*

Coaching moves

- Ask open questions: what, how, who.
- Wait. Count to seven.
- Reflect back their words.
- One question at a time.
- Asked for the answer? “What do you think?”
- Still stuck? Offer two options. Don't write it.

Debrief

What? What did you notice?

So what? What does it mean for your work?

Now what? One thing you'll do differently?

Pace: move on when most groups are ready, not when everyone is finished. Always keep solo time, Think before you send, and “Now what?”

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