



How to prompt like a pro: the AI HR guide



Stop writing **comms**.
Start driving **change**.



Introduction: Why Prompting Matters for HR

AI isn't replacing HR, but it is reshaping how we work. From writing internal comms to planning engagement campaigns, AI can give HR teams back time, structure and headspace. But only if you use it the right way. The difference between getting gold and getting nonsense from AI comes down to one thing: how you prompt it.

Prompting is the art of asking AI the right question, with the right context, in the right tone. And for HR, that means translating your human understanding, of leaders, managers, and employees, into clear, structured instructions AI can work with.

In this guide, we'll explore:

How to prompt effectively for HR outcomes

What good vs bad prompts look like

How to avoid AI "hallucinations" and data mistakes

Where automation helps, and where it shouldn't replace you

How Thesmia.ai makes all of this simpler, safer, and more strategic

Because the goal isn't just faster writing, it's smarter communication.



Prompting 101: What HR Needs to Know

AI responds to clarity. So if your prompt is vague, your answer will be too.

Here's how to prompt like a pro:

1. Start with Purpose

Always start with why. Are you trying to gain buy-in, explain change, or encourage adoption? Your “why” shapes tone, structure, and language.

Bad prompt:

“Write a message about performance reviews.”

Better prompt:

“Help me write a message for managers introducing a new performance review process that feels simple, not bureaucratic.”

The difference? The second gives AI context and intent, two things HR can't skip.

2. Include Audience, Context and Tone

AI doesn't understand politics, hierarchy or culture, unless you tell it.

Include:

- Who it's for (C-suite, managers, employees)
- What they care about (ROI, clarity, relevance)
- What tone fits (credible, calm, empowering, warm)



Example prompt:

“Write an announcement for employees about a new wellbeing programme. Keep the tone supportive and positive. Use plain English.”

3. Prompt for Channels and Format

Don't stop at “write an email.”

Ask AI to help plan the full journey, Slack messages, follow-ups, manager packs, even quick polls.

Example prompt:

**“Create a 4-week rollout plan for launching a new HR tool. Include messages for Slack, emails, and a short CEO video.”
That's the difference between output and strategy.**

Using AI Responsibly: Hallucinations, Data and Automation

AI can be powerful, but it can also go wrong if used blindly. Here's what HR needs to know:

1. Hallucinations: When AI Makes Things Up

AI models predict patterns, they don't think. Sometimes, they generate information that sounds right but isn't.

To protect yourself:

- Always review facts, numbers and policies before sending anything out.**
- Ask AI for sources when it gives data (“Where did this come from?”).**
- Use AI for drafting and structure, not compliance or legal advice.**



Thesmia is designed with HR guardrails, it will check and clarify certain parts of your conversation.

2. Data Privacy: Keep it Clean

AI learns from what you feed it. Never share employee names, personal data, or confidential information in prompts.

Instead, anonymise details:

“A manager is struggling with feedback conversations” instead of “John Smith in Finance.”

3. Automation: The Balance Between Help and Humanity

AI should automate the admin, not the empathy.

Use it to:

- **Write first drafts**
- **Build comms timelines**
- **Draft leader decks or FAQs**
- **Compare HR tech options**
- **Analyse engagement themes**

But always add the human layer — your voice, your understanding of people, your culture.

AI saves time. You bring the meaning.



Bringing It Together

We know HR teams are stretched. You're running engagement surveys, launching new tech, managing performance, and trying to keep everyone informed, all while battling inbox overload and message fatigue.

That's why we built Thesmia: an AI-powered internal comms and change partner designed specifically for HR. Inside Thesmia, you'll find a library of strategic prompts built around the moments that matter most:

Employee Adoption – craft comms that drive engagement and help employees understand, care about, and act on new initiatives.

Manager Engagement – equip managers with toolkits, FAQs, and talking points so they can communicate confidently and lead through change.

Senior Leadership Buy-In – build business cases, board-ready decks, and influence plans that link your HR goals to commercial outcomes.

HR Tech Support – get guidance on rolling out, comparing, and embedding HR technology, from selecting the right tools to driving adoption post-launch.



And because every organisation is different, you can also write your own custom prompts. Just describe your challenge, and Thesmia will help you design the right internal comms plan, messaging sequence, or stakeholder materials to fit your context.

Thesmia combines marketing strategy, change management, and HR best practice to give you more than content, it gives you clarity, consistency, and confidence. Because the future of HR comms isn't about writing faster. It's about communicating smarter, leading change, and making sure every initiative lands.

The Art of Smart Prompting

If you take one thing from this guide, make it this:

AI doesn't make you less human, it gives you back the time to be more human.

**Prompt clearly. Lead with purpose.
And let Thesmia help you make every message matter.**



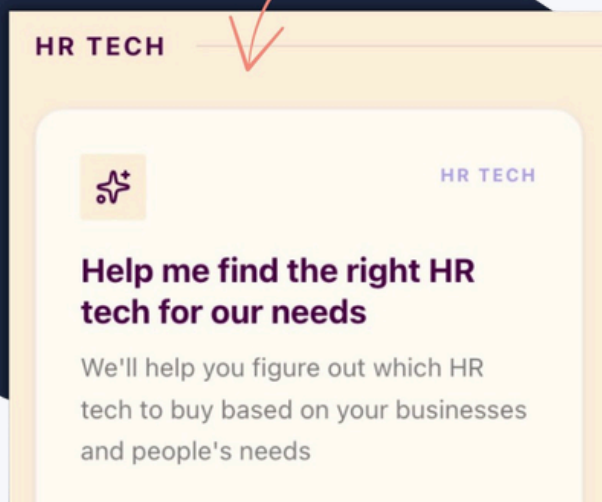
What we do differently...

Thesmia.ai is an AI chat assistant built specifically for HR teams. Think of it like ChatGPT or Perplexity, but with HR, Marketing, and Change Management expertise built in.

It's designed to help HR professionals plan and deliver strategic internal communications, from leadership buy-in and manager engagement to employee adoption. Instead of spending hours drafting comms, chasing approvals, or building rollout plans, you can use Thesmia to generate:



Prompts to find the right piece of HR tech



- Emails, messaging campaigns, and engagement toolkits
- Rollout timelines and comms strategies
- Board-ready leadership decks and talking points
- Templates for manager toolkits and employee nudges

www.thesmia.ai

