

# GOVERNED PROMPT ENGINE

## OPERATING GUIDE

**iWasGonna™**  
**2026 Edition**



# | How to Use This Document

This is a governed operating guide. Accuracy beats style. This document renders authoritative content with strong visual hierarchy designed for decision-grade execution.

## | 1. ROLE

Who the AI must act as.

**Rule:** The role defines capability, not personality.

*Good:* "You are a senior B2B product strategist with experience in regulated markets."

*Bad:* "You are a genius growth hacker."

### CAPABILITY BOUNDARY

"The role defines what the AI is qualified to do — not how smart, creative, or confident it sounds. Anything outside this box is human responsibility."

## | 2. TASK

The specific job to be done.

**Rule:** One job. One output. No compound requests.

*Good:* "Identify the primary buying objection preventing adoption."

*Bad:* "Analyze everything and give ideas."

### SINGLE-OUTPUT FUNNEL

"One task produces one output. Multiple jobs = diluted answers and silent prioritization by the model."

## | 3. CONTEXT

Only the facts required to do the job.

**Rule:** Context is inputs, not storytelling.

**Include:** Business reality, Audience reality, Constraints that actually exist.

**Exclude:** Aspirations, Hypotheticals, Marketing spin.

### INPUT FILTER

"Context is raw material, not storytelling. If it doesn't change the answer, it doesn't belong."

## 4. CONSTRAINTS

What the AI is not allowed to do.

**Rule:** Constraints reduce hallucinations more than instructions.

**Examples:** No guarantees, No legal claims, No invented data, No competitor naming, Ask for clarification if inputs are missing.

### GUARDRAILS BEFORE INTELLIGENCE

"Constraints reduce hallucinations more effectively than instructions. What the AI cannot do matters more than instructions. What the AI cannot do matters more than what it can."

## 5. OUTPUT FORMAT

How the result must be delivered.

**Rule:** If you don't specify format, you'll get prose sludge.

**Examples:** Bullet list, Table, Step-by-step logic, Decision tree, Short paragraph.

### ANTI-PROSE LOCK

"If the format isn't specified, the model defaults to persuasive prose. Format is how you force structure."

## 6. GOVERNANCE

The truth filter.

**Rule:** Governance overrides creativity.

**Typical Rules:** Use only provided inputs, Do not invent facts, Flag uncertainty, Ask clarifying questions, Optimize for accuracy.

### TRUTH GATE

"Governance overrides creativity. A compelling answer that can't be defended is a failure."

## Variable Fill Guide

<business> What actually exists today. Include what is sold/current stage. Exclude future plans.

<persona> The real decision-maker. Include level of sophistication/primary pain.

<offer> The specific thing being evaluated. Include core mechanism and outcome.

<market> The environment the decision happens in. Include constraints that shape behavior.

### PRESENT STATE ONLY

"Only what exists today belongs here. Futures create false confidence."

### DECISION AUTHORITY

"This is the person who says yes or no. If no one can say no, the persona is wrong."

### MECHANISM VS PROMISE

"Evaluate the mechanism, not the aspiration."

### CONSTRAINT FIELD

"Markets shape behavior through constraints, not labels."

## Quality Gate Checklist

- ☐ Did the AI invent facts or guarantees?
- ☐ Did it answer a different question than the task?
- ☐ Did it assume missing inputs instead of asking?
- ☐ Is the output actionable or just descriptive?
- ☐ Would you defend this in a meeting?

### MEETING TEST

"If you wouldn't defend this output in a meeting, don't trust it."

## Hard Rules

Inputs are liabilities. Vague prompts create confident nonsense. Governance is not optional.

## Final Principle

AI is confident by default. Governance is how you earn trust.

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### CONFIDENCE VS TRUST

"AI confidence is free. Trust is engineered."