What does it mean to "promptly" take a penalty? Where is this covered in the rules?

Rule 44.2 states, in part, "After getting well clear of other boats as soon after the incident as possible, a boat takes a One-Turn or Two-Turns Penalty by promptly making the required number of turns"

The two keys are 1) after getting clear of other boats and 2) as soon as possible after the incident.