

1. Give Context For Each *Conversation*:

- Your RoleI’m the CEO of a mid-size financial services firm.
- Its RoleActing as an expert business strategy adviser,
- Your Goalhelp me evaluate the impact of AI on my business.

2. Outline the first *task*:

- Specific TaskConduct an industry competitive analysis
- Frameworkusing the Porter 5 Forces Framework
- Conditions on the potential impact and opportunities of AI.

3. Specify the *output*:

- StyleUse a (friendly, casual, professional, firm, fun) style
- FormatFormat the results as (Text, Table, List, Bullet Point, CSV)
- ConstraintsLimit (length) / Always (answer like) / Do Not (give disclaimers)

4. Avoid:

- Confidential, Customer, Personal, or Sensitive Information

Leader AI Prompt Examples Using Key Frameworks

Function	Task	Sample Prompt with Framework
Strategy	Market Trend Analysis	Generate a summary of emerging market trends in the [industry] for the next 5 years using the PESTLE framework.
	Competitive Analysis	Conduct a Porter's Five Forces analysis to evaluate the competitive landscape in the [industry].
	Long-term Goal Formulation	Help me draft a vision statement and set 3-5 long-term goals for our company using the OKR framework.
	SWOT Analysis	Perform a SWOT analysis for our new product launch for [describe]
	Business Model Innovation	Suggest 3 business model innovations using the Doblin 10 Types of Innovation Framework for the [Industry]
Decision-Making	Data-driven Option Analysis	Analyze the pros and cons using a Decision Matrix, of the decision to [decision description]
	Scenario Planning	Generate three potential scenarios in the case of a [market downturn] using the TOWS Matrix, for our business [describe]
	Resource Allocation	Propose an optimal resource allocation strategy using the MoSCoW Method, for our project [describe]
	Assumption Analysis	Evaluate the assumptions underlying [decision] will meet [desired result] by the Assumption Mapping method.
	Ethical Considerations Analysis	List potential ethical concerns for [decision] using the Four Quadrants approach.
Revenue Generation	Stakeholder Impact Assessment	Analyze the potential impact of [decision] on different stakeholder groups using the Power-Interest Grid.
	Sales Strategy Formulation	Draft a high-level sales strategy using the SPIN Selling framework, for [product or service description and timeframe]
	Sales Funnel Optimization	Recommend tactics for optimizing each stage of the sales funnel using the AARRR model, for [describe product and sales process]
	Partner Opportunity Identification	Identify and evaluate five types of businesses for potential partnerships using the PARTNER framework, for the business [describe]
	Customer Segmentation Strategy	Suggest potential customer segments to target using the STP framework, for the business of [describe]
Team Management & Communication	Talent Assessment	Draft questions for assessing [skill type] skills in job interviews using the STAR Method, for the position of [position]
	Employee Engagement Strategies	Suggest 5 employee engagement activities that [describe: can be done virtually] using Maslow's Hierarchy of Needs.
	Writing Status Reports	Create a template for monthly team status reports using the RACI Matrix.
	Drafting Talks	Write an opening speech for [event] using Monroe's Motivated Sequence, focusing on [objectives]
	Investor Relations Messaging	Draft an email update to shareholders summarizing this quarter's achievements using the AIDA model.
	Team Updates or Memos	Write a team update using the Pyramid Principle [describe]
	Draft Issue Related Email	Write a confidential email addressing [issue] using the SCQA framework.
	Draft Group Email	Create a draft email to [group] using the KISS principle, for [describe]

1. Give Context For Each *Conversation*:

- **Your Role** I'm a Product Manager in a mid-size financial services firm.
- **Its Role** Acting as a a senior product manager,
- **Your Goal** help me identify new innovations to grow my business.

2. Outline the first *task*:

- **Specific Task** Conduct an industry competitive analysis
- **Framework** using the Porter 5 Forces Framework
- **Conditions** on the potential impact and opportunities of AI.

3. Specify the *output*:

- **Style** Use a (friendly, casual, professional, firm, fun) style
- **Format** Format the results as (Text, Table, List, Bullet Point, CSV)
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Innovation AI Prompt Examples Using Key Frameworks

Function	Task	Sample Prompt with Framework
Idea Generation	Jobs to be Done	Using the Jobs to be Done Framework, what are some ideas to improve our [product]? Identify the best Job and top innovation opportunities.
	Doblin's Innovation Types	Using the Doblin 10 Types of Innovation Framework, how might we extend into new innovation types, for our product of [describe]
	Root Cause Analysis	Conduct a root cause analysis on [product] for the customer complaint that [describe], using the 5 Whys approach.
	Blue Ocean	Identify a market or industry to create a blue ocean of uncontested market space for our business. What non-customers can we target and with what potential services?
	Non-Consumption	Think about non-consumption: where are people making do because current products don't serve their needs? What can we offer?
Idea Validation	Working Backwards	Write a fictional Press Release, following Amazon's Working Backwards methodology, for the new product idea of [describe]
	Hypothesis Identification	Identify the top underlying assumptions, and propose tests to evaluate them, to validate this idea is worthwhile to develop, using the Desirability, Feasibility, and Viability framework, for the idea [describe]
	Competitive Analysis	Conduct a Porter's 5 Forces Analysis to evaluate the competitive environment and attractiveness of the market for our new idea [describe]
	Business Model Canvas	Create a draft business model canvas for the idea of [describe] to outline all aspects of the idea and assess feasibility.
	Lean Startup	Create an assumption testing plan to test the customer desirability of [product idea] using the Lean Startup framework
User Experience	User Experience Design	Create a high-level user experience, including the customer personas for [product idea]
	Create User Stories	Document the user stories by persona, for [product idea]
	Create Requirements	Create the business requirements for [product idea]
	Design Product MVP	Design the Minimal Viable Product for [product idea]
Go to Market	Customer Journey	Document the Customer Journey, including key personas, for [product idea]
	AARRR	Using the AARRR framework, create a plan with specific, detailed ideas for each stage of the customer journey and each persona, that can be used to generate demand for [product]
	Sales Strategy	Draft a high-level sales strategy using the SPIN Selling framework, for [product or service description and timeframe]