



Top AI prompts for CEOs

Do you want to start using Artificial Intelligence (AI) in your role but don't know where to start and how it can benefit you? AI prompting is giving specific instructions or questions to an AI to get relevant and accurate responses. It helps guide the AI to understand what you need and respond appropriately.

The CREATE formula is a great structured approach for crafting effective AI prompts to get the outcome you want, but in a simple way.

- C**haracter: Define the persona or role the AI should assume.
- R**equest: Clearly state the task or question.
- E**xamples: Provide sample inputs and desired outputs.
- A**djustments: Specify modifications or constraints.
- T**ype of output: Indicate the format and detail level of the response.
- E**xtras: Include additional context or instructions to refine the output.

Example:

(C) Assume you are an experienced CEO of a leading tech company. **(R)** Provide strategic advice on how to navigate a potential merger with a competitor. **(E)** Specifically, outline steps to ensure a smooth transition for employees and stakeholders. **(A)** Focus on strategies that minimise disruption and promote growth. **(T)** Provide a detailed implementation plan, including immediate actions and long-term goals. **(E)** Consider current project time-lines, potential risks, and team impact in your advice.

Here are fifty ideas for prompts that CEOs can use to enhance strategic thinking, leadership, and organisational growth:

Strategic Planning and Goals

- What are the key priorities for our company over the next five years?
- How can we better align our organisational culture with our strategic goals?
- What strategies can we implement to enhance our competitive advantage?
- How can we improve our company's financial performance and profitability?
- What new markets or segments should we consider expanding into?
- What are the key elements of a successful corporate strategy?
- How can we better align our short-term actions with our long-term strategic goals?



Partnerships and Collaboration

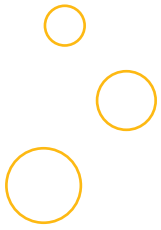
- What are the best practices for building and maintaining strategic partnerships?

SMART Goals

- How can we ensure that our company's goals are SMART (Specific, Measurable, Achievable, Relevant, Time-bound)?

Organisational Culture and Employee Engagement

- How can we foster a more inclusive and diverse workplace?
- How can we better engage and retain our top talent?
- What are the key drivers of employee engagement in our organisation?
- How can we foster a culture of continuous learning and development?
- What strategies can we use to enhance our company's organisational culture?
- What are the best practices for managing and leading remote teams?
- What are the key components of a successful employee wellness programme?



Risk Management and Resilience

- What are the biggest risks facing our company, and how can we mitigate them?
- How can we improve our company's resilience to economic downturns?
- How can we improve our company's crisis management and response plan?

Performance Measurement and Improvement

- What are the key metrics we should track to measure our company's success?
- How can we better measure and report on our company's performance?
- How can we improve our company's decision-making processes?

Leadership and Succession Planning

- What are the best practices for ensuring effective leadership succession planning?

Mergers and Acquisitions

- What are the key elements of a successful mergers and acquisitions strategy?

Customer Experience and Market Expansion

- What are the most effective ways to improve our customer experience?
- What strategies can we use to better understand and anticipate customer needs?
- How can we improve our company's brand and reputation?
- How can we better align our marketing and sales efforts with our overall strategy?

Operations and Efficiency

- How can we streamline our operations to increase efficiency?
- How can we improve our company's supply chain and logistics?
- How can we better manage our company's resources and assets?
- How can we improve our company's organisational structure and hierarchy?



Communication and Stakeholder Engagement

What are the most effective ways to communicate our vision and mission?

What strategies can we implement to better engage with our stakeholders?

Technology and Data Utilisation

How can we better leverage data and analytics to drive business decisions?

Innovation and Creativity

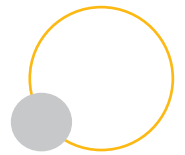
How can we improve our company's innovation and creativity?

What are the most effective ways to foster innovation within our company?

How can we better leverage technology to drive business growth?

What strategies can we implement to improve our company's digital transformation?

How can we improve our company's R&D and product development processes?



Legal and Intellectual Property

How can we better manage and protect our company's intellectual property?

Talent Acquisition and Development

How can we improve our company's talent acquisition and recruitment processes?



Change Management and Adaptability

What are the most effective ways to manage change within our organisation?

What strategies can we use to enhance our company's agility and adaptability?

Corporate Governance and Social Responsibility

What are the best practices for effective corporate governance?

How can we enhance our corporate social responsibility initiatives?

What are the best practices for managing and reducing our company's environmental impact?

Sustainability and Growth

What strategies can we implement to drive sustainable growth?

Find out more

Contact us to discuss any of the above or to find out how we can help you more with our AI services.

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