Top AI prompts for Senior Leadership Teams

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.

Character: Define the persona or role the AI should assume.
Request: Clearly state the task or question.
Examples: Provide sample inputs and desired outputs.
Adjustments: Specify modifications or constraints.
Type of output: Indicate the format and detail level of the response.
Extras: Include additional context or instructions to refine the output.

Example:

(C) Assume you are an experienced Senior Leadership Team member in a leading organisation.
(R) Provide strategic advice on how to enhance our overall business performance and strategic initiatives. **(E)** Specifically, outline steps to ensure effective execution of our strategic goals and objectives. **(A)** Focus on strategies that promote sustainable growth and competitive advantage.
(T) Provide a detailed strategic plan, including immediate actions and long-term goals. **(E)** Consider current market trends, potential challenges, and the impact on employees and stakeholders in your advice.

Here are fifty ideas for prompts that senior leadership teams can use to guide strategic decision-making, foster innovation, and drive organisational success:

High-Performance Culture

What are the best practices for fostering a high-performance culture?

Sales and Marketing Alignment

How can we better align our marketing and sales efforts with our strategic objectives?

Strategic Alignment and Planning

How can we better align our strategic goals with our organisational mission and values?

What are the key elements of an effective strategic planning process?

How can we better align our financial planning with our strategic goals?

How can we better align our organisational structure with our strategic goals?

How can we improve our approach to strategic performance measurement and reporting?

Corporate Social Responsibility

How can we improve our corporate social responsibility initiatives?

Industry Trends and Competitive Advantage

What are the key trends in our industry, and how should we respond?

What strategies can we use to enhance our company's competitive advantage?

What strategies can we implement to enhance our market positioning and competitive edge?

Governance and Accountability

How can we improve our approach to corporate governance and accountability?

What are the best practices for ensuring ethical business practices across the organisation?

What strategies can we use to foster a culture of accountability and results-driven performance?

Diversity, Equity, and Inclusion

How can we improve our approach to diversity, equity, and inclusion?

Product and Service Innovation

How can we enhance our product and service innovation?

Culture and Innovation

How can we foster a culture of innovation and continuous improvement?

What strategies can we implement to drive sustainable growth?

How can we improve our approach to innovation management?

What strategies can we use to foster a culture of accountability and results-driven performance?

How can we enhance our product and service innovation?

Customer Experience and Satisfaction

What strategies can we use to enhance our customer experience and satisfaction?

How can we improve our approach to customer relationship management?

Resource Management

How can we better manage our organisational resources and capabilities?
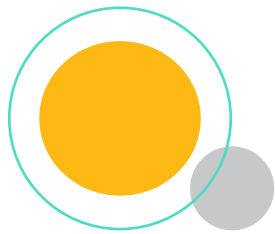
Customer Experience and Satisfaction

What strategies can we use to enhance our customer experience and satisfaction?

How can we improve our approach to customer relationship management?

Brand and Reputation Management

What strategies can we implement to enhance our brand and reputation?

How can we better manage our corporate reputation and public relations?

Organisational Agility and Change Management

What are the most effective ways to enhance our organisational agility?

What are the best practices for managing organisational change?

What strategies can we implement to enhance our operational efficiency?

Metrics and Performance Measurement

What are the key metrics we should track to measure our strategic success?

Mergers and Acquisitions

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

Leadership and Talent Management

How can we improve our approach to leadership development and succession planning?

How can we better engage and retain top talent across the organisation?

What strategies can we use to enhance our employee engagement and satisfaction?

How can we better support our employees' well-being and work-life balance?

Global Operations

What are the best practices for managing our global operations?

Collaboration and Communication

What are the most effective ways to foster cross-functional collaboration?

How can we improve our approach to stakeholder engagement and communication?

What are the key elements of an effective leadership communication strategy?

Technology and Data Integration

How can we better integrate technology to support our strategic objectives?

How can we better leverage data and analytics to inform our decision-making?

How can we improve our approach to digital transformation?

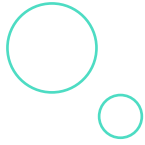How can we better align our IT strategy with our business goals?

Organisational Learning and Development

What strategies can we use to enhance our organisational learning and development?

Strategic Alliances and Partnerships

What are the key elements of a successful strategic alliance or partnership?

Mergers and Acquisitions

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

Risk Management and Resilience

What are the key risks facing our organisation, and how can we mitigate them?

How can we improve our approach to risk management and compliance?

How can we improve our approach to crisis management and business continuity?

What strategies can we implement to enhance our organisational resilience?

Financial Performance and Sustainability

What strategies can we implement to enhance our financial performance?

How can we improve our approach to environmental sustainability?

Knowledge and Intellectual Property Management

How can we better manage our organisational knowledge and intellectual property?

Iterative Prompting - refining and adjusting prompts based on the AI's responses to gradually guide it towards your desired outcome. As an example, let's create a travel itinerary for a trip to Japan.

Initial Prompt: Generate a rough outline for a week-long trip to Japan, focusing on major cities like Tokyo, Kyoto, and Osaka.
The AI will provide a basic itinerary including major tourist attractions in Tokyo, Kyoto, and Osaka.

First Iteration: Refine the itinerary by adding specific recommendations for culinary experiences in each city that are popular with locals, not just tourists.
The AI might then add local food recommendations in Tokyo, Kyoto, and Osaka.

Second Iteration: Further refine the itinerary by incorporating a day trip to a lesser known but culturally significant location near one of the cities, including how to get there and what to do.
The AI may suggest a day trip to Nara from Osaka, detailing transportation options and key activities.

Third Iteration: Finalise the itinerary by including tips for cultural etiquette that travellers should observe in the places mentioned, to enhance their experience and respect local customs.
The AI might then incorporate etiquette tips for visiting temples in Kyoto, dining in Tokyo, and interacting in Nara.

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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