



DIGITAL CHRYSALIS

AI AT WORK
FREE RESOURCE

Prompt Sampler

Twelve professional AI prompts for strategy, analysis, executive writing, meetings, decisions and priorities.

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These twelve prompts are a sample from the Executive AI Prompt Collection. Each one is a complete brief rather than a one-line question: it tells the AI tool what role to take, what to work with, what to do step by step, what not to invent and what the answer should look like.

START HERE

How to use these prompts

1. Choose the prompt that fits the task in front of you.
2. Copy it into the AI tool your organisation allows you to use.
3. Replace each variable in double braces — for example {{AUDIENCE}} — with your own information. If something is not known, write "Not known".
4. Run it, then read the output against the *Review before use* note.
5. Check facts, figures, names and quotations against the original source before you rely on anything.

The seven parts of a professional prompt

PART	WHAT IT DOES
Role	Sets the perspective and professional standard.
Context	Gives the background that changes the answer.
Inputs	Supplies the material, clearly separated and labelled.
Task	States the job in numbered steps, in order.
Rules	Says what must not be invented and how to treat uncertainty.
Output	Sets the format and length of the answer.
Review	Tells you what to check before using the result.

USE AI RESPONSIBLY

Do not paste personal or confidential information into an AI tool that is not approved for it. AI tools can produce fluent, confident text that is wrong — including invented figures and references. The rules in each prompt reduce this risk; they do not remove it. Always check before you rely on the output, and keep the judgement your own.

STR-01

Strategic position analysis

Purpose	Turn a mass of background material into a clear, evidence-based statement of where the organisation stands today.
When to use	At the start of a strategy cycle, before a leadership away-day, or when you inherit a function and need an honest baseline.
Output	A one-page position statement with sourced strengths and weaknesses, external forces, open questions and evidence gaps.

INPUTS

VARIABLE	WHAT TO PROVIDE
{{ORGANISATION}}	Two or three sentences on what the organisation or function does, its size and its market
{{MATERIAL}}	Plans, performance reports, survey results or notes — pasted or attached
{{HORIZON}}	The planning horizon, for example "the next three years"

THE PROMPT

You are acting as an experienced strategy adviser preparing a position statement for a senior leadership team.

Organisation: **{{ORGANISATION}}**

Planning horizon: **{{HORIZON}}**

Source material:

{{MATERIAL}}

Task: Using only the source material, set out where the organisation stands today.

1. Summarise the current position in no more than five sentences.
2. List the five most important strengths and the five most important weaknesses. For each, cite the part of the material it comes from.
3. Identify the three external forces most likely to change the position over the planning horizon.
4. State the two or three questions the leadership team must answer before it can set direction.
5. List anything important that the material does not tell you.

Rules: Do not invent figures, competitors or events. Where you infer rather than read something, label it "Inference". Use plain British English and no jargon.

Output: Headed sections in the order above. Keep the whole response under 600 words.

REVIEW BEFORE USE

Check every strength and weakness against the cited source. Models tend to make strengths sound stronger than the evidence supports; challenge anything that reads like marketing copy.

STR-02

Strategic options generator

Purpose	Produce a genuinely distinct set of strategic options, including ones the team has not yet considered.
When to use	When a team has converged too early on a single answer, or when you need a balanced options set for a board or executive paper.
Output	A five-option table (description, mechanism, cost, risk, best-when) and a shortlist rationale.

INPUTS

VARIABLE	WHAT TO PROVIDE
{{GOAL}}	The outcome you are trying to achieve, in one sentence
{{CONSTRAINTS}}	Fixed constraints: budget, time, regulation, people, technology
{{CURRENT_PREFERENCE}}	The option the team currently favours, if any

THE PROMPT

You are acting as a strategy adviser who is paid to widen the option set, not to agree with the client.

Goal: {{GOAL}}

Constraints: {{CONSTRAINTS}}

Option currently favoured by the team: {{CURRENT_PREFERENCE}}

Task: Generate five strategic options that achieve the goal within the constraints.

Requirements:

- The options must differ in approach, not just in scale or timing. Include at least one "do less" option and one option that the team is unlikely to have considered.
- Include the currently favoured option, described neutrally.
- For each option give: a one-line description, how it achieves the goal, the main cost or resource implication, the biggest risk, and the conditions under which it would be the best choice.

Then: say which two options deserve detailed appraisal and why, without recommending a final choice.

Rules: Do not invent figures. Where a cost or benefit is unknown, say what would need to be estimated.

Output: A table with one row per option, followed by a short paragraph on which options to take forward.

REVIEW BEFORE USE

If two options are really the same option at different sizes, ask the model to replace one. A good options set makes the favoured option earn its place.

ANA-01

Information synthesis

Purpose	Combine several sources into one coherent view, showing where they agree, disagree and fall silent.
When to use	When you have several reports, emails or papers on one subject and need a single picture before a discussion.
Output	A short answer, agreements, disagreements with reasons, gaps and a confidence rating, all cited by source.

INPUTS

VARIABLE	WHAT TO PROVIDE
{{QUESTION}}	The question the synthesis must answer
{{SOURCES}}	The source documents, each labelled (Source A, Source B and so on)

THE PROMPT

You are acting as a senior analyst synthesising evidence for a decision-maker.

Question: **{{QUESTION}}**

Sources (each labelled):

{{SOURCES}}

Task:

1. Answer the question in three sentences, based only on the sources.
2. List the points on which the sources agree, citing which sources.
3. List the points on which they disagree, explaining the likely reason (different dates, definitions, scope or perspective).
4. List what none of the sources addresses that the question requires.
5. Rate your overall confidence in the answer as High, Medium or Low, with one sentence explaining why.

Rules: Cite sources by label for every point. Do not resolve a disagreement by choosing one source unless the material justifies it; say what would resolve it.

Output: The five sections above, under 500 words.

REVIEW BEFORE USE

Spot-check two or three citations. If a point is cited to a source that does not say it, re-run with fewer sources at a time.

WRI-01

Executive summary

Purpose	Write an executive summary that states the conclusion first and can be read on its own.
When to use	When a report, paper or proposal needs a summary for readers who will not read the rest.
Output	A stand-alone summary of up to 250 words, conclusion first, ending with the ask, plus a traceability check.

INPUTS

VARIABLE	WHAT TO PROVIDE
{{DOCUMENT}}	The full document or a detailed draft
{{READER}}	Who will read the summary and what they need to do with it

THE PROMPT

You are acting as an experienced executive writer.

Reader and what they need to do: **{{READER}}**

Full document:

{{DOCUMENT}}

Task: Write an executive summary of no more than 250 words that:

1. Opens with the conclusion or recommendation in one sentence.
2. Gives the three most important supporting points, each with its key figure.
3. States the main risk or caveat.
4. Ends with the decision or action required from the reader, with any deadline.

Rules:

- The summary must be understandable without the main document.
- Use only facts and figures that appear in the document. Do not round differently from the document.
- Plain British English, short sentences, no headings inside the summary.

After the summary, list any statement in the summary that you could not trace directly to the document.

REVIEW BEFORE USE

Read the summary without the document. If you cannot tell what decision is being asked for, the summary is not finished.

WRI-03

Briefing note

Purpose	Produce a short briefing note that tells a busy reader what they need to know and what to do.
When to use	Before a meeting, call or visit where a senior person needs to be quickly informed.
Output	A one-page briefing note with key messages, background, lines to take, sensitivities and people.

INPUTS

VARIABLE	WHAT TO PROVIDE
{{OCCASION}}	The meeting, call or event the briefing is for
{{READER}}	Who is being briefed
{{MATERIAL}}	Relevant background, history and current position

THE PROMPT

You are acting as a private secretary preparing a briefing note.

Occasion: {{OCCASION}}

Person being briefed: {{READER}}

Background:

{{MATERIAL}}

Task: Write a briefing note with these headings:

1. Purpose of the occasion — one sentence.
2. Key messages to land — no more than three.
3. Background — five bullet points at most.
4. Likely questions or issues raised by others, with a suggested line to take for each.
5. Sensitivities — what to avoid saying or committing to.
6. People — who will be there and what they care about, if known.

Rules: Fit on one page (about 400 words). Do not invent people, positions or history. Mark anything uncertain as "To confirm".

REVIEW BEFORE USE

Lines to take must be approved by whoever owns the policy or position. Never send a briefing note with unconfirmed commitments in it.

DEC-01

Decision framing

Purpose	Frame a decision precisely before anyone starts arguing about the answer.
When to use	At the start of any significant decision, especially when people seem to be debating different questions.
Output	A decision question with alternative framings, ownership, scope, criteria, timing and essential information.

INPUTS

VARIABLE	WHAT TO PROVIDE
{{SITUATION}}	A description of the situation and why a decision seems to be needed
{{STAKEHOLDERS}}	Who is involved or affected

THE PROMPT

You are acting as a decision coach helping a leader frame a decision.

Situation: {{SITUATION}}

Stakeholders: {{STAKEHOLDERS}}

Task:

1. Write the decision as a single question. Offer two alternative framings and explain how each changes the options.
2. State who owns the decision and who must be consulted, as far as the input allows.
3. Define what is in scope and what is out of scope.
4. Set out the decision criteria that the stakeholders are likely to care about.
5. Say when the decision needs to be made, and what happens if it is not.
6. List the information that is essential before deciding, and the information that would be nice to have but should not delay the decision.

Rules: Do not propose an answer. If the situation actually contains several decisions, separate them and suggest the order in which to take them.

REVIEW BEFORE USE

Agree the framing with the decision owner before any analysis starts. Most stalled decisions are framing problems.

DEC-05

Challenge questions

Purpose	Generate the hard questions a sceptical board member or investor would ask, so they can be answered in advance.
When to use	Before presenting a proposal, plan or report to a senior or sceptical audience.
Output	Ten ranked challenge questions with the basis of a strong answer, three current gaps and one improvement.

INPUTS

VARIABLE	WHAT TO PROVIDE
{{PROPOSAL}}	The proposal, plan or paper
{{AUDIENCE}}	Who will challenge it and what they care about

THE PROMPT

You are acting as the most rigorous, sceptical member of the audience described below.

Audience: {{AUDIENCE}}

Proposal:

{{PROPOSAL}}

Task:

1. List the ten hardest questions this audience is likely to ask, ordered from most to least damaging if unanswered.
2. For each question, say why it will be asked and what a strong answer would need to include.
3. Identify the three questions the proposal currently cannot answer.
4. Suggest the single change to the proposal that would most improve its chance of approval.

Rules: Questions must be specific to this proposal, not generic. Do not soften them. Do not answer them on the author's behalf where the proposal lacks the information.

REVIEW BEFORE USE

Prepare written answers to the top five questions. If any answer depends on information you do not have, get it before the meeting.

DEC-06

Pre-mortem

Purpose	Imagine the decision has failed and work out why, so the failure can be prevented now.
When to use	After a decision is provisionally agreed and before resources are committed.
Output	A failure narrative, ten specific failure causes with plausibility and warning signs, and five preventive actions.

INPUTS

VARIABLE	WHAT TO PROVIDE
{{DECISION}}	The decision and the plan to implement it
{{TIMEFRAME}}	When success or failure would be visible

THE PROMPT

You are facilitating a pre-mortem.

Decision and plan: **{{DECISION}}**

Timeframe: **{{TIMEFRAME}}**

Imagine it is the end of the timeframe and the decision has clearly failed.

Task:

1. Write a short, realistic account of how it failed, as a news story or internal review would describe it.
2. List ten distinct reasons for the failure, across people, process, technology, money, stakeholders and external events.
3. For each reason, rate how plausible it is now (High, Medium, Low) and identify the earliest warning sign.
4. For the five most plausible reasons, propose a preventive action that can be taken now and who should own it.

Rules: Be concrete and specific to this decision. Avoid generic causes such as "poor communication" unless you explain exactly what would go wrong.

REVIEW BEFORE USE

Add the preventive actions to the plan and the warning signs to the monitoring. A pre-mortem that changes nothing has not been used.

MTG-01

Agenda preparation

Purpose	Turn a list of topics into an agenda built around outcomes, with realistic timings.
When to use	When preparing a meeting you chair or organise, particularly one that tends to overrun or drift.
Output	An outcome-based agenda table with timings, owners and pre-reads, plus deferred items with alternative handling.

INPUTS

VARIABLE	WHAT TO PROVIDE
{{MEETING}}	The meeting, its purpose and length
{{TOPICS}}	The topics people want to cover
{{ATTENDEES}}	Who will attend

THE PROMPT

You are acting as an experienced chair designing a meeting agenda.

Meeting, purpose and length: **{{MEETING}}**

Topics requested:

{{TOPICS}}

Attendees: **{{ATTENDEES}}**

Task:

1. For each topic, define the outcome required: Decision, Discussion (with the question to answer) or Information.
2. Remove or defer topics that do not need the meeting. Suggest how each could be handled instead (email, update note, smaller meeting).
3. Order the agenda so that decisions come before reports.
4. Allocate realistic timings that fit the meeting length, leaving five minutes to confirm decisions and actions.
5. For each item, name the owner role and any pre-reading required.

Rules: Do not allocate time to items without a clear outcome. If the topics cannot fit, say what should be cut rather than compressing the timings.

Output: An agenda table (time, item, outcome, owner, pre-read), followed by the deferred items and how to handle them.

REVIEW BEFORE USE

If more than half the items are "Information", the meeting may be better replaced with a written update.

MTG-02

Meeting preparation

Purpose	Prepare yourself for a meeting where you need a specific outcome.
When to use	Before an important meeting you are attending, rather than chairing.
Output	Item summaries, priority items, points to make, questions both ways, likely positions and a fallback.

INPUTS

VARIABLE	WHAT TO PROVIDE
{{MEETING}}	The meeting and its agenda
{{MY_OBJECTIVE}}	What you need to get from the meeting
{{PAPERS}}	The papers or background

THE PROMPT

You are acting as a chief of staff preparing a senior leader for a meeting.

Meeting and agenda: **{{MEETING}}**

My objective: **{{MY_OBJECTIVE}}**

Papers and background:

{{PAPERS}}

Task:

1. Summarise each agenda item in two lines, with what is being asked of the meeting.
2. Identify the items that matter most for my objective.
3. For those items, draft the two or three points I should make, and the evidence for each.
4. List the questions I should ask, and the questions I am likely to be asked, with suggested answers.
5. Identify the likely positions of other attendees, where the papers suggest them.
6. State my fallback position if my objective cannot be fully achieved.

Rules: Be concise; the output should be readable in five minutes. Do not speculate about individuals' motives.

REVIEW BEFORE USE

Your fallback position is the part most people skip. Decide it before the meeting, not during it.

PRD-02

Prioritisation

Purpose	Rank competing tasks or requests using explicit criteria rather than urgency alone.
When to use	When everything feels urgent and you need to decide what comes first.
Output	Scored items, a four-way grouping, dependencies, a ranked list and items to push back on.

INPUTS

VARIABLE	WHAT TO PROVIDE
{{ITEMS}}	The tasks or requests
{{CRITERIA}}	What matters: deadlines, impact, effort, dependencies, stakeholders

THE PROMPT

You are acting as a prioritisation adviser.

Items:

{{ITEMS}}

What matters: {{CRITERIA}}

Task:

1. Score each item for importance (impact on objectives) and urgency (genuine time sensitivity), from 1 to 5, with a short reason.
2. Place each item in one of four groups: do now, schedule, delegate, drop or defer.
3. Identify any dependency that changes the order.
4. Produce a ranked list of the items to do now and schedule.
5. Highlight any item that seems urgent only because someone is pressing for it, and suggest how to respond.

Rules: Distinguish real deadlines from preferred ones. Where you lack information to score an item, say so.

REVIEW BEFORE USE

Revisit the ranking when new requests arrive. Prioritisation is a habit, not a one-off sort.

GOV-01

Output verification

Purpose	Check an AI-generated draft systematically before you rely on it or send it.
When to use	Every time AI output will be used in a decision, published, or sent to someone outside your immediate team.
Output	A statement-by-statement verification table, overreach and omissions, and an overall verdict with corrections.

INPUTS

VARIABLE	WHAT TO PROVIDE
{{OUTPUT}}	The AI-generated text
{{SOURCES}}	The source material it was based on

THE PROMPT

You are acting as a strict reviewer checking an AI-generated draft against its sources.

Draft to check:

{{OUTPUT}}

Source material:

{{SOURCES}}

Task:

1. List every factual statement, figure, date, name and quotation in the draft.
2. For each, mark: Supported (state where in the sources), Not supported, or Contradicted.
3. Identify statements that go further than the sources, such as stronger claims, broader conclusions or added causes.
4. Identify important points in the sources that the draft omits or misrepresents.
5. Give an overall verdict: Usable, Usable with corrections (list them), or Not usable.

Rules: Treat anything not in the sources as unsupported, even if it seems likely to be true.

REVIEW BEFORE USE

A second AI pass reduces errors but does not remove them. A person must still check figures, names and quotations against the original sources.

NEXT STEP

Two refinement moves to try

Most of the value comes from the second request. After any prompt, try one of these:

MOVE	FOLLOW-UP INSTRUCTION
Find what it avoided	What did your answer leave out, soften or assume? List those points and say how they would change the conclusion.
Show the evidence	For each claim in your answer, say which part of the material supports it. Mark any claim that is not supported.

About the full collection

The Executive AI Prompt Collection is a separate, paid Digital Chrysalis product. It contains sixty prompts across strategy, analysis, executive writing, decision support, meetings, leadership, productivity and AI governance, together with the full prompt framework, refinement moves, prompt chains, editable libraries and a prompt index workbook. The twelve prompts in this sampler are yours to use freely.

More information: digitalchrysalis.com/products