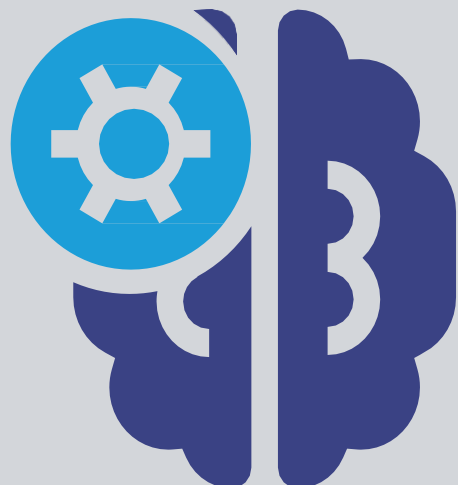




STEP 1.1 – Cheat Sheet

1. **Strategic Decision-Making:**
 - **Refine Problem Statements:** Use GenAI to clarify and structure complex challenges, ensuring alignment with strategic objectives.
 - **Trend Forecasting and Scenario Planning:** Simulate future scenarios and anticipate market shifts for a competitive edge.
2. **Productivity Enhancement:**
 - **Automated Summaries:** Quickly extract critical insights from lengthy reports and emails, saving time for high-value tasks.
 - **Task Prioritisation:** Utilise GenAI to develop actionable plans and prioritise tasks for efficient resource management.
3. **Enhanced Communication:**
 - **Tailored Messaging:** Create communications that resonate with various stakeholders, considering their backgrounds and preferences.
 - **Cultural and Linguistic Adaptation:** Adjust communication styles for different audiences, ensuring clarity across global teams.
4. **Operational Efficiency:**
 - **Automate Routine Tasks:** Streamline report drafting and meeting transcription, freeing time for strategic activities.
 - **Comprehensive Meeting Summaries:** Record, transcribe, and identify critical takeaways for practical follow-up actions.
5. **Innovation and Problem-Solving:**
 - **Collaborative Brainstorming:** Use GenAI to explore innovative ideas and solutions.
 - **Bias Mitigation:** Apply AI to challenge unconscious biases, supporting more objective decision-making.



Effective Prompts for Maximising GenAI Utility

Guidelines for Crafting Prompts:

- **Define the Problem Clearly:** Be specific and eliminate ambiguity.
- **Define Outcome:** State what the final output should look like (e.g., bullet points, summaries, comprehensive tables).
- **Provide Context:** Include relevant personas, historical data, or strategic frameworks. Specify GenAI's perspective (e.g., CEO, CFO), and request GenAI prompts you for further context to help it improve its outputs.
- **Improving Prompts:** Ask GenAI to improve your prompt, especially getting help defining the problem statement
- **Validation & Verification:** Ask GenAI to check its work, how it came up with the answer, and a list of references used

Example Prompts for Executive Use:

- **Strategic Planning:** *As the CEO, using attached personas and previous board reports, outline a 3-year strategic plan addressing current market conditions. Highlight risks, opportunities, and resource allocation.*
- **Incorporating References and Frameworks:** *"Using principles from Good to Great, identify key questions that determine our economic engine and explain their alignment with strategic goals."*
- **Complex Scenario Analysis:** *Develop three potential growth strategies for [PROJECT] based on the attached data and using the Blue Ocean Strategy as a guiding framework. Present pros, cons, and a recommended path with reasoning."*

Enhancing Outcome Quality:

- **Request Multiple Options:** *Provide three strategic pathways for [GOAL], considering a [AMOUNT] budget cap. Explain why one stands out and justify your choice."*
- **Refinement and Verification:** *"Review the response word for word, check for consistency, and explain the approach taken. Highlight any assumptions and reference supporting data."*
- **Prompt for Additional Information:** *"If any information is missing for a more accurate response, ask for it."*

Approaches to Refine Prompts and Improve Outputs

1. **Use Context-Rich Inputs:**
 - Attach detailed personas or relevant documents to enrich AI-generated outputs.
 - **Prompt Example:** *"Review the attached market analysis and summarise key trends while considering the attached persona of our key stakeholders."*
2. **Leverage Business Models:**
 - Reference well-known frameworks, strategic models, or even books.
 - **Prompt Example:** *"Apply Porter's Five Forces to evaluate the competitive landscape of [MARKET/SECTOR] and propose strategic initiatives."*
3. **Iterative Learning:**
 - Ask GenAI to suggest follow-up questions to refine its response.
 - **Prompt Example:** *"What questions should I ask next to refine this strategy?"*

