

# DT Fellowship Simulation Assignment

"Boardroom Lab: Growth Engineering via Prompted Strategy"

*A Test of Strategic Thinking | Signal Interpretation | AI-Augmented Execution*

**To the Candidate:** *You have not applied for a job. You've signed up for a mission.*

You're not applying for a job. You're applying to think with the founder.

At DT, we're building systems that scale Bharat. The Growth OS is designed to help 15,000 companies become high-performance engines by 2035. You're entering this mission as a future AVP/CEO who can look at metrics and see stories, look at stories and see strategies.

If you're here to just analyze dashboards — this isn't for you.

If you're here to design dashboards **that drive boardroom decisions** — welcome.

## The Problem: Decode What Others Scroll Past

As a DT Growth Analyst, you're helping a consulting firm that builds growth engines for MSMEs. You're deploying systems like AIDCA-based nurturing, CRM automations, and data storytelling dashboards. The firm wants to hit 200 client acquisitions by 2026.

Three email nurturing campaigns were launched via HubSpot.

Thousands of emails.

Dozens of responses.

But the conversion from SQL to client is sluggish.

You must now play growth architect:

Rebuild the content engine (AI prompting).

Reconfigure the decision metrics (dashboard).

Refine the growth thesis (boardroom synthesis).

## Who This Is For

This is not for job seekers. This is for builders of Bharat.

DT has the vision of seeing India as a developed nation by 2047, every DT Fellow as a CEO in 2047!

If you see yourself as a CEO by 2047 —

If you read dashboards not as metrics, but as **decisions waiting to be made** —

If you believe leadership isn't a position, but a practice of reflection and resolve —

Then don't treat this like a task.

**Treat it like your declaration.**

## Your Tasks

### Part 1: Prompt Engineering for Mass Personalization

For a campaign targeting **B2B decision-makers** across industries (e.g., Pharma, Construction, D2C), you must design **2 AI prompts** that generate personalized outbound email copies using the **AIDCA** model:

Each prompt should:

1. Target one persona (e.g., CTO of a D2C brand / COO of a pharma SME)
2. Be structured using **AIDCA** – clearly annotate which part targets which stage.
3. Tag at least **2 Cialdini persuasion principles** (e.g., Authority, Scarcity, Reciprocity).
4. Include a **negative prompt** to avoid pitfalls (e.g., “Avoid sounding generic” / “Avoid irrelevant stats”).
5. Ensure AI is used **strategically**, not superficially — prompt for signal, not fluff.

### Part 2: Funnel Debugging via Prompt-Based Diagnosis

You're provided with a **mock funnel dataset** (you may generate 3 rows as a simulation) showing:

- Stage-wise movement: Lead → MQL → SQL → Client
- Response Rate (%), Drop-off Reason (hypothetical), Campaign Message Summary

For each row:

1. Use **Message–Market Fit (MMF)** logic to classify the scenario:
  - High MQL, Low SQL → Misfit in trust-building?
  - High Lead gen, Low engagement → Headline issue?
2. Identify the **layer of failure**:
  - Wrong tone
  - Weak CTA
  - Over-engineered messaging
  - Lack of context
3. Write a **new prompt** to fix the failure:
  - Tag the **AIDCA stage** it targets
  - Explain which Cialdini principle you're injecting
  - Briefly justify the revision: *“This solves the trust drop at SQL level by anchoring with case studies.”*

### **Part 3: Dashboard Design with Boardroom Intent**

Design a **dashboard wireframe** (in Excel, Figma, Notion, or on paper) to track B2B outreach campaigns.

Your dashboard must help answer:

1. Are we hitting the right personas?
2. Are our messages resonating at each funnel stage?
3. Where should leadership intervene — nurturing or targeting?

Mandatory sections:

- Funnel Conversion Metrics (Lead to Client)
- Campaign-wise AIDCA diagnosis
- Strategic Recommendations (from metrics to decisions)

### **Part 4: Strategic Summary (Max 200 Words)**

Reflect on:

- How did your prompting change the narrative of the campaign?
- What mindset would you bring as a Growth Analyst who iterates strategy using AI?

### **Evaluation Rubric (Out of 100)**

Category	Weight
Prompt Design (AIDCA + Cialdini)	30
Funnel Diagnosis + Fix Prompts	25
Dashboard Logic + Design	20
Strategic Synthesis	15
Prompting Discipline + AI Usage	10

### **Closing Words**

“Business is not about leads. It’s about levers.”

At DT, you’re not just part of a system — you’re building it.

Let’s see if you can design levers that grow organizations and people alike.