

SWOT Analysis

Analyze strengths, weaknesses, opportunities, and threats.



Example prompt:

Our skincare brand is entering the German market. Run a SWOT analysis considering local competitors, regulations, and growth opportunities.

Eisenhower Matrix

Prioritize tasks by urgency and importance.



Example prompt:

Our team is overloaded with projects. Create an Eisenhower Matrix to organize tasks into urgent/important, delegate, and eliminate.

Fishbone Diagram

Visualize root causes of a problem.



Example prompt:

Employee turnover has spiked. Build a Fishbone diagram categorizing causes like pay, workload, culture, and management.

MECE Principle

Ensure Mutually Exclusive, Collectively Exhaustive solutions.



Example prompt:

Group our mobile app users into MECE segments for UX research. Avoid overlap between categories like "daily users" and "power users."

Force Field Analysis

Analyze forces that support or oppose change.



Example prompt:

We're moving to a hybrid work model. Use Force Field Analysis to map enablers vs. resistors and suggest actions to reduce resistance.

Scenario Planning

Explore multiple futures for strategy.



Example prompt:

We're expanding into Southeast Asia. Develop three future scenarios (best case, worst case, likely) and suggest strategies for each.

Ansoff Matrix

Evaluate growth strategies by product and market.



Example prompt:

Our SaaS product has plateaued in the U.S. Use the Ansoff Matrix to weigh market expansion vs. product diversification.

BCG Matrix

Categorize products by growth and market share.



Example prompt:

We manage 12 apps. Place them into Stars, Cash Cows, Question Marks, and Dogs, then recommend which to invest in or exit.

Porter's Five Forces

Assess industry competitiveness.



Example prompt:

Our retail chain faces new online competitors. Run Porter's Five Forces to assess threats from rivals, suppliers, and substitutes.

First Principles Thinking

Break problems into fundamentals.



Example prompt:

Our delivery costs are too high. Break the process into basic components and rebuild a cost-efficient model from scratch.

Decision Matrix

Compare options using weighted criteria.



Example prompt:

We're choosing a new HR platform. Build a decision matrix comparing features, pricing, integrations, and usability.

Cost-Benefit Analysis

Compare the costs and benefits of options.



Example prompt:

Should we build a custom CRM or use an existing tool? Compare 3-year costs, feature fit, and scalability to recommend the best choice.

Pre-Mortem Analysis

Anticipate failure before launch.



Example prompt:

Our mobile banking app is launching soon. Assume it fails within 6 months. List the most likely reasons and propose preventive fixes.

Hypothesis Testing

Test assumptions with measurable outcomes.



Example prompt:

Our product team believes a freemium plan will boost sign-ups by 25%. Design an A/B test with success metrics.

Root Cause Analysis (5 Whys)

Uncover underlying drivers of recurring problems.



Example prompt:

Checkout abandonment rose 30% last quarter. Use the "5 Whys" to find technical, UX, or trust-related issues and suggest fixes.

Blue Ocean Strategy

Create uncontested market space.



Example prompt:

Our fitness startup struggles in a crowded market. Suggest a Blue Ocean strategy to reach new demand and reduce competition.

OODA Loop

Observe - Orient - Decide - Act in dynamic situations.



Example prompt:

A competitor launched a surprise feature. Use the OODA Loop to assess our position, define actions, and recommend next steps within 48 hours.

Six Thinking Hats

Analyze problems from multiple perspectives.



Example prompt:

We're evaluating a subscription model. Use Six Thinking Hats to assess data (White), risks (Black), benefits (Yellow), ideas (Green), emotions (Red), and process (Blue).

Lateral Thinking

Generate unconventional solutions.



Example prompt:

Our airline wants to cut food waste by 80%. Use lateral thinking to propose creative methods beyond standard forecasting.

Critical Path Method

Identify essential tasks for project completion.



Example prompt:

We're preparing for a global launch. Use Critical Path to map dependencies, identify bottlenecks, and optimize the timeline.