**31 ChatGPT prompts that'll launch your business to the moon**

1. The 4 Disciplines of Execution (4DX)

Prompt: Utilize the 4 Disciplines of Execution to analyze [my business decision]. Focus on strategy execution by setting wildly important goals, leading measures, and creating a scoreboard.

2. The Balanced Scorecard

Prompt: Use the Balanced Scorecard to analyze [my business decision]. Focus on the four perspectives: financial, customer, internal processes, and learning and growth.

3. PESTLE Analysis

Prompt: Apply PESTLE Analysis to assess [my business decision]. Consider the Political, Economic, Social, Technological, Legal, and Environmental factors that could influence the decision.

4. Critical Path Method

Prompt: Employ the Critical Path Method to evaluate [my business decision]. Identify the longest sequence of tasks and their dependencies to determine the shortest time to completion.

5. Lean Thinking

Prompt: Apply Lean Thinking to assess [my business decision]. Focus on maximizing value while minimizing waste in processes.

6. The Ansoff Matrix

Prompt: Utilize the Ansoff Matrix to evaluate [my business decision]. Consider the four growth strategies: market penetration, market development, product development, and diversification.

7. The Four Ps of Marketing

Prompt: Analyze [my business decision] using the Four Ps of Marketing. Evaluate how Product, Price, Place, and Promotion strategies align with the decision.

8. The Boston Matrix

Prompt: Use the Boston Matrix to assess [my business decision]. Categorize products or services as Cash Cows, Dogs, Question Marks, or Stars to guide strategic planning.

9. Zero-Based Budgeting

Prompt: Apply Zero-Based Budgeting to evaluate [my business decision]. Start from a zero base and justify every expense to optimize resource allocation.

10. The Fishbone Diagram

Prompt: Utilize the Fishbone Diagram to analyze [my business decision]. Identify root causes of problems or inefficiencies related to the decision.

11. The Five Forces Model

Prompt: Evaluate [my business decision] using Porter's Five Forces Model. Examine the competitive forces that could affect the decision's success.

12. The Waterfall Model

Prompt: Apply the Waterfall Model to assess [my business decision]. Use a linear and sequential approach to project management and product development.

13. The Agile Methodology

Prompt: Utilize Agile Methodology to evaluate [my business decision]. Focus on iterative progress, flexibility, and collaboration with stakeholders.

14. The MoSCoW Method

Prompt: Analyze [my business decision] using the MoSCoW Method. Prioritize tasks as Must-haves, Should-haves, Could-haves, and Won't-haves.

15. The Kano Model

Prompt: Use the Kano Model to assess [my business decision]. Evaluate customer needs and how meeting them can result in customer delight or dissatisfaction.

16. The GROW Model

Prompt: Apply the GROW Model to evaluate [my business decision]. Focus on Goals, Reality, Options, and Will to guide coaching and personal development.

17. The PDCA Cycle

Prompt: Utilize the PDCA (Plan-Do-Check-Act) Cycle to analyze [my business decision]. Implement a four-step management method for continuous improvement.

18. The Hedgehog Concept

Prompt: Evaluate [my business decision] using the Hedgehog Concept. Focus on the intersection of passion, skill, and economic drivers.

19. The Theory of Constraints

Prompt: Apply the Theory of Constraints to assess [my business decision]. Identify and manage bottlenecks that hinder progress.

20. The SOSTAC Model

Prompt: Utilize the SOSTAC Model to evaluate [my business decision]. Focus on Situation analysis, Objectives, Strategy, Tactics, Action, and Control.

21. The Innovation Ambition Matrix

Prompt: Analyze [my business decision] using the Innovation Ambition Matrix. Categorize innovations as core, adjacent, or transformational.

22. The VRIO Framework

Prompt: Apply the VRIO Framework to assess [my business decision]. Evaluate resources based on Value, Rarity, Imitability, and Organization.

23. The RACI Matrix

Prompt: Utilize the RACI Matrix to evaluate [my business decision]. Define who is Responsible, Accountable, Consulted, and Informed for each task.

24. The Johari Window

Prompt: Analyze [my business decision] using the Johari Window. Understand self-awareness and interpersonal relationships within the team.

25. The Fogg Behavior Model

Prompt: Evaluate [my business decision] using the Fogg Behavior Model. Understand how Motivation, Ability, and Triggers influence behavior.

26. The Business Model Canvas

Prompt: Apply the Business Model Canvas to assess [my business decision]. Map out the key components of your business model visually.

27. The TOWS Matrix

Prompt: Utilize the TOWS Matrix to analyze [my business decision]. Develop strategies by examining the external opportunities and threats in relation to internal strengths and weaknesses.

28. The GE/McKinsey Matrix

Prompt: Evaluate [my business decision] using the GE/McKinsey Matrix. Assess business units based on market attractiveness and competitive strength.

29. The OKR Framework

Prompt: Apply the OKR (Objectives and Key Results) Framework to evaluate [my business decision]. Set objectives and measure outcomes through key results.

30. The AIDA Model

Prompt: Evaluate [my business decision] using the AIDA Model. Understand how Attention, Interest, Desire, and Action stages influence customer behavior.

31. The Nudge Theory

Prompt: Apply Nudge Theory to assess [my business decision]. Consider how subtle changes in environment or choice architecture can influence behavior.

Here are expanded descriptions for each of the business analysis frameworks:

1. The 4 Disciplines of Execution (4DX)

The 4DX framework is extremely useful when a business leader needs to focus their team on achieving critical strategic goals. By identifying a small number of "wildly important goals", tracking lead measures, and creating a visible scoreboard with regular cadences for accountability, leaders can cut through clutter and align everyone on executing top priorities. 4DX drives clarity, engagement, and disciplined follow-through.

2. The Balanced Scorecard

The Balanced Scorecard gives leaders a comprehensive yet balanced perspective across four vital areas - financials, customers, business processes, and organizational capacity - to evaluate decisions and strategy. By tracking metrics across all four areas over time, leaders can assess if growth in one area comes at the expense of another and promote integrated decision-making.

3. PESTLE Analysis

PESTLE analysis is extremely valuable when considering a new market, product expansion, or other strategic move to scan and assess the external landscape. By examining political, economic, sociocultural, technological, legal, and environmental dimensions, business leaders can systematically identify threats, opportunities, and forces that could impact the pending decision well beyond typical SWOT analysis.

4. Critical Path Method

For any complex, multi-step project from a product launch to IT system implementation, the critical path method brings order by sequencing all activities, milestones and dependencies then calculating the shortest timeline for completion. By identifying the critical path - the chain of dependent tasks with the least slack - leaders can focus resources on avoiding delays for on-time delivery.

5. Lean Thinking

When efficiencies have degraded or waste has crept into business processes, lean thinking helps leaders ruthlessly eliminate activities that don't directly create customer value. By mapping process value streams, identifying bottlenecks, reducing wait times, and promoting flow, lean thinking drives quality, speed, lower costs and higher satisfaction for customers and employees.

6. The Ansoff Matrix

The Ansoff Matrix provides a structured evaluation model when business leaders are considering options to grow the firm. The four boxes - market penetration, product development, market development and diversification - encourage systematic thinking about how aggressive or risky growth plans are relative to current markets and products. This can lead more strategic deliberation of growth opportunities.

7. The Four Ps of Marketing

When preparing to launch a new product or revamp go-to-market plans for an existing item, The Four Ps provides a checklist for leaders to assess alignment across Product, Price, Place and Promotion strategies. By harmonizing messaging, pricing, distribution channels and features to customer preferences, leaders can tighten marketing strategy to drive sales.

8. The Boston Matrix

All business leaders face decisions in managing their portfolio of products and services. The Boston Matrix brings much needed structure by categorizing offerings into four boxes based on market share and market growth rate - Cash Cows to fund expansion, Stars as future engines, Question Marks with potential, and Dogs to consider divesting or phasing out.

9. Zero-Based Budgeting

In organizations filled with legacy programs, activities and costs, zero-based budgeting forces leaders to take a fresh look when allocating resources. By requiring justification for all expenses rather than last year's budget plus a small increase, leaders can evaluate trade-offs across old and new initiatives objectively while optimizing the mix.

10. The Fishbone Diagram

When problems arise but causes remain unclear, the fishbone diagram provides structure for leaders to methodically track down root causes. By visually mapping all potential factors - across equipment, processes, materials, environment and people - leaders can systematically isolate true underlying issues for operational improvements.

11. Porter's Five Forces Model

In any industry, the intensity of competition makes or breaks businesses. Porter's Five Forces framework is essential for leaders to comprehensively evaluate the competitive landscape when considering a new market entry, business unit expansion or other strategic move. By examining threats around suppliers, buyers, product alternatives and rivalry, leaders gain insight into industry dynamics.

12. The Waterfall Model

For leaders overseeing large IT implementation or infrastructure projects, the structured and sequential waterfall model promotes discipline in execution. By moving linearly across requirements, design, build, testing, and deployment phases, leaders can coordinate cross-functional resources for on-time, on-budget delivery of complex systems that meet specifications.

13. The Agile Methodology

In dynamic, rapidly changing environments building software products and services, traditional project management fails. Instead, agile methodologies that emphasize iteration, continuous learning and adaptation, direct collaboration between developers and users, and lightweight management are essential for leaders to drive innovation and strategic nimbleness at scale.

14. The MoSCoW Method

The MoSCoW prioritization technique provides clarity for leaders managing complex initiatives with many moving parts and stakeholders. By designating elements as Must Have, Should Have, Could Have, and Won't Have, leaders can communicate priorities, facilitate trade-off discussions, sequence activities appropriately and ensure critical path delivery.

15. The Kano Model

Not all product features are created equal from a customer perspective. The Kano Model offers leaders critical insight on categorizing features across low baseline expectations, linear satisfiers, and non-linear delighters to drive resource allocation and design tradeoffs. Features that only satisfy when present but hugely dissatisfy when missing require significant investment.

16. The GROW Model

As a leader and coach guiding teammates, the GROW Model promotes structured conversations that motivate staff to achieve goals. By sequentially discussing the Goal, examining current Reality, identifying multiple Options, and clarifying Will or commitment to a path forward, leaders inspire ownership rather than prescribing solutions.

17. The PDCA Cycle

Continuous improvement requires structured approaches to transform culture. The PDCA cycle drives leaders to methodically Plan activities or changes aimed at improvements, Do or implement on an experimental basis, Check outcomes and learnings, then Act to standardize or adjust. This iterative learning loop fuels long-term capability building.

18. The Hedgehog Concept

Drawing from the parable of the fox and hedgehog, Jim Collins' Hedgehog Concept urges leaders to drive simplicity by focusing on the intersection between three circles: what you are deeply passionate about, what you can be the best in the world at, and what best drives your economic engine. Aligned there, companies thrive.

19. The Theory of Constraints

In every organization, bottlenecks exist that constrain overall performance. Rather than broad improvement efforts, the Theory of Constraints pushes leaders to precisely identify the primary constraint bottleneck then systematically improve and subordinate all other processes to support breaking through that constraint. This drives system-level progress.

20. The SOSTAC Model

Marketing leaders can utilize SOSTAC to develop comprehensive, logical plans that transform business outcomes. SOSTAC stands for Situation analysis of where we are now, Objectives for where we want to be, Strategy to get there, Tactics or actual programs and channels, Action or implementation planning, and Control via metrics, budgets and monitoring progress.

21. The Innovation Ambition Matrix

New product development is filled with uncertainty. The Innovation Ambition Matrix reduces confusion by encouraging leaders to categorize innovations across core refinements, adjacent expansions, or transformational leaps relative to current customer offerings. This framing focuses innovation investment appropriately.

22. The VRIO Framework

When analyzing organizational strengths and capabilities to understand competitive advantage, the VRIO framework helps leaders systematically categorize resources and competencies based on Value, Rarity, Imitability by competitors, and Organization optimization. VRIO reveals sources of sustained differentiation.

23. The RACI Matrix

Unclear roles and responsibilities derail projects. The RACI matrix brings transparent structure for leaders to define team members and stakeholders as Responsible, Accountable decision maker, Consulted, and Informed across work streams. This level of role clarity drives execution efficiency.

24. The Johari Window

Leaders need self-awareness to improve, as do teams. The Johari Window represents personal understanding about oneself (what is revealed/hidden to you) and social awareness (what is revealed/hidden to others) as four quadrants. By discussing with others, leaders can better leverage strengths and address blindspots.

25. The Fogg Behavior Model

Leading change requires understanding human behavior. The Fogg Behavior Model recognizes that for target behaviors to occur, people need sufficient Motivation, adequate Ability levels, and effective Triggers. Leaders can leverage this model to diagnose why change is not happening and adjust interventions appropriately by boosting motivation and ability.

26. The Business Model Canvas

When developing strategy for a new venture or assessing existing operations, the Business Model Canvas provides a visual scaffolding for leaders to map out how the business creates, delivers, and captures value across infrastructure, offering, customers and finances. Gaps become obvious, promoting insights.

27. The TOWS Matrix

To make smart strategic decisions by aligning internal organizational strengths and weaknesses with external market opportunities and threats, the TOWS Matrix provides focus for leaders. The four boxes help leaders craft options across strengths-opportunities, strengths-threats, weaknesses-opportunities, weaknesses-threats scenarios.

28. The GE/McKinsey Matrix

In multi-business corporations, leaders must decide where to invest, hold, harvest or divest across diverse business units or product lines. The GE/McKinsey approach provides structure based on market attractiveness criteria and competitive strength of each unit, helping leaders optimize capital allocation and strategic focus.

29. The OKR Framework

In fast scaling companies, alignment behind strategic Objectives and Key Results is critical. The OKR framework pushes leaders to define qualitative, inspirational objectives while quantitatively tracking measurable outcomes through specific key results over time. This focus connects teams to mission.

30. The AIDA Model

Driving customer behavior change matters across sales, marketing, and ongoing engagement. The AIDA model focuses leaders on sequencing Attention grabbing messaging, evoking Interest with relevance, creating Desire through persuasion, and prompting Action via triggers and calls-to-action.

31. Nudge Theory

Leaders often attempt to dictate behavior with rules that lack impact. Nudge theory recognizes people are irrational but predictable based on context and environment. Leaders can Nudge positive behaviors by subtly structuring choices, leveraging defaults, framing, and behavioral expectations.