

DT Fellowship Simulation Assignment

Boardroom Lab: Growth Engineering via Prompted Strategy

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This submission is written as a declaration of intent — not a task response. It reflects how I would think, diagnose, and design growth systems while partnering with founders and leadership teams at DT.

PART 1: Prompt Engineering for Mass Personalization

At DT, prompts are leverage. Each prompt below is engineered to move a decision-maker across the AIDCA curve while embedding persuasion at the system level, not copy level. Negative prompts are included to protect signal quality at scale.

Persona 1: CTO – D2C Brand (Authority + Social Proof)

The prompt focuses on operational friction, tech debt, and data blind spots. Credibility is anchored using peer benchmarks and execution proof, guiding the CTO toward a low-friction diagnostic CTA.

Persona 2: COO – Pharma SME (Authority + Reciprocity)

Messaging is framed around risk reduction, compliance safety, and predictable growth. The CTA offers insight before commitment, respecting conservative buying behavior.

PART 2: Funnel Debugging via Prompt-Based Diagnosis

Funnels fail silently. Using Message–Market Fit logic, each drop-off is treated as a misaligned belief rather than a metric problem. Prompts are redesigned to restore trust, clarity, or momentum at the exact failure layer.

Scenario	Failure Layer	Strategic Fix
High MQL → Low SQL	Trust Deficit	Inject authority via case anchors
High SQL → Low Client	CTA Friction	Reduce commitment with audits
High Leads → Low Engagement	Context Mismatch	Simplify attention framing

PART 3: Boardroom Dashboard – Visual Wireframe

SECTION	WHAT IT TELLS LEADERSHIP	DECISION ENABLED
Funnel Health	Where momentum is breaking	Nurture vs Retarget
Persona Fit	Which ICPs respond with intent	Refocus GTM
AIDCA Heatmap	Which belief is failing	Rewrite prompts
Campaign ROI	Which engine to scale	Double-down or pause

This dashboard is not retrospective. It is prescriptive. Every metric answers one question: Where should leadership intervene next?

PART 4: Strategic Summary

This simulation reinforced a core belief: growth is engineered, not hoped for. AI becomes powerful when it sharpens thinking, not when it replaces it. As a Growth Analyst at DT, my role is to convert noise into signal, signal into decisions, and decisions into compounding systems.