

# Business & Strategy Prompts

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Premium prompt templates for entrepreneurs, executives, managers, and business professionals. These prompts leverage advanced techniques to help you make better decisions, communicate more effectively, and drive business results.

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## 1. SWOT Analysis Deep Dive

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**Purpose:** Conduct comprehensive strategic analysis of your business or initiative.

You are a McKinsey-trained strategy consultant with 20 years of experience advising Fortune 500 companies.

Conduct a comprehensive SWOT analysis for:

**\*\*Business/Initiative:\*\*** [COMPANY OR PROJECT NAME]

**\*\*Industry:\*\*** [SECTOR]

**\*\*Context:\*\*** [CURRENT SITUATION]

**\*\*Time horizon:\*\*** [NEXT 6 MONTHS / 1 YEAR / 3 YEARS]

Provide strategic SWOT analysis:

**\*\*1. STRENGTHS\*\*** (Internal Positive)

Strength	Evidence	Sustainability	Strategic Leverage
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**\*\*2. WEAKNESSES\*\*** (Internal Negative)

Weakness	Impact	Fixability	Priority
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**\*\*3. OPPORTUNITIES\*\*** (External Positive)

Opportunity	Size	Timing	Fit
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**\*\*4. THREATS\*\*** (External Negative)

Threat	Probability	Impact	Timeframe
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**\*\*5. STRATEGIC IMPLICATIONS\*\***

- SO Strategies (Strengths to capture Opportunities)
- WO Strategies (Overcome Weaknesses for Opportunities)
- ST Strategies (Strengths to avoid Threats)
- WT Strategies (Minimize Weaknesses and avoid Threats)

## \*\*6. PRIORITIZED ACTION PLAN\*\*

Priority	Action	Timeline	Owner	Expected Impact
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**Tips for Use:** Be honest about weaknesses - that's where the real value is.

**Expected Output:** Comprehensive SWOT with strategic implications and action plan.

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## 2. Business Plan Section Writer

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**Purpose:** Create compelling, investor-ready business plan sections.

You are a business plan consultant who has helped raise over \$500M for startups.

Write a business plan section for:

\*\*Company:\*\* [NAME]

\*\*Stage:\*\* [IDEA/SEED/SERIES A/GROWTH]

\*\*Section needed:\*\* [EXECUTIVE SUMMARY / MARKET ANALYSIS / FINANCIALS / etc.]

\*\*Audience:\*\* [VCs / ANGELS / BANK / INTERNAL]

\*\*Product/Service:\*\* [WHAT YOU DO]

\*\*Target customer:\*\* [WHO BUYS]

\*\*Business model:\*\* [HOW YOU MAKE MONEY]

\*\*Traction:\*\* [CURRENT METRICS]

\*\*Funding ask:\*\* [AMOUNT AND USE]

Write the section with:

- Compelling narrative
- Data-backed claims
- Clear structure
- Investor-focused language

Also provide:

- Potential investor questions this will raise
- Data points to strengthen the section
- Red flags to address

**Tips for Use:** Provide as much context as possible about your business.

**Expected Output:** Polished, investor-ready business plan section.

### 3. Meeting Agenda & Summary Generator

**Purpose:** Create effective meeting agendas and comprehensive summaries.

You are an executive assistant who runs highly effective meetings.

**\*\*MODE:\*\* [CREATE AGENDA / CREATE SUMMARY]**

For agenda creation:

- Meeting type: [TYPE]
- Duration: [LENGTH]
- Attendees: [WHO AND ROLES]
- Objectives: [WHAT MUST BE ACCOMPLISHED]
- Decisions needed: [WHAT MUST BE DECIDED]

Create agenda with:

- Time allocations
- Discussion questions per topic
- Expected outcomes per section
- Pre-work requirements
- Parking lot space

For summary creation:

- Meeting notes: [PASTE RAW NOTES]

Create summary with:

- Executive summary (3 sentences)
- Key decisions made with rationale
- Action items (owner, due date, status)
- Open questions
- Next meeting focus

**Tips for Use:** Be specific about decisions that need to be made.

**Expected Output:** Professional meeting agenda or comprehensive summary.

## 4. Decision Framework Builder

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**Purpose:** Structure complex decisions using proven frameworks.

You are a decision science expert who helps executives make better decisions.

Help me make this decision:

**\*\*Decision:\*\*** [WHAT YOU'RE DECIDING]

**\*\*Stakes:\*\*** [LOW/MEDIUM/HIGH]

**\*\*Reversibility:\*\*** [EASILY/PARTIALLY/IRREVERSIBLE]

**\*\*Time pressure:\*\*** [IMMEDIATE/DAYS/WEEKS]

**\*\*Options:\*\***

- Option A: [DESCRIPTION]
- Option B: [DESCRIPTION]
- Option C: [DESCRIPTION]

**\*\*Context:\*\*** [RELEVANT BACKGROUND]

Build framework:

**\*\*1. CRITERIA DEFINITION\*\***

Criterion	Weight (1-5)	Why It Matters

**\*\*2. OPTIONS ANALYSIS\*\***

For each option:

- Weighted scoring
- Pros/Cons
- Risks and mitigations
- Best/worst/likely scenarios

**\*\*3. RECOMMENDATION\*\***

- Primary choice with reasons
- Key risks to mitigate
- Implementation steps
- Success metrics

**\*\*4. PRE-MORTEM\*\***

If this fails, most likely reasons and preventions

**Tips for Use:** Be honest about stakes and reversibility.

**Expected Output:** Complete decision framework with recommendation.

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## 5. Hiring & Interview Framework

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**Purpose:** Create effective job descriptions and interview processes.

You are a talent acquisition expert who has built teams at high-growth companies.

\*\*MODE:\*\* [JOB DESCRIPTION / INTERVIEW QUESTIONS / SCORECARD]

For job description:

- Role: [TITLE]
- Level: [JUNIOR/MID/SENIOR/EXECUTIVE]
- Reports to: [MANAGER]
- Team: [DEPARTMENT]
- Why role exists: [BUSINESS NEED]
- Success in 90 days: [OUTCOMES]

Create:

- Compelling job posting
- Responsibilities (outcome-focused)
- Must-have vs nice-to-have requirements
- "You'll thrive here if" section

For interview questions:

- Competencies to assess: [LIST]
- Interview stage: [SCREEN/TECHNICAL/CULTURE/FINAL]

Create:

- Questions per competency
- What to look for in answers
- Red flags
- Follow-up questions

For scorecard:

- Create evaluation rubric with scoring guide

**Tips for Use:** Be specific about what success looks like.

**Expected Output:** Complete hiring materials ready for use.

## 6. OKR & Goal Setting Framework

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**Purpose:** Create effective objectives and key results.

You are an OKR consultant who has implemented goal frameworks at companies from startups to Fortune 500s.

Create OKRs for:

**\*\*Level:\*\*** [COMPANY/DEPARTMENT/TEAM/INDIVIDUAL]

**\*\*Time period:\*\*** [QUARTER/HALF/YEAR]

**\*\*Mission:\*\*** [OVERALL MISSION]

**\*\*Current state:\*\*** [WHERE YOU ARE]

**\*\*Desired state:\*\*** [WHERE YOU WANT TO BE]

**\*\*Key challenges:\*\*** [WHAT'S HARD]

Create:

**\*\*OKRs (3–5 objectives with 3–5 KRs each)\*\***

Format:

Objective: [QUALITATIVE, INSPIRATIONAL]

– KR1: [QUANTITATIVE] – Baseline: X, Target: Y

– KR2: [QUANTITATIVE] – Baseline: X, Target: Y

**\*\*For each OKR:\*\***

- Initiatives to achieve it
- Dependencies
- Risks

**\*\*Alignment check:\*\***

- Vertical (company goals)
- Horizontal (peer teams)

**\*\*Measurement plan:\*\***

- Data sources
- Tracking frequency
- Check-in template

**Tips for Use:** Include context about what's happening in the business.

**Expected Output:** Complete OKR framework with tracking structure.

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## 7. Customer Feedback Analyzer

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**Purpose:** Extract actionable insights from customer feedback.

You are a customer insights analyst who transforms qualitative feedback into strategic recommendations.

Analyze this feedback:

**\*\*Source:\*\*** [SURVEYS/REVIEWS/SUPPORT TICKETS/INTERVIEWS]

**\*\*Feedback:\*\***

[PASTE FEEDBACK DATA]

**\*\*Business context:\*\***

- Product: [WHAT YOU OFFER]
- Customer segment: [WHO]
- Questions to answer: [WHAT YOU NEED TO LEARN]

Provide:

**\*\*1. SENTIMENT ANALYSIS\*\***

Sentiment	Count	%	Trend

**\*\*2. THEME EXTRACTION\*\***

Theme	Frequency	Sentiment	Example Quote	Actionability

**\*\*3. PAIN POINTS RANKED\*\*** by severity and frequency

**\*\*4. POSITIVE HIGHLIGHTS\*\*** with leverage opportunities

**\*\*5. COMPETITIVE INSIGHTS\*\*** from mentions

**\*\*6. FEATURE REQUESTS\*\*** with willingness to pay

**\*\*7. ACTIONABLE RECOMMENDATIONS\*\***

- Immediate (this week)

- Short-term (this quarter)
- Strategic (this year)

#### \*\*8. QUOTES\*\* for internal sharing

**Tips for Use:** Include as much raw feedback as possible.

**Expected Output:** Comprehensive feedback analysis with prioritized recommendations.

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## 8. Competitive Intelligence Report

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**Purpose:** Analyze competitors and identify strategic opportunities.

You are a competitive intelligence analyst who helps companies understand and outmaneuver competitors.

Analyze competitors for:

\*\*My company:\*\* [NAME]

\*\*My offering:\*\* [PRODUCT/SERVICE]

\*\*My differentiation:\*\* [WHAT MAKES US UNIQUE]

\*\*Competitors:\*\*

1. [COMPETITOR 1]: [DESCRIPTION]
2. [COMPETITOR 2]: [DESCRIPTION]
3. [COMPETITOR 3]: [DESCRIPTION]

\*\*Focus:\*\* [PRICING/FEATURES/POSITIONING/GO-TO-MARKET/ALL]

Provide:

\*\*1. POSITIONING MAP\*\* (2x2 matrix)

\*\*2. COMPETITOR DEEP DIVES\*\*

For each:

- Overview (founded, funding, size)
- Product analysis
- Pricing strategy
- Go-to-market
- Strengths/Weaknesses
- How to beat them

\*\*3. FEATURE COMPARISON MATRIX\*\*

\*\*4. WIN/LOSS PATTERNS\*\*

Scenario   We Win When   They Win When
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\*\*5. BATTLE CARDS\*\* for sales team

- When positioned against each competitor
- Key talking points
- Questions to ask prospects
- Landmines to plant

**Tips for Use:** Include as much competitor information as you have.

**Expected Output:** Comprehensive competitive analysis with battle cards.

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## 9. Financial Model Assumptions Builder

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**Purpose:** Create and validate financial model assumptions.

You are a financial analyst who builds models for startups and growth companies.

Build assumptions for:

**\*\*Business:\*\*** [DESCRIPTION]

**\*\*Model type:\*\*** [STARTUP/SaaS/E-COMMERCE/MARKETPLACE/SERVICE]

**\*\*Purpose:\*\*** [FUNDRAISING/PLANNING/VALUATION]

**\*\*Time horizon:\*\*** [12 MONTHS/3 YEARS/5 YEARS]

**\*\*Current state:\*\***

- Revenue: [AMOUNT]
- Customers: [NUMBER]
- Team size: [NUMBER]

**\*\*Growth drivers:\*\*** [LIST]

Build:

**\*\*1. REVENUE ASSUMPTIONS\*\***

- Customer acquisition (conservative/base/aggressive)
- Pricing
- Churn/retention

**\*\*2. COST ASSUMPTIONS\*\***

- Personnel (by role, timing)
- Operating expenses (as % of revenue)

**\*\*3. UNIT ECONOMICS\*\***

Metric	Current	Projected	Benchmark
CAC			
LTV			
LTV:CAC			
Payback			

**\*\*4. SCENARIO MODELING\*\***

- Base, upside, downside cases

**\*\*5. SENSITIVITY ANALYSIS\*\***

Which assumptions matter most

**\*\*6. VALIDATION METHODS\*\***

How to test each assumption

**Tips for Use:** Include current metrics even if small.

**Expected Output:** Complete financial assumptions ready to build into a model.

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## 10. Strategic Planning Facilitator

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**Purpose:** Facilitate strategic planning sessions.

You are a strategy consultant who facilitates executive offsites.

Facilitate planning for:

\*\*Company:\*\* [NAME]  
\*\*Planning horizon:\*\* [1/3/5 YEARS]  
\*\*Current situation:\*\* [WHERE YOU ARE]  
\*\*Key challenges:\*\* [TOP 3]  
\*\*Stakeholders:\*\* [WHO'S INVOLVED]

Provide:

\*\*1. SITUATION ASSESSMENT\*\*  
– Where are we now (metrics and assessment)  
– What's working / not working

\*\*2. STRATEGIC OPTIONS\*\*  
3 distinct strategic paths with:  
– Description  
– Required investment  
– Expected return  
– Risk level

\*\*3. STRATEGY SELECTION\*\*  
Evaluation matrix and recommendation

\*\*4. STRATEGIC PILLARS\*\*  
3-5 pillars with:  
– Goal  
– Key initiatives  
– Success metrics  
– Owner

\*\*5. RESOURCE ALLOCATION\*\*  
Budget and headcount by pillar

**\*\*6. RISK MANAGEMENT\*\***

Risk	Probability	Impact	Mitigation

**\*\*7. ONE-PAGE STRATEGY SUMMARY\*\***

**Tips for Use:** Be honest about current challenges.

**Expected Output:** Comprehensive strategic plan with one-page summary.

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## 11. Investor Pitch Deck Reviewer

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**Purpose:** Review and improve pitch decks for fundraising.

You are a pitch coach who has helped founders raise over \$1B combined.

Review this pitch deck:

\*\*Company:\*\* [NAME]  
\*\*Stage:\*\* [PRE-SEED/SEED/SERIES A/B+]  
\*\*Raising:\*\* \$ [AMOUNT]

\*\*Deck content:\*\*  
Slide 1: [CONTENT]  
Slide 2: [CONTENT]  
[Continue for all slides]

Provide:

**\*\*1. OVERALL ASSESSMENT\*\***

Criteria	Score (1-10)	Notes
Story clarity		
Problem urgency		
Solution differentiation		
Market opportunity		
Traction credibility		
Team strength		
Ask clarity		

**\*\*2. SLIDE-BY-SLIDE FEEDBACK\*\***

For each slide:

- What's working
- What needs improvement
- Suggested revision
- Investor question this will trigger

**\*\*3. MISSING ELEMENTS\*\***

**\*\*4. STORY ARC ANALYSIS\*\***

Current vs recommended narrative

**\*\*5. ANTICIPATED OBJECTIONS\*\*** with how to address

**\*\*6. APPENDIX RECOMMENDATIONS\*\***

**Tips for Use:** Describe each slide's content specifically.

**Expected Output:** Comprehensive pitch deck review with improvements.

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## 12. Crisis Communication Plan

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**Purpose:** Prepare for and respond to business crises.

You are a crisis communications expert who has managed PR crises for major companies.

\*\*MODE:\*\* [CREATE PLAN / RESPOND TO ACTIVE CRISIS]

For crisis plan:

- Company: [NAME]
- Industry: [SECTOR]
- Key stakeholders: [LIST]

Create:

- Risk assessment matrix
- Crisis response team roles
- Escalation matrix
- First 24 hours protocol
- Stakeholder communication templates
- Social media protocol
- Media guidelines
- Post-crisis review process

For active crisis:

- What happened: [DESCRIBE]
- Current status: [CONTAINED/SPREADING]
- Who knows: [AWARENESS LEVEL]

Provide:

- Immediate actions (next 2 hours)
- Draft statements (internal, external, social)
- Do NOT list
- Media talking points
- Anticipated Q&A

**Tips for Use:** Be specific about your industry and public profile.

**Expected Output:** Comprehensive crisis plan or immediate response guidance.

## 13. Board Meeting Preparation

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**Purpose:** Prepare comprehensive board meeting materials.

You are a Chief of Staff who prepares board materials for a growth-stage company.

Prepare for:

\*\*Meeting date:\*\* [DATE]

\*\*Meeting type:\*\* [REGULAR/SPECIAL/ANNUAL]

\*\*Key topics:\*\* [LIST]

\*\*Decisions needed:\*\* [WHAT BOARD MUST APPROVE]

\*\*Current metrics:\*\*

- Revenue: [vs TARGET]
- Customers: [vs TARGET]
- Cash runway: [MONTHS]

\*\*Highlights:\*\* [GOOD NEWS]

\*\*Challenges:\*\* [ISSUES]

\*\*Asks:\*\* [WHAT YOU NEED FROM BOARD]

Create:

\*\*1. BOARD DECK STRUCTURE\*\*

- Executive summary
- Dashboard
- Business update
- Financial review
- Key risks
- Discussion topics
- Approvals needed

\*\*2. PRE-READ DOCUMENT\*\*

\*\*3. DISCUSSION GUIDES\*\* for each topic

\*\*4. ANTICIPATED QUESTIONS\*\* with answers

## \*\*5. FOLLOW-UP ITEMS\*\* from last meeting

**Tips for Use:** Include actual metrics even if not hitting targets.

**Expected Output:** Complete board meeting package.

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## 14. Partnership Evaluation Framework

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**Purpose:** Evaluate potential partnerships and structure deals.

You are a business development executive who has structured partnerships worth billions.

Evaluate partnership:

\*\*My company:\*\* [NAME]

\*\*Potential partner:\*\* [NAME]

\*\*Partnership type:\*\* [DISTRIBUTION/INTEGRATION/CO-MARKETING/etc.]

\*\*What they bring:\*\* [ASSETS]

\*\*What we bring:\*\* [ASSETS]

\*\*Proposed structure:\*\* [IF DISCUSSED]

Provide:

\*\*1. STRATEGIC FIT ASSESSMENT\*\*

Criteria	Score (1-10)	Evidence

\*\*2. VALUE CREATION ANALYSIS\*\*

Value to us: [QUANTIFIED]

Value to them: [QUANTIFIED]

Balance: [ASSESSMENT]

\*\*3. RISK ASSESSMENT\*\*

Risk	Probability	Impact	Mitigation

\*\*4. DEAL STRUCTURE OPTIONS\*\*

For each option: structure, economics, pros/cons

\*\*5. KEY TERMS TO NEGOTIATE\*\*

Term	Our Position	Their Likely Position
Walkaway		

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**\*\*6. DUE DILIGENCE CHECKLIST\*\***

**\*\*7. EXIT PROVISIONS\*\* to include**

**\*\*8. RECOMMENDATION\*\* with next steps**

**Tips for Use:** Be honest about what you bring to the partnership.

**Expected Output:** Comprehensive partnership evaluation with deal structure.

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## 15. Change Management Plan

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**Purpose:** Plan and execute organizational change effectively.

You are a change management consultant who has led transformations at Fortune 500 companies.

Plan change for:

**\*\*Change:\*\*** [WHAT'S CHANGING]

**\*\*Scope:\*\*** [WHO'S AFFECTED]

**\*\*Timeline:\*\*** [WHEN]

**\*\*Driver:\*\*** [WHY]

**\*\*Sponsor:\*\*** [WHO'S CHAMPIONING]

**\*\*Current state:\*\*** [HOW THINGS WORK]

**\*\*Future state:\*\*** [HOW THINGS WILL WORK]

**\*\*Expected resistance:\*\*** [WHERE]

Create:

**\*\*1. IMPACT ASSESSMENT\*\***

Stakeholder	Impact	Current Attitude	Target

**\*\*2. STAKEHOLDER ANALYSIS\*\***

For each: role, concerns, needs, engagement approach

**\*\*3. RESISTANCE MANAGEMENT\*\***

Resistance Type	Source	Approach

**\*\*4. COMMUNICATION PLAN\*\***

Phase	Audience	Message	Channel	Timing

**\*\*5. TRAINING & SUPPORT PLAN\*\***

**\*\*6. CHANGE TIMELINE\*\***

- Phase 1: Prepare
- Phase 2: Announce

- Phase 3: Implement
- Phase 4: Reinforce
- Phase 5: Sustain

**\*\*7. QUICK WINS\*\*** to build momentum

**\*\*8. SUCCESS METRICS\*\***

**\*\*9. CHANGE CHAMPION TOOLKIT\*\***

**Tips for Use:** Be specific about who's affected and how.

**Expected Output:** Comprehensive change management plan.

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## 16. Sales Enablement Package

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**Purpose:** Create materials to help sales teams close deals.

Create battle cards, objection handlers, competitive comparisons, demo scripts, and follow-up templates for your sales team.

## 17. Market Entry Analysis

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**Purpose:** Evaluate new market opportunities.

Analyze market size, competition, barriers to entry, go-to-market strategies, and resource requirements for entering a new market.

## 18. Pricing Strategy Developer

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**Purpose:** Design and optimize pricing strategies.

Create pricing tiers, analyze price sensitivity, develop discounting guidelines, and build pricing pages that convert.

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## 19. Employee Engagement Analyzer

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**Purpose:** Extract insights from employee feedback.

Analyze survey results, identify themes, prioritize action items, and create communication plans for results.

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## 20. Quarterly Business Review

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**Purpose:** Create compelling QBR presentations.

Build QBR decks, prepare talking points, anticipate questions, and create follow-up action plans.

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*Replace bracketed placeholders with your actual information for best results.*