Prompt Library for Stratagem AI Pro

World-Class Strategic Consulting Frameworks

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Engineered to McKinsey/BCG/Bain Standards

37 Premium Prompts Across 6 Categories

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Appendix

Executive Overview

This prompt library represents a comprehensive collection of **37 world-class strategic consulting frameworks**, engineered to deliver McKinsey-grade analysis at the click of a button.

Key Differentiators

Feature	Description
Expert Role Framing	Each prompt activates 20+ years of McKinsey/BCG/Bain methodology
Structured Outputs	Precise markdown tables with specific columns and examples
Quality Controls	Built-in validation checkmarks enforce professional standards
Quantification	Explicit requirements for ranges, metrics, and targets
"So What" Orientation	Every insight must have clear business implications
Actionability	All outputs include specific next steps with owners and timing

Library Composition

Category	Prompts	Purpose
Framing	6	Define problem scope, stakeholders, objectives, risks
Structured Thinking	6	Issue trees, hypotheses, workstreams, research
Analysis	7	Market sizing, competitive, segmentation, SWOT
Communication	6	Executive summaries, storylines, slide outlines
Decision	6	Options matrices, scenarios, recommendations
Execution	6	Roadmaps, workplans, KPIs, change management
TOTAL	**37**	Complete strategic consulting toolkit

Category 1: Framing

6 prompts to define the strategic challenge with precision

1.1 Problem Statement

Purpose: Crystallize the strategic challenge into a board-ready problem statement.

Output Structure:

- Problem Statement (one sentence: WHO faces WHAT decision with WHAT stakes by WHEN)
- Context & Urgency (business context, market pressure, decision window)
- Decision to Make (specific choice between 2-3 options)
- Success Criteria (primary and secondary quantified outcomes)

Quality Controls: ✓ Problem statement <25 words | ✓ Metrics quantified | ✓ Clear deadline

1.2 Scope & Guardrails

Purpose: Define crystal-clear boundaries to prevent scope creep.

Output Structure:

Category	Content
In-Scope	5-7 deliverables with rationale and impact if excluded
Out-of-Scope	5-7 exclusions with rationale and why acceptable
Assumptions	5-7 assumptions with rationale and risk if wrong
Constraints	3-5 hard limits with source and implications

Quality Controls: ✓ In-scope is MECE | ✓ Assumptions have quantified risk

1.3 Success Metrics

Purpose: Design balanced scorecard with leading/lagging KPIs.

Output Structure:

Metric Type	Content
Outcome (Lagging)	Target, horizon, data source, frequency, owner
Driver (Leading)	Predictive metrics with causal relationship
Health (Risk)	Early warning indicators with thresholds

Quality Controls: ✓ Mix leading/lagging | ✓ Targets quantified | ✓ Team can influence

1.4 Stakeholder Map

Purpose: Map power dynamics and design engagement strategies.

Output Structure:

- Power-Interest Matrix (4 quadrants with 2-4 stakeholders each)
- Stakeholder Deep Dive Table (name, role, stance, incentive, engagement, success metric)
- Top 3 Stakeholder Risks with mitigations and contingencies
- Coalition Strategy (sequence to build winning coalition)

Quality Controls: ✓ Named individuals | ✓ Specific incentives | ✓ Actionable strategies

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1.5 Objective Tree

Purpose: MECE decomposition with leverage analysis.

Output Structure:

- Primary Objective (quantified goal + timeframe)
- Sub-Objective Table (5 objectives with 2 KPIs each, current/target/gap/leverage)
- Highest Leverage KPI with rationale and resource allocation implications

Quality Controls: ✓ MECE structure | ✓ All KPIs quantified | ✓ Leverage justified

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1.6 Risk Framing

Purpose: Identify critical risks with leading indicators and mitigations.

Output Structure:

Risk Category	Content
Strategic	Market, technology, competitive risks
Execution	Operational, resource risks
External	Regulatory, market condition risks

Each risk includes: Impact, Likelihood, Expected $, Leading Indicator, Mitigation, Contingency, Owner

Quality Controls: ✓ Impact quantified | ✓ Leading indicators observable | ✓ Mitigations proactive

Category 2: Structured Thinking

6 prompts for rigorous problem decomposition

2.1 Issue Tree

Purpose: MECE problem decomposition with hypotheses.

Output Structure:

- 3 MECE branches, each with:
    - Key Question and Success Metric
    - 2-3 sub-branches with hypothesis, evidence needed, and decision impact

Quality Controls: ✓ MECE at each level | ✓ Hypotheses testable | ✓ Decision impact clear

2.2 Hypothesis List

Purpose: Generate decision-changing hypotheses with evidence requirements.

Output Structure:

Column	Content
Hypothesis	Testable statement about market/customer/competitor
Evidence to Confirm	Specific data point that proves this
Evidence to Refute	Specific data point that disproves this
Data Source	Where to get the data
Decision Impact	How recommendation changes if true/false

Quality Controls: ✓ Testable | ✓ Material to decision | ✓ Independent

2.3 MECE Workstreams

Purpose: Define project workstreams with clear ownership.

Output Structure:

- 5-6 MECE workstreams, each with:
    - Key Questions (3 per workstream)
    - Primary Metric, Owner, Dependencies, Timeline, Deliverable
- Integration Points (where workstreams must sync)

Quality Controls: ✓ MECE | ✓ Clear ownership | ✓ Dependencies explicit

2.4 Assumption Audit

Purpose: Surface and test critical assumptions.

Output Structure:

Category	Assumptions
Market	TAM, growth rates, trends
Customer	WTP, pain points, behavior
Competitive	Response timing, barriers
Execution	Hiring, timelines, capabilities

Each assumption rated by: Impact if Wrong, Uncertainty, Expected Risk $, Test Method, Timeline

Quality Controls: ✓ Impact quantified | ✓ Tests specific | ✓ Decision rules clear

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2.5 Key Questions

Purpose: Identify decisive questions that drive recommendation.

Output Structure:

- 8-10 questions with:
    - Decision Lever (what this unlocks)
    - Decision Impact (if X then A, if Y then B)
    - Data Needed, Analysis Type, Timeline, Priority (1-5)
- Tier 1: Must Answer (blocks decision)
- Tier 2: Should Answer (refines decision)
- Tier 3: Nice to Answer (marginal value)

Quality Controls: ✓ Specific and answerable | ✓ Clear decision lever | ✓ Priority justified

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2.6 Research Plan

Purpose: Comprehensive research with sources and timelines.

Output Structure:

- Workstream mapping to sources, methods, deliverables
- Interview Protocol (screening, key questions, timeline)
- Data Access Plan (internal, external, proprietary)
- Research Budget with justification

Quality Controls: ✓ Sources specific | ✓ Deliverables clear | ✓ Backup plans exist

Category 3: Analysis

7 prompts for rigorous strategic analysis

3.1 Market Sizing (TAM/SAM/SOM)

Purpose: Bottoms-up market sizing with sensitivities.

Output Structure:

- Segment-by-segment sizing (# customers, avg spend, frequency, segment size)
- TAM/SAM/SOM summary with ranges
- Sensitivity Analysis (top 3 drivers with +/-20% impact)
- Market Attractiveness assessment

Quality Controls: ✓ Ranges provided | ✓ Assumptions sourced | ✓ SOM realistic

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3.2 Competitive Landscape

Purpose: Competitor analysis with strategic implications.

Output Structure:

Analysis	Content
Competitor Table	5-7 competitors with positioning, differentiator, price, share, risk
Competitive Dynamics	Intensity rating, white space identification
Strategic Implications	Positioning, where to compete, timing considerations

Quality Controls: ✓ 5-7 competitors | ✓ Share quantified | ✓ Response timing

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3.3 Customer Segmentation

Purpose: Segment customers by value and attractiveness.

Output Structure:

- Segment Table (size, WTP, pain points, CAC, LTV, LTV/CAC, priority)
- Segment Profiles (who, pain, value prop, go-to-market)
- Target Segment recommendation with rationale
- Sequencing strategy

Quality Controls: ✓ 4-6 segments | ✓ LTV/CAC calculated | ✓ Clear prioritization

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3.4 Porter's Five Forces

Purpose: Industry structure analysis with profitability implications.

Output Structure:

Force	Rating	Key Drivers	Trend	So What
Threat of New Entrants	1-5	Barriers to entry	↑/→/↓	Impact on profitability

Supplier Power	1-5	Concentration, switching	↑/→/↓	Impact on margins
Buyer Power	1-5	Concentration, sensitivity	↑/→/↓	Impact on pricing
Threat of Substitutes	1-5	Price-performance	↑/→/↓	Impact on demand
Competitive Rivalry	1-5	# competitors, growth	↑/→/↓	Impact on margins

Quality Controls: ✓ All forces rated | ✓ Trends identified | ✓ Impact clear

3.5 Unit Economics

Purpose: CAC/LTV analysis with payback and scenarios.

Output Structure:

- Metrics Table (CAC, LTV, LTV/CAC, Payback with assumptions and sensitivity drivers)
- Scenario Comparison (Base/Upside/Downside with probability weighting)
- Unit Economics Health assessment
- Key Lever to improve

Quality Controls: ✓ LTV/CAC >3.0 or path | ✓ Payback <18mo | ✓ Sensitivities tested

3.6 Value Chain Analysis

Purpose: Map profit pools and leverage points.

Output Structure:

- Stage-by-stage mapping (margin pool, key players, our leverage, strategic move)
- Value Migration (growing vs. shrinking pools)
- Where to Play recommendation
- How to Win (integrate/partner/asset-light)

Quality Controls: ✓ Full chain mapped | ✓ Margins quantified | ✓ Moves clear

3.7 SWOT Analysis

Purpose: Concise SWOT with strategic implications.

Output Structure:

- **Strengths** (4-6 with quantified evidence)
- **Weaknesses** (4-6 with impact quantified)
- **Opportunities** (4-6 with market size)
- **Threats** (4-6 with likelihood + impact)
- **So What**: Leverage, Shore Up, Priority actions

Quality Controls: ✓ 4-6 per quadrant | ✓ Quantified | ✓ Clear implications

Category 4: Communication

6 prompts for executive-ready communication

4.1 Executive Summary

Purpose: Partner-ready one-pager with Pyramid Principle.

Output Structure:

- **Recommendation** (one sentence answer)
- **Supporting Rationale** (3 points with evidence)
- **Risks & Mitigations** (table format)
- **Next Actions** (with owner, date, success metric)

Quality Controls: ✓ Answer first | ✓ 3 supports with data | ✓ Actions have owners

4.2 Key Insights

Purpose: Top 7 insights with evidence and implications.

Output Structure:

#	Insight	Evidence	So What
1-7	Observation with data	Source, metric	Business implication

Plus: Critical Insight highlight (single most important finding)

Quality Controls: ✓ 7 insights | ✓ All have evidence | ✓ Clear "So What"

4.3 Storyline Outline

Purpose: Deck storyline with SCQA structure.

Output Structure:

- 10-12 slides with title, key message, visual type
- Storyline Arc:
    - Act 1 (Slides 1-3): Situation → Complication → Question
    - Act 2 (Slides 4-9): Answer → Evidence
    - Act 3 (Slides 10-12): Risks → Next steps

Quality Controls: ✓ 10-12 slides | ✓ SCQA structure | ✓ Visual types specified

4.4 So What Callouts

Purpose: Transform findings into implications and actions.

Output Structure:

- Finding → So What → Action (for 6-8 findings)
- Critical Callout: MOST IMPORTANT → SO WHAT → ACTION

Quality Controls: ✓ 6-8 findings | ✓ Clear implications | ✓ Actions specific

4.5 Slide Outline

Purpose: Slide-by-slide outline with proof points.

Output Structure: Each slide includes:

- Purpose (why this slide)
- Headline (action-oriented title)
- Visual (specific chart type)
- Proof Needed (data source)

Quality Controls: ✓ Purpose clear | ✓ Headlines action-oriented | ✓ Proof specified

4.6 Risk Narrative

Purpose: Executive risk story with mitigations.

Output Structure:

- Context (1 paragraph)
- Top Risks (1 paragraph)
- Mitigation Strategy (1 paragraph)
- Risk Register Table (impact, probability, mitigation, residual)
- Risk Appetite Statement

Quality Controls: ✓ 3 tight paragraphs | ✓ Impact quantified | ✓ Mitigations specific

Category 5: Decision

6 prompts for clear, data-driven decisions

5.1 Options Matrix

Purpose: Compare options vs weighted criteria.

Output Structure:

- 3-4 options scored against 5 criteria
- Weighted scores and rankings
- Detailed comparison (pros, cons, risks, investment per option)
- Recommendation with rationale

Quality Controls: ✓ 3-4 options | ✓ 5 criteria weighted | ✓ Scores justified

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5.2 Decision Criteria

Purpose: Define weighted criteria with metrics.

Output Structure:

Criterion	Weight (%)	Rationale	Metric	Target
5-7 criteria	Sum to 100%	Why matters	Specific KPI	Quantified goal

Plus: Trade-offs analysis (which criteria conflict and how to balance)

Quality Controls: ✓ Weights sum to 100% | ✓ Metrics measurable | ✓ Targets quantified

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5.3 Scenario Comparison

Purpose: Compare base/upside/downside scenarios.

Output Structure:

Scenario	Revenue	Margin	Investment	Key Assumption	Probability	NPV
Base	Range	%	$	What must hold	60%	$
Upside	Range	%	$	What goes right	20%	$
Downside	Range	%	$	What goes wrong	20%	$

Plus: Decision Drivers (what 3 factors would change recommendation)

Quality Controls: ✓ 3 scenarios | ✓ Probabilities sum to 100% | ✓ Drivers clear

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5.4 Financial Tradeoffs

Purpose: Quantify ROI, payback, and risks across options.

Output Structure:

- Options compared on: Investment, ROI (%), Payback (Mo), Peak Cash, NPV, Risk
- Best ROI, Fastest Payback, Lowest Risk identification
- Recommendation balancing ROI/payback/risk

Quality Controls: ✓ All have ROI/payback | ✓ Sensitivity drivers | ✓ Risk–adjusted

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5.5 Go / No-Go

Purpose: Clear recommendation with conditions and red flags.

Output Structure:

- **Decision**: GO / NO-GO / DEFER
- **Rationale** (3 reasons with data)
- **Conditions to Proceed** (5 specific requirements)
- **Red Flags** (3 triggers to reconsider)
- **Confidence Level** (High/Medium/Low)

Quality Controls: ✓ Clear decision | ✓ 3 rationale | ✓ 5 conditions | ✓ 3 red flags

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5.6 Recommendation

Purpose: Final recommendation with logic, risks, and next steps.

Output Structure:

- **Recommendation** (one sentence answer)
- **Supporting Logic** (3 points with quantified evidence)
- **Risks & Mitigations** (table with owner)
- **Next Actions** (with owner, date, success metric)

Quality Controls: ✓ Answer first | ✓ 3 supports | ✓ Risks have mitigations | ✓ Actions have owners

Category 6: Execution

6 prompts for implementation excellence

6.1 Initiative Roadmap

Purpose: 3-phase roadmap with dependencies and KPIs.

Output Structure:

Phase	Timeline	Initiatives	Owner	Dependencies	KPI	Target
Phase 1: Foundation	Mo 1-X	3-5 initiatives	Role	Pre-reqs	Metric	Goal
Phase 2: Scale	Mo X-Y	3-5 initiatives	Role	Phase 1	Metric	Goal
Phase 3: Optimize	Mo Y-Z	3-5 initiatives	Role	Phase 2	Metric	Goal

Plus: Critical Path identification and acceleration opportunities

Quality Controls: ✓ 3 phases | ✓ Dependencies explicit | ✓ KPIs per phase

6.2 90-Day Workplan

Purpose: Immediate actions with owners and metrics.

Output Structure:

- Week-by-week actions (1-2, 3-4, 5-6, 7-8, 9-10, 11-12)
- Each action with: Owner, Success Metric
- 30/60/90 Day Milestones with quantified targets

Quality Controls: ✓ Actions specific | ✓ Owners named | ✓ Metrics measurable

6.3 KPI Dashboard

Purpose: Leading/lagging KPIs with ownership and cadence.

Output Structure:

KPI	Type	Current	Target	Cadence	Owner	So What
Revenue	Lagging	$X	$Y	Monthly	Role	Why matters
Pipeline	Leading	$X	$Y	Weekly	Role	Predicts revenue
Churn	Risk	X%	<Y%	Monthly	Role	Early warning

Plus: North Star metric identification

Quality Controls: ✓ Mix leading/lagging/risk | ✓ All have targets | ✓ Owners assigned

6.4 Change Management Plan

Purpose: Communications and adoption strategy.

Output Structure:

- Audience-specific messaging table (audience, message, channel, moment, owner, adoption tactic, risk)
- Change Curve phases:
  - Phase 1: Awareness (Week 1-2)
  - Phase 2: Understanding (Week 3-4)
  - Phase 3: Adoption (Week 5-8)
  - Phase 4: Reinforcement (Week 9+)
- Adoption Target with leading indicator

Quality Controls: ✓ Audience-specific | ✓ Multi-channel | ✓ Adoption tactics clear

6.5 Operating Model

Purpose: Target operating model with gaps and actions.

Output Structure:

- Operating Principles (5 principles)
- Gap Analysis across 4 dimensions:

Dimension	Current	Target	Gap	Action	Owner	Timeline
Organization	Today	Should be	Delta	Reorg plan	Role	Weeks
Process	Today	Should be	Delta	Redesign	Role	Weeks
Technology	Today	Should be	Delta	Tech roadmap	Role	Weeks
People	Today	Should be	Delta	Hiring/training	Role	Weeks

- Critical Enablers for success

Quality Controls: ✓ 5 principles | ✓ 4 dimensions | ✓ Gaps quantified | ✓ Actions specific

6.6 Implementation Risks

Purpose: Execution risks with early signals and mitigations.

Output Structure:

Category	Risks
Resource	Hiring, budget, capability gaps
Execution	Timeline, quality, dependencies
Adoption	User resistance, training gaps

Each risk includes: Impact, Likelihood, Expected $, Early Signal, Mitigation, Contingency, Owner

Plus: Risk Monitoring cadence (weekly vs. monthly reviews)

Quality Controls: ✓ 8-10 risks | ✓ Early signals observable | ✓ Mitigations proactive | ✓ Owners assigned

Appendix: Complete Prompt Index

All 37 Prompts at a Glance

#	Category	Prompt Name	Key Output
1	Framing	Problem Statement	Board-ready problem definition
2	Framing	Scope & Guardrails	MECE boundaries
3	Framing	Success Metrics	Balanced scorecard
4	Framing	Stakeholder Map	Power-interest matrix
5	Framing	Objective Tree	MECE decomposition
6	Framing	Risk Framing	Critical risks with mitigations
7	Thinking	Issue Tree	Problem decomposition
8	Thinking	Hypothesis List	Testable hypotheses
9	Thinking	MECE Workstreams	Project structure
10	Thinking	Assumption Audit	Critical assumptions
11	Thinking	Key Questions	Decision-driving questions
12	Thinking	Research Plan	Comprehensive research plan
13	Analysis	Market Sizing	TAM/SAM/SOM with sensitivities
14	Analysis	Competitive Landscape	Competitor analysis
15	Analysis	Customer Segmentation	Segment prioritization
16	Analysis	Porter's Five Forces	Industry structure
17	Analysis	Unit Economics	CAC/LTV analysis
18	Analysis	Value Chain	Profit pool mapping
19	Analysis	SWOT Analysis	Strategic implications
20	Communication	Executive Summary	Pyramid Principle one-pager
21	Communication	Key Insights	Top 7 insights
22	Communication	Storyline Outline	SCQA deck structure
23	Communication	So What Callouts	Findings to implications
24	Communication	Slide Outline	Slide-by-slide plan
25	Communication	Risk Narrative	Executive risk story
26	Decision	Options Matrix	Weighted comparison

27	Decision	Decision Criteria	Weighted criteria
28	Decision	Scenario Comparison	Base/upside/downside
29	Decision	Financial Tradeoffs	ROI/payback analysis
30	Decision	Go / No-Go	Clear recommendation
31	Decision	Recommendation	Final recommendation
32	Execution	Initiative Roadmap	3-phase roadmap
33	Execution	90-Day Workplan	Immediate actions
34	Execution	KPI Dashboard	Leading/lagging KPIs
35	Execution	Change Management	Adoption strategy
36	Execution	Operating Model	Target model + gaps
37	Execution	Implementation Risks	Execution risk register

End of Document

Stratagem AI Pro — Premium Strategic Consulting Intelligence

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