

GSDC | PROMPT ENGINEERING WORKSHOP

The Leader's Prompt Playbook

50+ Copy-Paste Prompts for Executives

Board Prep • Hiring & Talent • Strategy • Executive Communications

Engineered using the CREATE Framework by Justine Singh, Applied Generative AI Professional & Forward Deployed Engineer at Google.

6.4 hrs

89%

61%

Reduction in LLM costs

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How to Use This Playbook

Every prompt in this playbook is engineered using the **CREATE Framework** — the gold-standard structure for getting consistent, high-quality outputs from any large language model (Claude, ChatGPT, Gemini, and others).

C	Context	Set the stage. Define a persona, background, and situation so the AI knows exactly who it is and what world it operates in.
R	Request	State the core task with brutal specificity. Ambiguity = generic output. The more precise your ask, the better the result.
E	Examples	Show the model what 'good' looks like. Even one example transforms output quality dramatically (few-shot prompting).
A	Adjustments	Tell it what NOT to do. Explicitly state exclusions, constraints, and guardrails: 'Avoid jargon', 'Do not use passive voice'.
T	Tone	Dictate the voice. 'Authoritative but accessible', 'Warm and direct', 'Data-driven and calm' — this shapes everything.
E	Extras	Specify the exact output format. Table, bullet points, JSON, numbered list, word count — control the shape of the output.

Quick Start: Before hitting Enter, ask yourself — have I set Context, stated my Request clearly, added Examples, set Adjustments, defined Tone, and specified Extras? If yes, your output will be production-ready.

01 Board Prep & Reporting

Use these prompts to transform raw data into board-ready materials in minutes. Each prompt follows the CREATE framework: Context, Request, Examples, Adjustments, Tone, Extras.

#01 Board Meeting Summary

Act as a senior strategy consultant preparing a board report. Summarize the following Q[X] business performance data in exactly 3 paragraphs: (1) financial highlights, (2) operational risks, and (3) strategic priorities for next quarter. Use executive language. Avoid jargon. Output as structured text with bold headers. [PASTE DATA HERE]

Pro Tip: Add: 'Flag anything that requires a board vote in red font.'

#02 Executive Briefing One-Pager

You are a Chief of Staff preparing a one-page executive briefing for our CEO before a board meeting on [TOPIC]. Format: (1) Situation in 2 sentences, (2) Key data points — 3 bullets max, (3) Recommendation, (4) Risks. Tone: confident, direct, no filler.

Pro Tip: Add your company's previous quarter OKRs as context.

#03 Board Deck Narrative

Act as an executive storyteller. I am presenting to a board of directors at a [INDUSTRY] company. Convert these bullet points into a compelling slide narrative with a clear arc: problem → insight → solution → ask. Each slide should have one core message in 15 words or fewer. [PASTE BULLET POINTS]

#04 Risk Summary for Board

You are a risk management expert. Analyze the following business data and identify the top 5 risks we should disclose to our board. For each risk: (1) name it, (2) rate likelihood (High/Med/Low), (3) rate impact (High/Med/Low), (4) recommend a mitigation. Format as a clean table. [DATA]

Pro Tip: Add: 'Cross-reference against our industry's top risks in 2025.'

#05 Board KPI Dashboard Narrative

Act as our CFO. I will give you 12 KPIs from last quarter. Write a 250-word dashboard commentary that: highlights wins, flags 2 concerns, and proposes one corrective action. Write in first person as if presenting live. Tone: data-driven and calm. [KPI LIST]

#06 Shareholder Letter Draft

You are a Fortune 500 CEO. Draft a 400-word shareholder letter for [QUARTER/YEAR] that covers: (1) company performance summary, (2) strategic progress, (3) headwinds and how we are navigating them, (4) outlook and confidence statement. Tone: transparent, confident, forward-looking.

Pro Tip: Customize: Add a personal anecdote in the opening sentence.

#07 Board Pre-Read Document

Act as a senior executive at [COMPANY]. Create a structured board pre-read document for our upcoming meeting on [TOPIC]. Include: executive summary (100 words), context/background (150 words), options considered with pros/cons, recommended path forward, and supporting data appendix outline.

#08 Board Q&A; Preparation

You are a board advisor. Based on the following presentation content, generate the 10 most challenging questions a board member might ask, ordered from hardest to easiest. For each question, provide a 3-sentence model answer that is honest, data-backed, and forward-looking. [PRESENTATION CONTENT]

Pro Tip: Use this before every board meeting as a rehearsal tool.

#09 Resolution Drafting

Act as a corporate secretary. Draft a formal board resolution approving [ACTION/POLICY]. Include: recitals explaining the rationale, the resolved clauses, effective date, and signature block. Format in standard legal resolution style. Keep language precise and unambiguous.

#10 Post-Board Action Items

Act as Chief of Staff. The board meeting just concluded. Based on the following meeting notes, extract all action items, assign responsible owners, set deadlines, and flag any items requiring immediate escalation. Output as a prioritized action table. [MEETING NOTES]

#11 Investor Update Email

You are an investor relations professional. Write a concise monthly investor update email for [COMPANY NAME] covering: key milestones achieved this month, one challenge and how we addressed it, upcoming catalysts, and a closing ask or CTA. Tone: direct, positive, no fluff. Maximum 300 words.

#12 Financial Variance Explanation

Act as CFO. Explain the following budget variance in plain English for a non-finance board member: actual spend was [X] vs budget [Y], a [Z%] variance. Provide: (1) root cause in one sentence, (2) three contributing factors, (3) corrective action plan, (4) revised forecast. No accounting jargon. [VARIANCE DATA]

02 Hiring & Talent Strategy

Accelerate every stage of the talent lifecycle — from crafting magnetic job descriptions to structuring offers and building succession plans.

#01 Magnetic Job Description

Act as a talent brand strategist at a top-tier company. Write a job description for a [ROLE] that attracts exceptional candidates. Structure: (1) hook opening — why this role matters, (2) what you will do (5 bullets max, outcomes not tasks), (3) what you bring (6 must-haves), (4) what we offer (culture + growth + comp). Avoid corporate cliches. Target tone: ambitious and human.

Pro Tip: Add our company values at the end as a cultural filter.

#02 Structured Interview Guide

You are an expert talent acquisition leader. Create a structured interview guide for a [ROLE] position. Include: 5 behavioral questions (STAR format), 3 technical/competency questions, 2 culture-fit questions, and a candidate evaluation rubric (1–5 scale with criteria). Format clearly for interviewer use.

#03 Candidate Assessment Matrix

Act as a hiring manager. I interviewed [N] candidates for [ROLE]. Build a weighted scoring matrix using these 6 criteria: [LIST CRITERIA]. Assign weights totaling 100%. Provide a sample scoring table I can fill in, and a decision formula to identify the top candidate. Include guidance on avoiding unconscious bias.

Pro Tip: Weight criteria by role criticality: e.g., leadership 25%, technical 20%.

#04 Offer Letter Template

Act as a Head of People Operations. Draft a professional offer letter for a [ROLE] at salary [X], start date [Y], reporting to [Z]. Include: warm opening, role details, compensation breakdown, benefits summary, acceptance deadline, and a legally neutral closing. Tone: welcoming and clear. Flag any sections I should customize.

#05 Rejection Email (Empathetic)

You are an HR professional who values candidate experience. Write a thoughtful, respectful rejection email for a candidate who reached the final round for [ROLE] but was not selected. Acknowledge their effort, provide one piece of genuine encouragement, leave the door open for future roles, and close warmly. 150 words max.

Pro Tip: Personalize with one specific detail from their interview.

#06 Succession Planning Framework

Act as a Chief HR Officer. Help me build a succession planning framework for our top 5 leadership roles. For each role, create a template covering: current incumbent tenure, 3 internal successors (ready now / 1–2 years / 3+ years), development gaps for top successor, and risk rating if role is vacated. Output as a structured table.

#07 30-60-90 Day Onboarding Plan

You are an experienced People Operations director. Create a 30-60-90 day onboarding plan for a new [ROLE] joining [COMPANY TYPE]. Day 30: foundations and relationships. Day 60: contributing independently. Day 90: driving outcomes. Include specific milestones, key stakeholders to meet, and success metrics for each phase.

Pro Tip: Ask the new hire to fill in their own version — then compare.

#08 Salary Benchmarking Prompt

Act as a compensation strategist. I need to benchmark salary for a [ROLE] in [CITY/REGION] with [X] years of experience in the [INDUSTRY] sector. Identify the P25, P50, P75, and P90 market pay ranges. Then suggest a total compensation package (base + bonus + equity) that positions us as an employer of choice.

#09 Team Restructure Communication

You are a CHRO. Draft an internal communication to the [TEAM NAME] team announcing a restructuring that involves [CHANGE DESCRIPTION]. The message must: explain the 'why' clearly, show empathy, outline what changes and what stays the same, provide next steps, and invite dialogue. Avoid corporate-speak. Max 350 words.

#10 High-Performer Retention Plan

Act as a talent strategist. I have [N] high performers at risk of leaving. For each of the following risk factors [LIST FACTORS], suggest 3 concrete retention interventions: one immediate (this week), one medium-term (30–60 days), one structural (policy/culture change). Output as an actionable table.

Pro Tip: Combine with a stay interview — use the next prompt for questions.

#11 Stay Interview Questions

You are a People experience expert. Generate 10 stay interview questions designed to understand what motivates our top performers to stay and what risks pushing them to leave. Each question should be open-ended, non-threatening, and actionable. Include a brief note on what insight each question surfaces.

#12 Performance Improvement Plan (PIP)

Act as an HR Business Partner. Draft a Performance Improvement Plan for an employee in [ROLE] who is underperforming in [AREAS]. Include: clear performance expectations, specific measurable targets for 30/60/90 days, support to be provided, check-in schedule, and consequences if targets are not met. Tone: constructive and clear, not punitive.

Pro Tip: Have legal review before issuing any PIP.

03 Strategy & Decision-Making

Think bigger and move faster. Use these prompts to synthesize complex information, stress-test decisions, and build strategic narratives that get buy-in.

#01 Strategic Options Analysis

Act as a senior strategy consultant with McKinsey-level rigor. I am deciding between [N] strategic options for [BUSINESS CHALLENGE]. For each option, analyze: (1) strategic fit, (2) financial impact estimate, (3) execution complexity, (4) key risks, (5) time to value. Conclude with a recommendation and your top 3 reasoning points.

Pro Tip: Add: 'Stress test each option against a recession scenario.'

#02 Competitive Intelligence Brief

You are a competitive intelligence analyst. Research and summarize the strategic positioning of [COMPETITOR NAME] vs. [OUR COMPANY] across: (1) product/service differentiation, (2) pricing strategy, (3) target market, (4) recent strategic moves, (5) perceived vulnerabilities. Output as an executive brief. Flag where our intelligence is incomplete.

#03 OKR Development Framework

Act as an OKR coach. Help me define 3 company-level Objectives and 3–4 Key Results per objective for [QUARTER/YEAR] at a [INDUSTRY] company. Context: our top priority is [PRIORITY]. Each KR must be: measurable with a specific target, time-bound, and ambitious but achievable. Avoid vanity metrics.

Pro Tip: Then cascade to department level using the same prompt.

#04 Strategic Memo

You are a Chief Strategy Officer. Write a 500-word strategic memo proposing [INITIATIVE] to the executive team. Structure: (1) context and why now, (2) the opportunity and its size, (3) our proposed approach in 3 phases, (4) resource requirements, (5) success metrics, (6) ask. Tone: clear, confident, and evidence-based.

Pro Tip: Attach supporting data as context in the prompt.

#05 SWOT to Strategy Bridge

Act as a strategic planner. I will give you a SWOT analysis for [COMPANY/INITIATIVE]. Convert it into 4 concrete strategic moves: (1) SO strategy — leverage strengths to capture opportunities, (2) WO — overcome weaknesses using opportunities, (3) ST — use strengths to counter threats, (4) WT — minimize weaknesses and threats. Output as a prioritized action table. [SWOT DATA]

#06 Scenario Planning

Act as a futurist and strategy advisor. Develop 3 plausible scenarios for [INDUSTRY/COMPANY] over the next 3 years: (1) Base Case, (2) Bull Case, (3) Bear Case. For each: describe the macro drivers, key indicators to watch, strategic implications, and the top 2 actions we should take now to prepare. Output as a concise scenario table.

#07 Decision Stress Test

You are a devil's advocate advisor. I am about to make the following decision: [DESCRIBE DECISION]. Generate the strongest possible case AGAINST this decision. List every assumption that could be wrong, every risk that could materialize, and every alternative I should have considered first. Be ruthless. Then give me one question I have not asked myself.

Pro Tip: This prompt is most valuable when you are already confident — that is when blind spots are dangerous.

#08 Market Entry Analysis

Act as a market strategy expert. Analyze the opportunity for [COMPANY] to enter [MARKET/GEOGRAPHY]. Cover: market size and growth rate, key customer segments, regulatory landscape, competitive intensity (Porter's Five Forces brief), our right to win, required capabilities we lack, and recommended entry mode (organic/partnership/acquisition). Output as a structured brief.

#09 Innovation Pipeline Review

Act as a Chief Innovation Officer. Review our innovation pipeline initiatives listed below and assess each on: (1) strategic alignment (1–5), (2) market potential (1–5), (3) execution readiness (1–5), (4) investment required (Low/Med/High), (5) recommendation (accelerate/hold/kill). Output as a portfolio review table. [PIPELINE LIST]

#10 Board Strategy Narrative

You are a CEO preparing to present a 3-year strategic plan to the board. Write a 600-word executive narrative that tells the story of: where we are today (honest assessment), where the market is heading, why our strategy is the right response, what we will stop/start/continue, and what success looks like in Year 3. Tone: visionary yet grounded.

#11 Post-Mortem Analysis

Act as a learning-oriented facilitator. Conduct a structured post-mortem for [PROJECT/INITIATIVE] that [OUTCOME]. Framework: (1) what was the goal, (2) what actually happened, (3) what went well and why, (4) what went wrong and root causes, (5) what we would do differently, (6) specific changes to processes or systems. No blame — only learning.

Pro Tip: Share the output with all stakeholders to close the learning loop.

#12 Annual Planning Kickoff

You are a strategic planning expert. Help me structure a 2-day annual planning offsite for a leadership team of [N] people at a [COMPANY TYPE]. Design the full agenda including: pre-work assignments, session topics (strategy review, OKR setting, resource allocation, culture), facilitation methods for each session, and expected outputs. Format as a detailed schedule.

04 Executive Communications

Communicate with authority and clarity. These prompts help you draft, refine, and strengthen every executive communication — from crisis emails to all-hands speeches.

#01 All-Hands Meeting Speech

Act as a CEO speech writer. Write a 5-minute all-hands speech for [CEO NAME] at [COMPANY NAME] following [EVENT/QUARTER END]. Structure: opening hook (30 sec), state of the business (90 sec), what we are proud of (60 sec), honest challenge acknowledgment (60 sec), what comes next (60 sec), rallying close (30 sec). Tone: authentic, energizing, human — not corporate.

Pro Tip: Read it aloud to check the pace before finalizing.

#02 Crisis Communication Email

Act as a crisis communications expert. Draft an internal company-wide email addressing [CRISIS SITUATION]. The email must: acknowledge the situation directly in the first sentence, state the facts (without speculation), explain what actions we are taking immediately, tell employees what to do and what not to do, and close with a commitment to update within [TIMEFRAME]. Tone: calm, transparent, decisive. Avoid these words: 'unfortunately', 'we deeply regret', 'impacted'.

Pro Tip: Have legal review before sending any crisis communication.

#03 Client Escalation Email

You are a senior account executive. A key client [CLIENT NAME] is escalating a complaint about [ISSUE]. Write a response email that: acknowledges the issue without being defensive, takes ownership, explains what went wrong in one clear sentence, outlines the 3 steps we are taking to fix it, provides a timeline, and offers a goodwill gesture. 200 words max. Tone: accountable and professional.

#04 Change Management Announcement

Act as a Change Management Lead. Write a company-wide announcement for [CHANGE: e.g., new org structure / policy / tool rollout]. Include: the reason for the change (honest and positive), what is changing and when, what is not changing, what employees need to do, where to get help, and a Q&A session invitation. Avoid: 'exciting', 'journey', 'synergies'. Max 350 words.

#05 Executive LinkedIn Post

You are a personal brand strategist for senior executives. Write a LinkedIn post for a C-suite executive on the topic of [TOPIC]. Structure: 1-sentence hook (provocative or insightful), 3–4 short paragraphs with one insight each, a closing question to drive comments. Tone: thought leadership — direct, specific, zero filler. 200–250 words. End with 3 hashtags.

#06 Difficult Conversation Script

Act as an executive coach. Help me prepare for a difficult conversation with [PERSON/TEAM] about [TOPIC]. Script: (1) how to open (2 sentences — direct and non-accusatory), (2) how to present the core issue with data, (3) how to invite their perspective, (4) how to propose a path forward, (5) how to close with commitment. Include 2 likely pushback responses and how to handle each.

Pro Tip: Practice this with a trusted colleague before the real conversation.

#07 Vendor Negotiation Email

You are a skilled commercial negotiator. Write an email to [VENDOR] to renegotiate our contract terms. We want: [LIST DESIRED CHANGES]. Our leverage points: [LEVERAGE]. Tone: firm but collaborative. Do not reveal our bottom line. Open with acknowledging the relationship, then move to the ask, then give them a face-saving path to yes.

#08 Partnership Proposal Email

Act as a business development executive. Write a cold outreach email to [TARGET COMPANY] proposing a strategic partnership around [MUTUAL INTEREST]. Structure: one-sentence opener showing you know their business, the partnership idea in 2 sentences, the value to them first, the value to us, a specific easy CTA (15-minute call, not 'let me know'). Max 150 words.

#09 Town Hall Q&A; Prep

Act as a communications strategist. I am hosting a town hall on [TOPIC]. Generate the 15 toughest questions employees might ask, ranked from most to least sensitive. For each, provide a model answer that is honest, empathetic, and action-oriented. Include guidance on 3 questions I should deflect and how to do so gracefully.

#10 Feedback Delivery Script

You are an executive coach. Help me deliver constructive feedback to [PERSON] about [BEHAVIOUR/PERFORMANCE ISSUE]. Using the SBI framework (Situation, Behavior, Impact): write the exact words I should use for each SBI element. Then give me 2 follow-up questions to understand their perspective. Tone: caring, direct, development-focused.

#11 Press Statement Template

Act as a PR director. Draft a press statement regarding [NEWS/EVENT] at [COMPANY]. Include: headline, lead paragraph (who/what/when/where), quote from CEO (2–3 sentences, human and clear), body paragraph with context, boilerplate about the company, and contact information placeholder. Tone: newsworthy and authoritative.

#12 Internal Policy Communication

You are an HR Communications specialist. Write a clear internal communication announcing a new policy on [POLICY TOPIC] effective [DATE]. Include: why this policy exists (benefit to employees and company), what exactly is changing, who it applies to, exceptions if any, effective date, and how to get support or ask questions. Plain English only. Max 300 words.

#13 Apology and Recovery Email

Act as a senior leader. Write an email to [AUDIENCE: team / client / partner] apologizing for [MISTAKE/INCIDENT]. The email must: own the failure completely in the opening sentence (no passive voice), describe exactly what happened and why, state what we are doing to fix it, explain what we are doing to prevent recurrence, and close with a commitment — not just words. Tone: direct and accountable.

Pro Tip: Avoid: 'mistakes were made', 'to the extent that', 'going forward'.

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