

Top ChatGPT prompts for executives

ChatGPT helps executives reduce noise, allowing leaders to act faster, stay better informed, and make better decisions.

Executives are focused on setting strategic direction, making key decisions, and ensuring alignment across teams. Their time is limited and their attention is split in many directions, making speed, clarity, and leverage critical. ChatGPT helps executives reduce noise, allowing leaders to act faster, stay better informed, and make better decisions.

Market and investor information

ChatGPT studies capital flows, valuations, sentiment, and trading norms to support CEO and investor decisions. Use in-depth research to gain deeper insights in real-time.

| Use cases | Prompt |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Investor Trend Summary | I am preparing for an investor update. Research the latest funding and market trends in [industry]. Focus on valuation standards, risk sentiment, and notable exits. Keep it short and sweet with sources. |
| Investor sentiment survey | Research current investor sentiment for companies in the industry. Gather insights from earnings calls, investor letters, and analyst notes. Focus on risk, funding trends, and growth expectations. Provide a 1-page summary with a link to the source. |
| Standard compensation for executives | Conduct research on compensation standards for [job title, e.g., CFO] executives at [company size and industry]. Include analysis of total compensation, geographic differences, and trends among public/private companies. Summarize in one page with data tables and citations. |
| Evaluate M&A opportunities in a sector | I am evaluating M&A options in [industry/sector]. Research recent acquisitions (past 24 months), typical deal sizes, overall objectives, and integration outcomes. Provide company examples, risks, and strategic rationale. Format in investor summary style. |
| Assess future trends in [your industry] | I am an executive at [company/industry]. In-depth research on 3–5 emerging trends in [industry/topic] over the next 3 years. Include specific industry examples, expert quotes, and potential implications for HR strategy and planning. Presented as an executive summary with key points and links to sources. |

Organizational management and communication skills

ChatGPT helps build clear, audience-relevant executive stories and internal communications assets to drive consensus and engagement. Use Canvas to edit in real time.

| Use cases | Prompt |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Drafting a vision statement | Please help me craft a compelling vision statement for our [company/team/initiative]. Our focus areas are: [insert key goals, values, or directions]. Please present it in a way that is inspiring, concise, and easily communicated across departments. |
| Create discussion points at town hall | I need key points for the upcoming all-hands meeting. The topic is [insert topic or announcement]. Please keep it engaging, clear, and forward-looking. Limit your time to 5 minutes. |
| Refreshing internal communication strategy | Please help me design a new internal communications plan for [company or team]. We are trying to improve alignment, morale, and transparency. Suggest three guiding principles and a simple communications schedule. |
| Plan for a reorganized communication chain | I am planning communications for a reorganization. Please provide a step-by-step plan for communicating your message to each audience (executive board, management, all employees). Include guidance on tone and format for each message. |
| Draft a succession planning memorandum | Please help me draft a succession planning memo for our [leadership team/board]. Include the rationale, timeline, and clearly outline next steps for internal communications. |

Strategic planning & decision support

ChatGPT helps develop multidimensional strategies and structured comparisons to guide prioritization and resource allocation. Use reasoning models for additional strategic insights.

| Use cases | Prompt |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Create a pricing strategy summary | We are reviewing our pricing strategy for [product/service]. Based on [context: objectives, customer segment, competitive positioning], please suggest 2-3 pricing models and the pros/cons of each. |
| Prioritize growth levers | Given our goals [insert business goal], let's identify 3 high potential growth levers and estimate effort vs. impact. Attach a table with a brief description and trade-offs. |
| Market entry risk analysis | We are considering entering [new market/region]. Based on current economic, legal, and competitive factors, please summarize the key risks and mitigation strategies in a bulleted format. |
| Reshaping strategic trade-offs | We are choosing between [Option A] and [Option B] for our next major investment. Compare the trade-offs in cost, time, team capacity, and customer impact. Make a recommendation based on how well it fits our goals. |
| 3-year strategic outline design | Based on these business priorities [insert high-level goals], please help me develop a 3-year high-level strategy. Include focus areas, risks, and milestones each year. |

Analytics performance and data insights

ChatGPT interprets operational and financial data sets to highlight trends, diagnose problems, forecast outcomes, and optimize initiatives.

| Use cases | Prompt |
|------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Identify the highest and lowest performing segments | This is a performance dataset across [region/product/customer]. Identify which segments are performing well and which are underperforming relative to average. Show the statistics that drive this and recommend 2 actions based on the results. |
| Quarterly business data analysis | I'm reviewing performance data for Q[insert quarter]. Analyze this dataset [upload CSV file] to find key trends in revenue, churn, and acquisition. Highlight 3 insights I should share with the board and suggest follow-up questions I should ask. |
| Analyze customer exit journey | I uploaded a sales funnel dataset showing the stages of the customer journey. Analyzed the conversion rates between each stage and identified the biggest drop-offs. Suggested 2-3 hypotheses and next steps to test or investigate. |
| Forecast for next quarter based on historical trends | Based on this historical data [upload], please build a simple forecast for [KPI, e.g., revenue] for the next quarter. Use a basic time series model and explain any assumptions made. Present it as a concise summary so I can share it with my leadership team. |
| Prioritize strategic investments | I have uploaded a dataset of ongoing or proposed initiatives, including cost, impact score, and estimated time to ROI. Please help me prioritize these initiatives by building a simple scoring model and comparing effort to impact. Summarize the top 3 recommendations. |

Design framework and visualize operational capabilities

ChatGPT creates clear strategy maps, matrices and concept images for executive presentations and stories.

| Use cases | Prompt |
|--------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Building a competitive landscape grid | Based on your list of competitors and their differentiators [stick], create a 2x2 matrix representing them on [x-axis] and [y-axis]. Label each section and include our position. |
| Design a 2x2 market positioning matrix | Create a 2x2 matrix representing companies in [industry] by [X-axis: e.g., price] and [Y-axis: e.g., innovation]. Label each quadrant, add 6–8 companies, and mark where appropriate. Keep the matrix relevant for board presentations. |
| Display conversion timeline | Create a visual timeline that shows your company's transformation journey from [year 1] to [year 3]. Include key milestones: Strategic change, team development, market expansion. Style: Simple, clear, professional. |
| Visualize the strategic vision or flywheel | Create a strategic flywheel or high-level vision map for a company focused on [industry or goal]. Show how inputs (e.g., customers, data, feedback) connect to outputs (e.g., growth, innovation). Make sure it's clear, modern, and executive-ready. |

Illustrating the
future product vision

Create a conceptual image of the future product vision for [industry/product]. Highlight features that reflect innovation and customer benefits. The style should be futuristic, abstract, yet clear.

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