

# AI Prompt Library • Strategy & Planning

Practical GenAI prompts for strategy and planning professionals • Aurorae Group, LLC

This reference provides ready-to-use GenAI prompts mapped to strategy and planning functions. Each prompt is a starting point — customize the bracketed fields for your organization and refine the output before use. Strategy work requires human judgment at every step: AI can accelerate analysis and surface options, but the quality of strategic thinking depends on the quality of context you provide and the rigor of your own evaluation. These prompts are designed for use with current generative AI tools including ChatGPT, Claude, and Gemini.

## Environmental Scanning & Research

1	Use Case	Synthesize research, reports, or landscape information into a concise strategic brief on a topic relevant to your organization.
	Sample Prompt	<i>You are an experienced strategy researcher. I am going to provide [describe sources: excerpts from reports / a set of data points / a collection of articles] on [topic]. Please synthesize this into a concise strategic brief that: summarizes the most significant findings in plain language, identifies 3-4 key trends or patterns, notes points of tension or uncertainty in the evidence, and highlights implications for [organization type / sector / function]. Keep it to 1-2 pages. Avoid restating source material verbatim — synthesize and interpret. [Paste source material here]</i>
	Value	Converts hours of reading into a structured brief that surfaces strategic implications. Gives leadership a usable foundation for discussion rather than raw research.

  

2	Use Case	Generate a structured environmental scan or PESTLE analysis to inform strategic planning.
	Sample Prompt	<i>You are an experienced strategy consultant. Please develop a structured environmental scan for [Organization Name], a [organization type] focused on [mission or business area]. Analyze the following dimensions: Political (relevant policy, regulatory, or political trends), Economic (funding environment, market conditions, economic pressures), Social (demographic shifts, public attitudes, workforce trends), Technological (AI, digital, and technology developments relevant to the organization), Legal (regulatory changes, compliance developments), and Environmental (sustainability, climate, or physical environment factors where relevant). For each dimension, identify 2-3 significant developments and note their implications for the organization. [Provide relevant organizational context]</i>
	Value	Provides a structured, comprehensive view of the external environment that is often skipped in planning due to time constraints. Surfaces risks and opportunities that internal teams may be too close to see.

## Strategic Analysis & Planning

<b>3</b>	<b>Use Case</b>	Facilitate a structured SWOT analysis that goes beyond generic observations to produce genuinely strategic insight.
	<b>Sample Prompt</b>	<i>You are an experienced strategy facilitator. I am going to describe our organization's current situation. Please develop a SWOT analysis that is specific and actionable rather than generic. For Strengths and Weaknesses, focus on internal factors that are genuinely distinctive — not just positive or negative qualities all organizations have. For Opportunities and Threats, ground them in specific external trends or conditions. After completing the four quadrants, identify the 2-3 most strategically significant intersections (e.g., a strength that positions us well for a specific opportunity, or a weakness that makes a specific threat more acute). [Provide organizational context here]</i>
	<b>Value</b>	Moves SWOT analysis from a list-making exercise to a genuine strategic conversation. The intersection analysis is where most organizations leave value on the table.

<b>4</b>	<b>Use Case</b>	Develop a set of strategic options or scenarios for a specific decision or planning challenge.
	<b>Sample Prompt</b>	<i>You are an experienced strategy advisor. I need to develop strategic options for [describe the challenge or decision, e.g., how to respond to a significant funding change / whether to expand a program / how to position the organization in a shifting landscape]. Please generate 3 distinct strategic options that represent genuinely different approaches — not variations on the same direction. For each option: describe the approach in plain language, identify the core assumptions it rests on, outline the key actions required, estimate the main risks and potential upsides, and note what conditions would make this option most appropriate. Conclude with a brief recommendation on which option best fits [describe criteria, e.g., our risk tolerance / our resource constraints / our mission priorities].</i>
	<b>Value</b>	Breaks decision-making out of the false binary of 'do this or not' by generating a genuine range of strategic options. The assumptions identification is particularly valuable — most strategic failures trace back to unexamined assumptions.

<b>5</b>	<b>Use Case</b>	Draft a concise strategic narrative that connects organizational context, priorities, and direction for internal or external audiences.
	<b>Sample Prompt</b>	<i>You are an experienced strategy communicator. I need to write a strategic narrative for [audience: leadership team / board / staff / funders] that communicates our direction clearly and compellingly. Key elements to weave together: our current context [describe], our core priorities for [timeframe], the challenges we are navigating, and the opportunity we are positioned to pursue. Please draft a 3-4 paragraph narrative that is honest about challenges while being forward-looking and grounded. Avoid vague</i>

		<i>aspirational language. Write for someone who understands our sector but may not know our specific situation well.</i>
	<b>Value</b>	Articulates organizational direction in a way that creates alignment rather than confusion. Strategic narratives that acknowledge challenge while conveying purpose are more credible and motivating than purely aspirational ones.

## Decision Support

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<b>6</b>	<b>Use Case</b>	Identify the key assumptions underlying a proposed strategy or decision and stress-test them.
	<b>Sample Prompt</b>	<i>You are an experienced strategy advisor with expertise in decision quality. I am going to describe a strategic decision or plan. Please: identify the 5 most important assumptions it depends on (ranked by both importance and uncertainty), for each assumption explain what would need to be true for the strategy to succeed, identify which assumptions are most testable and how, flag any assumptions that appear to be taken for granted without evidence, and suggest one pre-mortem scenario: if this strategy fails in 18 months, what assumption most likely turned out to be wrong? [Describe the decision or plan here]</i>
	<b>Value</b>	Surfaces hidden assumptions before they become expensive blind spots. The pre-mortem technique reliably generates insights that standard planning processes miss.

<b>7</b>	<b>Use Case</b>	Prepare a structured briefing on a complex issue that gives leadership the context they need to make an informed decision.
	<b>Sample Prompt</b>	<i>You are an experienced strategy professional. I need to brief [leadership / the board / a specific decision-maker] on [describe the issue]. They are [describe their familiarity: new to this topic / somewhat familiar / deeply familiar but need a current update]. Please structure the briefing to include: the issue in plain language and why it matters now, the key facts and context they need, the options available and their trade-offs, your recommended course of action with rationale, and the decision or input you are seeking from them. Keep it to 1 page. Tone: clear, direct, and decision-focused. [Provide relevant context]</i>
	<b>Value</b>	Respects leadership time while ensuring they have what they need for genuine engagement. Decision-focused briefings that include a clear ask produce faster, better decisions than open-ended information dumps.

## Implementation & Accountability

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<b>8</b>	<b>Use Case</b>	Develop a structured implementation plan for a strategic initiative with clear milestones, owners, and success indicators.
	<b>Sample Prompt</b>	<i>You are an experienced project and strategy implementation specialist. I need to develop an implementation plan for [describe the initiative]. The goal is [describe the desired outcome]. Key constraints are [time, budget, or resource constraints]. Please develop a plan that includes: a phased timeline with major milestones (90-day, 6-month, 12-month), the key activities required in each phase, clear ownership for each activity (use role titles rather than names), the resources required, the top 3 risks to implementation and mitigation steps, and 3-5 indicators that will tell us whether we are on track. Format as a structured document, not a narrative.</i>
	<b>Value</b>	Bridges the gap between strategy and execution by producing a concrete, accountable plan. Milestone-based planning with clear ownership dramatically improves follow-through rates.

<b>9</b>	<b>Use Case</b>	Design a set of strategic metrics or key performance indicators that genuinely measure what matters.
	<b>Sample Prompt</b>	<i>You are an experienced strategy and measurement specialist. I need to develop a set of [5-8] strategic metrics for [Organization Name] to track progress on [describe strategic priority or goal]. For each metric: define exactly what it measures and why it matters, specify how it would be calculated or collected, indicate the frequency of measurement (monthly, quarterly, annual), suggest a realistic baseline or benchmark where possible, and flag any limitations or potential for gaming. Prioritize metrics that measure outcomes rather than activities, and that are genuinely within the organization's influence. Avoid vanity metrics that look good but provide no decision-useful information.</i>
	<b>Value</b>	Produces metrics that actually inform decisions rather than filling a dashboard. The distinction between outcomes and activities, and the attention to gaming risk, is where most measurement frameworks fall short.

<b>10</b>	<b>Use Case</b>	Facilitate a structured after-action review or learning debrief for a completed initiative or significant event.
	<b>Sample Prompt</b>	<i>You are an experienced facilitator specializing in organizational learning. I need to conduct an after-action review of [describe the initiative or event]. Please develop a structured debrief framework that covers: what we intended to achieve and what we actually achieved, what went well and why (not just what, but the underlying reasons), what did not go as planned and the root causes, what we would do differently, and what specific actions or changes we will make as a result. Frame questions to encourage honest reflection rather than defensiveness. The output should be a learning document, not a performance evaluation. [Provide relevant context]</i>
	<b>Value</b>	Transforms experience into organizational learning rather than letting insights dissipate after a project ends. Structured debriefs with root-cause

		analysis consistently surface more actionable insights than informal retrospectives.
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**Important:** AI can accelerate strategic analysis but cannot replace strategic judgment. Always evaluate AI-generated options, scenarios, and recommendations critically before sharing or acting on them. Do not input confidential competitive intelligence, unreleased financial data, or sensitive organizational information into free or unapproved AI tools.