



Artificial intelligence for business

10+ AI prompts for CEO's and managers

Index

00 Intro

01 **Understand the Engineering prompt**
Some tips for enhancing your prompts

02 **Writing effective prompts: the most used frameworks**

03 **10+ ready-to-use prompts**

04 **3 Use cases that ChatGPT cannot solve**

Intro



In modern business, AI is no longer just a buzzword, it has become a driver of change in many industries, capable of providing solutions that can improve decision-making, increase productivity, and create value. According to the McKinsey report on generative AI, these tools can increase productivity by up to **4.7% each year** amounting to almost **\$340 billion**.

To unlock this potential, however, it is essential to know how to best interact with these tools, and a key element to make the most of the potential of generative AI is prompt engineering.

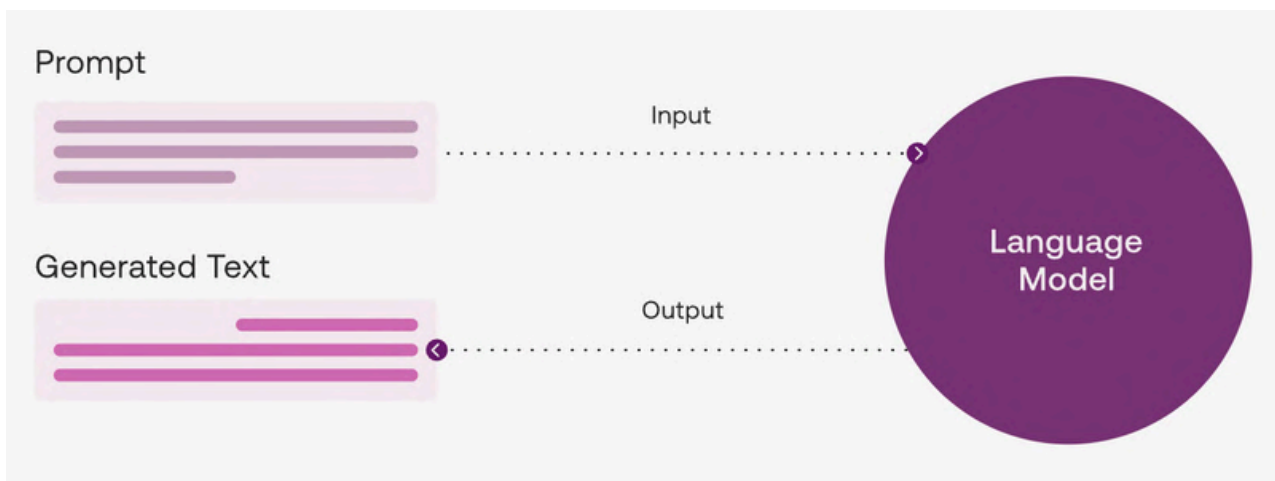
This discipline focuses on formulating specific and optimized inputs to guide AI towards the outcomes we desire. By mastering prompt engineering, you can speed up repetitive activities by improving your productivity and providing quick solutions to operational problems, allowing managers and executives to dedicate their time and energy to tasks with greater added value.

Understand the Engineering prompt

1

The Prompt is a text in natural language (commonly used by individuals to communicate) that describes an AI's task. Prompt engineering, on the other hand, is the branch that deals with studying how to describe best the tasks that Large language models like ChatGPT must perform, making them perform to the best of their abilities.

To make the most of the potential of AI, it is therefore essential to understand how it works and how to interact with it effectively. This means knowing the strengths and weaknesses of each language model. For example, models like GPT-4, Gemini, or Mistral excel at text generation, but may struggle with very specific and detailed questions, without sufficient context.



1

Some tips for enhancing your prompts

1. Be clear and specific

Vague suggestions often lead to poor-quality results. To avoid this inconvenience, we suggest precise language to avoid ambiguity. Specify exactly what you need, breaking complex requests into smaller, more manageable chunks. For example, if you ask to write an email for you, specify the topic, the length, the audience, and the key points.

2. Use context and constraints

Providing context and setting constraints helps AI produce better results. Detailed contextual information allows AI to precisely understand scenarios, resulting in more relevant and accurate responses. Additionally, setting limits such as the number of words, tone, or format refines your answers, making them concise, appropriately styled, and well-structured.

3. Use advanced prompting techniques

To get even better results from your prompts, consider using advanced prompting techniques, templates, and patterns. In the next section, we will see some of them.

Writing effective prompts: the most used frameworks

2

Understanding the basic rules and knowing the best frameworks is the first step to becoming skilled at prompting and getting the most out of every situation. Here are some of the main techniques to adopt:

1 Few-shot prompting:

This technique involves providing the AI with examples of desired outcomes along with the task. Use it for complex tasks that may require more than basic instructions.

2 Chain-of-thought (CoT) prompting:

Guide the model to produce intermediate stages of reasoning, add phrases such as "Think step by step" or "Take a deep breath and tackle the problem step by step".

3 R-T-F: Ruolo-Task-Format

Example:

Act as a business analyst
help me strengthen the most effective aspects of my business
Ask me questions to analyze the results and factors that contribute to success.

4 T-A-G: Task- Azione-Goal

Example:

Create a 10 question quiz
Ask me multiple choice questions, one at a time, provide an analysis at the end
to understand my leadership style in relation to communication.

5 C-A-R-E: Context-Action-Result-Example

Example:

We are launching a new sustainable clothing line
create a targeted advertising campaign that underlines our environmental
take Patagonia's "Don't Buy This Jacket" campaign for example.

6 R-I-S-E: Ruolo-Input-Step-Expectation

Example:

You are a content strategist
I have collected detailed information about our audience [insert file]
Provide a step-by-step content strategic plan, identifying the [insert steps]
The goal is [insert goal]

3

Ready-to-use prompts: leadership style

PROMPT#L1 - Optimize Communication and Leadership

Create a 10 question quiz to understand my leadership style as it relates to communication. Ask multiple choice questions, to be turned in one at a time, to determine my preferred approach. Once I have answered all 10 questions, please provide me with an analysis. Use this analysis to give 3 tips on how I should communicate with my team and 3 mistakes to avoid, so I can leverage my strengths and inspire my team. I'm not looking for generic leadership advice, but specific information tailored to me, based on the quiz.

PROMPT #L2 - Improve conflict management

Give me a 10 question quiz to understand what my conflict resolution style is. The questions must be multiple choice, one at a time, to discover my style when it comes to speaking and acting. After I answer all 10, give me an analysis. From this analysis, tell me 3 dos and 3 don'ts to manage team conflicts. These tips should be specific to my style, helping me handle issues smoothly and keep my team working well together.

3

Ready-to-use prompts: corporate culture

PROMPT #L3 - Encourage employee feedback through 1 to 1 questions

As my company grows, I want to make sure every team member feels empowered to talk about problems they see or improvements they want to make. Regarding specifically [area of your company that someone else is responsible for], suggest 5 conversation-starting questions I can ask the responsible team member to get their opinion. Questions should be curious and open-ended, not confrontational in any way.

PROMPT #L4 - Create an onboarding process for new team members

Here's what should happen every time a team member joins us. I'm going to walk you through the optimal process, and I want you to make it a standard operating procedure by creating a checklist that anyone on my team can follow to make sure nothing gets missed. Create a four-column table for information. For each item, assign a number, a title, specify the necessary actions and explain why it is important.

3

Ready-to-use prompts: Business analysis

PROMPT #B5 - Creation of a competitor Benchmark

Help me identify potential industry competitors I could compete against. My business is in Italy and deals with [what your company does]. Based on this information, I would like you to suggest some established companies in Italy that could act as rivals. Analyze their strengths and weaknesses. Tell me how positioning my company against these companies could elevate my company's ambition and strategic direction. This exercise should help me broaden my view of the competition and inspire bolder business strategies.

3

Ready-to-use prompts: public speaking

PROMPT #P6 - Balancing engagement and technicalities

Review the script of an upcoming talk I will give. Identify three sections that lack warmth and suggest the most appropriate way to improve it (for example, with a story, a joke, a case study, an example or warm words), specifying what to add or remove. Then, identify three more technical sections and suggest what to add (for example, data, facts, analysis or expert words), being specific.

[Paste script].

PROMPT #P7 - Time management

This speech lasts [duration]. I need to shorten it by [number] minutes, but keep [speech topic, lesson, or message] as the main point. Suggest what parts I can cut while keeping the message strong: [Paste text].

3

Ready-to-use prompts: halves the workload

PROMPT #08 - Organize priorities

Your job is to organize my day's work in order of importance to my business. I'll paste in my list of tasks and you have to ask me questions, one by one, to first ascertain my number one business objective and then to understand which tasks contribute to it. The only thing that matters is my business goal, everything else can wait. Help me stick to that one goal by prioritizing my work and reminding me why it's important to do it in that order and not distract myself.

PROMPT #09 Structure meetings

I want to stop wasting time in meetings and require that every meeting have a defined agenda that is respected by every member. Acting as an assertive productivity consultant, ask me questions about my next meeting, attendees and purpose. From this information, create a concise agenda that can be shared beforehand. Add a phrase that I can use when sharing the agenda, to explain to participants that it is not possible to go off topic in this meeting and that we must work together to make this happen.

3

Ready-to-use prompts: make better decisions

PROMPT #D10 - make decisions

I am an entrepreneur with many opportunities ahead of me. My goal is to make quick decisions about what actions to take to maximize progress towards my business goal. Acting as a productivity coach, we begin a coaching conversation in which you help me dissect, analyze, and evaluate a specific opportunity that has presented itself to me.

This is the first invitation: [paste or describe the invitation or opportunity along with any important context]. Before evaluating this specific opportunity, ask me clarifying questions, one by one, on topics such as:

- My main business goal right now
- How do I feel about this opportunity
- The potential of this opportunity to lead to bigger things
 - The probability that this opportunity is profitable
 - The ease with which I could do this job well
 - Alignment with the rest of my goals

Create a scoring system for the questions and ask me to rank each one on a scale of 1 to 10. Then give a final score for this opportunity. Then give a final score for this opportunity and ask me to score the next one so we can compare.

4

3 Use cases that ChatGPT cannot solve

ChatGPT, Gemini, Claude, and all the "widespread" large language models have proven to be powerful tools for generating texts, content, audio, images, etc...

However, their capabilities are limited to these routine areas and with limited added value.

The true potential of AI lies in a wide range of sophisticated applications that go far beyond what systems like ChatGPT can offer.

Advanced AI systems, equipped with technologies such as machine learning, deep learning, and predictive analysis are revolutionizing various sectors, providing personalized and highly effective solutions that not only help in individual tasks but which improve the efficiency of the entire production cycle, reducing costs, improving efficiency and supporting complex strategic decisions.

Let's see 3 use cases where the use of systems like ChatGPT is not able to help us:

1. Predictive Analysis for the Supply Chain
2. Analysis of customer behavior
3. Market analysis

4

3 Use cases that ChatGPT cannot solve

Predictive Analysis for the Supply Chain

Context:

An international manufacturing company operates a complex network of suppliers, warehouses, and distribution points around the world. Effective supply chain management requires accurate demand forecasting, inventory management, and optimization of logistics processes.

Need:

ChatGPT, despite being powerful in text generation and conversations, and helping employees to solve some operational problems, cannot do much. The company needs an AI system that can analyze large volumes of data in real-time, integrate with existing enterprise resource planning (ERP) systems, and use machine learning algorithms to forecast demand, optimize inventory levels, and improve logistics efficiency.

Solution:

An advanced AI supply chain analytics software using deep learning techniques, recurrent neural networks (RNN), and time series models that provide accurate forecasts supporting decision-making.

4

3 Use cases that ChatGPT cannot solve

Customer Behavior Analysis

Context:

A large retailer wants to improve user experience and increase sales through marketing campaigns.

Need:

ChatGPT can be useful for generating content interacting with customers and providing support, but it is not sufficient for detailed analysis. The company needs an AI system that can analyze huge volumes of customer transactions, browsing, and interaction data to create detailed profiles and personalize offers in real-time.

Solution:

An AI-powered marketing platform that uses clustering techniques, sentiment analysis, and advanced recommendation models to segment customers, predict their future needs and behaviors and create tailored marketing campaigns that maximize engagement and conversions.

4

3 Use cases that ChatGPT cannot solve

Market analysis

Context:

A real estate development company seeks to optimize investments by identifying properties with the greatest appreciation potential and best development opportunities.

Need:

ChatGPT can provide basic information and answer general questions about real estate, but cannot perform complex predictive analysis based on market data, economic trends, and geographic variables. An AI model that can predict future property values and identify the best investment opportunities is needed.

Solution:

An AI-powered predictive property rating system that uses machine learning models, big data analytics, and advanced forecasting techniques. A system that analyzes historical data, market trends, and economic factors to predict real estate price trends and support investment decisions, maximizing the return on investments.

About us

Neodata, with over twenty years of international success in the Big Data and Ad-tech sector, today places data-driven Artificial Intelligence at the center of its mission.

Our company stands for excellence and innovation, pursuing cutting-edge projects with a multidisciplinary team composed of data scientists, programmers, data analysts, business consultants and marketing experts.

Our experience translates into tailor-made solutions for medium and large companies, aimed at transforming data into strategic decisions and concrete actions. Through advanced analytics and intelligent data processing, Neodata is committed to improving key business metrics such as sustainability, efficiency and profitability for its partners.

With Neodata, data becomes the engine of a complete business transformation, a solid, technological and competent guide towards a more intelligent and sustainable future.

Bring your data to life

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