



AI prompt guide for executive leaders

AI can help leaders save time, accelerate alignment, and scale communication – especially when expectations are high and resources are tight. This guide equips executive leaders with 6 power-user prompts to lead high-stakes conversations with confidence, turn people data into measurable results, and multiply impact. No AI expertise required. Just copy, tweak with your specifics, and go.

Build clarity and trust through executive communications

Executive messaging, done right, drives alignment. You know the message – AI helps you quickly develop it into thoughtful, tailored communication for every audience.

Communicate change

Major changes can feel unsettling at all levels of an organization, including for leaders.

Tailor messaging

People at different levels of an organization have unique considerations and priorities.

TRY THIS PROMPT

I am a [VP of HR], and I need to announce a significant organizational change to [fellow senior leaders]. Without specific company information, help me draft an outline for my message. Suggest key points to cover to help me acknowledge what is known, what is still uncertain, and potential concerns my team may have. The audience should understand the impact of this change on [employee sentiment] and [our bottom line]. Maintain a caring, thoughtful, and clear tone. Note any additional information you would need that would make this more useful.

TRY THIS PROMPT

I am a [Chief People Officer]. Explain [employee experience as a system that affects customer experience, innovation, risk, and financial performance]. Give me several versions: [one with language and talking points suitable for a board discussion, and one tailored to senior leaders within the company]. Note any additional information that you would need make this more useful.

The executive advantage of AI Coach

AI Coach uses your quantitative and qualitative engagement data to instantly surface key issues, providing clarity on where to focus before it is too late.

Plus, AI Coach is designed with enterprise grade governance and privacy controls, so you can rest easy knowing your sensitive organizational data remains secure and confidential.

Explore key survey themes

Questions

Insight

Key factor	Favorable score	Comparison
Engagement n = 639	74%	24 12 -6

Engagement trend



AI Coach

Help me explore the key survey themes

Looking at the results, three key themes emerge that deserve attention:

- **Execution & goal achievement:** Your scores show a disconnect between understanding priorities and actually delivering on them
- **Cross-team visibility & collaboration:** There's a challenge with transparency across teams
- **Accountability & follow-through:** The data shows people understand what needs to be done, but struggle with the accountability

Which of these themes resonates most with what you're experiencing?

Reply to Coach

Navigate difficult conversations and leadership alignment

When leaders aren't aligned, execution stalls. Use AI to streamline the prep for tough conversations so you reach resolutions and next steps faster.

Align strategy

Opposing viewpoints can cause tension and slow momentum.

TRY THIS PROMPT

My leadership team is split on strategic direction, and I need to run a meeting where we make a decision and align on an approach. Draft an agenda for the meeting, and provide a step-by-step explanation of a decision framework we can use. Share common mistakes that can stall these types of meetings and note additional information on how to avoid them.

Deliver challenging feedback

Challenging feedback can sometimes feel too blunt or too vague.

TRY THIS PROMPT

I need to deliver feedback to *[a direct report who has a great sense of strategy but often falls short on execution]*. Help me structure my thoughts – I want to communicate *[how this impacts both teams downstream and business outcomes]*. Draft the feedback using the SBI (Situation, Behavior, Impact) model. Ensure the tone is *[supportive yet firm about the need for change]*.

Take action on engagement and performance

Executives don't need more unstructured data – they need levers that move the needle. Use AI to surface early signals and build action plans with clear business impact.

Spot early warning indicators

Taking quick action can be hard if you don't know what to look for.

TRY THIS PROMPT

Other than declining engagement scores or rising attrition, what are the early warning signs that *[employee experience]* is deteriorating? Focus on leading indicators a *[senior leader]* would observe directly, such as changes in manager behavior, team dynamics, or qualitative feedback. Based on these, suggest *[3 low-cost]* actions a leadership team could take, and outline a simple plan for putting them into practice.

Contextual risk

There's no one-size-fits-all strategy across all industries and company sizes.

TRY THIS PROMPT

Given our *[industry and company size]*, what are common *[employee experience and motivation]* challenges we might expect to encounter? Provide examples. Then, if given the limitation that our executive team could only focus on *[three]* initiatives in the next *[six months]* to proactively address these challenges, what should they be and why?

Best practices for prompting AI

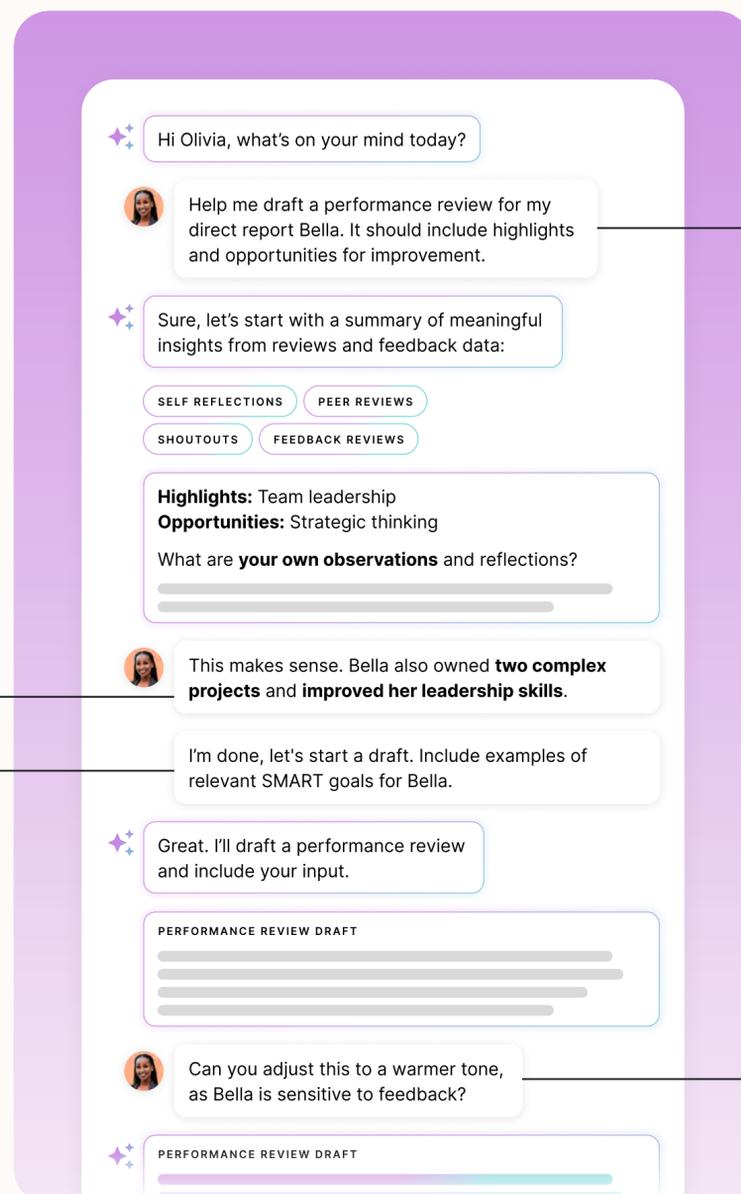
Here are some best practices for high-quality prompting based on the Role, Action, Context, Execute (RACE) framework. Note – Be aware of security risks. Do not share personal data or confidential information with public AI tools.

Give context

AI works best when it understands the situation, not just the task at hand. A little background on who you are, what's happening, and who the output is for helps AI tools get closer to what you actually need.

Ask for specifics

Vague prompts lead to vague outputs. Ask for examples, steps, or frameworks in order to get concrete and practical help instead of abstract summaries.



Define success

If you don't clarify what a "good" answer or outcome looks like, the AI has to guess. Being clear about your goal helps the AI optimize its response in the right direction.

Clarify tone and voice

Communication isn't just about what you say, but how it lands. If you define how you want to sound (supportive, direct, empathetic), AI can match the emotional register and make its response more usable.

Why a purpose-built AI Coach for executives

Built to provide personalized, context-aware, and science-backed guidance, AI Coach helps executive leaders build trust, navigate communication, and take more confident action with measurable impact. Plus, it's designed with enterprise-grade governance and privacy controls – so you can focus on people, not risks.

[Explore AI Coach](#)