

Learning Materials: Prompt Framework Use Case- CEO

Chief Executive Officer (CEO): Use Cases & Frameworks

CEOs balance long-term strategy with day-to-day leadership. This guide pairs typical executive tasks with appropriate prompting frameworks, explains why they work, notes common pitfalls and provides sample prompts.

Use case	Best-fit frameworks	Why these work	Failure modes	Prompt sample
Strategic vision & roadmapping	RISE, DEPTH, P.R.O.M.P.T., APE	RISE structures multi-year plans; DEPTH incorporates cross-functional perspectives and metrics; P.R.O.M.P.T. clarifies outputs and tone; APE accelerates execution	Vague vision, lack of buy-in, unrealistic timelines	**RISE:** Role: CEO. Input: 3-year growth target to double revenue. Steps: assess market opportunities, define strategic pillars, align budgets, set milestones. Expectations: slide deck with timelines, owners and OKRs.
Board & investor communications	P.R.O.M.P.T., ERA, RTF, RACE	P.R.O.M.P.T. defines deliverables and metrics; ERA structures rationale; RTF ensures format; RACE ensures legal compliance	Over- or under-reporting, lack of clarity, ignoring sensitive disclosures	**ERA:** Explain quarterly performance and deviations from plan; reason about causes and management responses; answer with a concise outlook and requests.
Media & public relations	CARE, ROSES, BAB/AIDA	CARE ensures context-action-result	Tone-deaf statements, PR	**CARE:** Context:

		alignment; ROSES adds safeguards; BAB/AIDA provide narrative structure	gaffes, inconsistent messaging	announce a new ethical-AI policy. Action: draft a press release. Result: build public trust. Example: reference an on-brand corporate announcement.
Executive alignment & meetings	RISE, COAST, TAG	RISE structures agendas and decisions; COAST defines objectives, scope and tests; TAG sets meeting goals	Lack of clarity, off-topic discussions, no follow-up	**COAST:** Context: monthly executive meeting. Objectives: align on OKRs, review budgets, unblock cross-team issues. Actions: prepare agenda, circulate pre-reads, run meeting. Scope: 2 hours; top 3 issues. Tests: collect feedback on meeting effectiveness.
Culture & values articulation	BAB, CARE, ROSES	BAB/AIDA craft compelling narratives; CARE sets context and tone; ROSES adds examples and safeguards	Shallow values, misalignment with actions, tone mismatch	**BAB:** Before: employees feel the mission is unclear. After: everyone rallies around a clear vision. Bridge: compose a manifesto explaining

				purpose, values and behaviors.
Company performance monitoring	P.R.O.M.P.T., TAG, DEPTH	P.R.O.M.P.T. structures dashboards and reports; TAG sets performance goals; DEPTH brings cross-functional insight and critique	Data overload, missing key metrics, misinterpretation	**P.R.O.M.P.T.:** Purpose: compile a quarterly performance dashboard. Role: CEO. Output: slides summarizing financials, customer metrics and employee engagement. Metrics: include top 5 KPIs and variances. Parameters: ≤15 slides; clear visuals. Tone: analytical.

Tip: Blend **RISE** and **DEPTH** for strategic planning, **CARE/ROSES** for public-facing communications, and **P.R.O.M.P.T.** with **ERA** for board updates that need clarity and rationale.