

Emma Shad

THE EXECUTIVE PROMPT TOOLKIT

**30 Strategic Prompts for Clearer
Thinking,
Faster Execution & Stronger
Leadership**



Emma Shad | Executive Prompt Toolkit

HOW TO USE THIS TOOLKIT



These prompts are decision scaffolds — structured frameworks to sharpen your thinking, not replace it. Each prompt is a starting point. Your judgment, context and expertise remain the decisive force. Use them to clarify assumptions, stress-test ideas and communicate with precision. The quality of your output will always reflect the quality of your thinking.

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THE PROMPT ARCHITECTURE

The Six-Part Frame

Context · Outcome · Constraints · Evidence · Format · Challenge. Apply all six elements to every strategic prompt and consistently receive clearer, more actionable, executive-grade responses.

Context & Outcome

Every high-quality prompt begins with Context — the situation, role and background — followed by Outcome, the precise result or decision you need. These two elements anchor the AI's response to your real executive objective.

Constraints & Evidence

Constraints define your boundaries: time, budget, stakeholders and non-negotiables. Evidence instructs the AI to ground its response in data, research or cited sources — ensuring outputs meet executive-grade standards of rigour.

Format & Challenge

Format specifies the exact deliverable structure — a brief, a table, a decision memo. Challenge pushes the AI to stress-test its own answer, surfacing blind spots and strengthening the final output before you act on it.

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STRATEGY



- 1 · PRIORITIES — Rank three 90-day initiatives. Name what stops.
- 2 · POSITIONING — Define where we can be meaningfully different.
- 3 · FOCUS — Name the customer problem that deserves disproportionate attention.



- 4 · SCENARIOS — Map three plausible futures and one move that preserves optionality.
- 5 · TRADE-OFFS — State what this direction requires us to decline.

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DECISION QUALITY



1. Assumptions: "List every assumption this decision rests on. Which, if wrong, would reverse the outcome?"
2. Trade-offs: "What are we giving up by choosing this? Name the top three opportunity costs."
3. Red Team: "Argue the strongest case against this decision. What would a sharp critic say?"
4. Pre-Mortem: "It is 12 months later and this has failed. What went wrong?"
5. Confidence: "Rate your certainty 1-10 and state exactly what would move it higher."



MEETINGS

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- 01 · AGENDA — Define the decision, required inputs and time blocks.
 - 02 · SYNTHESIS — Separate consensus, disagreement and unresolved questions.
 - 03 · DECISION LOG — Record the choice, rationale and rejected alternatives.
 - 04 · OWNER — Name one owner, deadline and success measure.
 - 05 · FOLLOW-THROUGH — Confirm commitments and the first review point.



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COMMUNICATION

- 1.1 · EXECUTIVE BRIEF — Lead with the decision, context, options and recommendation.
- 2.2 · STAKEHOLDER UPDATE — State status, risk, owner and required action.

- 1.3 · DIFFICULT MESSAGE — Be direct, factual and clear about the path forward.
- 2.4 · BOARD UPDATE — Lead with results; anticipate the three hardest questions.
- 3.5 · CLARITY EDIT — Make the message half as long and end with one action.



RESEARCH



1. Evidence Mapping — "Map the key evidence supporting [claim]. Identify where it is strong, where it is thin and where it is absent entirely."
2. Source Quality — "Evaluate the credibility of [source]. Consider recency, methodology, independence and potential conflicts of interest."
3. Unknowns Audit — "List what we do not yet know about [topic]. Rank each unknown by its potential impact on our decision."
4. Verification — "Provide three independent ways to verify [fact or assumption]. Flag any that cannot be verified with current information."
5. Synthesis — "Synthesise the available evidence on [question] into a concise executive summary, noting confidence levels and key gaps."



TEAM LEADERSHIP



ROLE CLARITY

↳ Ownership



DELEGATION

↳ Coaching



FEEDBACK

↳ Team Health

1. Delegation: "What is the clearest outcome, and who is best placed to own it fully?"
2. Coaching: "What does this person need to grow — and what is my role in that?"
3. Role Clarity: "Does each team member know exactly what success looks like in their role?"
4. Feedback: "What specific behaviour do I need to address — and what outcome do I want?"
5. Team Health: "Where are the gaps in trust, clarity or capacity on this team right now?"

THE VERIFICATION LAYER



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- ◆ Facts: Can every claim be traced to a primary source?
 - ◆ Sources: Are sources credible, current and independent?
 - ◆ Uncertainty: Have unknowns been named explicitly?
 - ◆ Bias: What assumptions may be skewing the analysis?
 - ◆ Confidentiality: Is this safe to share with the AI tool?

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BUILD YOUR PERSONAL PROMPT



Use Emma's six-part architecture: define your Context, state the Outcome, set Constraints, cite Evidence, choose a Format, then add a Challenge to stress-test your thinking.



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THREE COMPLETE WORKED EXAMPLES



01 · DECISION BRIEF



02 · BOARD UPDATE



03 · WORKFLOW REDESIGN

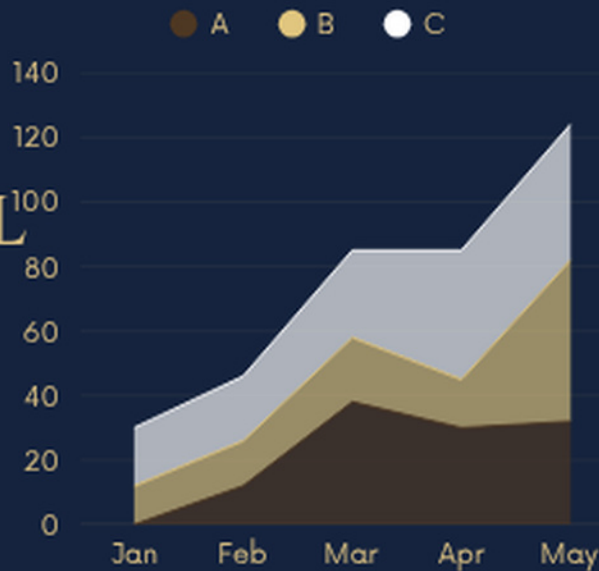
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YOUR WEEKLY AI LEADERSHIP RITUAL



Monday: Set priorities with a strategy prompt.
Tuesday: Use decision-quality prompts for key choices.
Wednesday: Sharpen communications and briefs.
Thursday: Run team leadership and delegation prompts.
Friday: Verify, reflect and refine your week.





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AI Tools Selection Guide

CONTINUE THE JOURNEY **AI-Native Leadership** **Program**