



TOOLS + TEMPLATES

A Smokejumper's Survival Kit for Product Leaders

AI Prompts to help you Parachute Safely into your First 90 Days



Introduction

Welcome to **Your First 90 Days as a Product Leader** — A Tactical Guide for Executives Who Need to Move Fast.

You've just landed your new product leadership role. Now what?

This guide is built for **Chief Product Officers, VPs of Product, and Heads of Product** navigating their first few months on the job. Think of it as your **executive-level survival kit**—designed to help you **stabilize, align, and inspire** your team from day one.

We call this a Smokejumper's Toolkit because, like smokejumpers who parachute into wildfires with precision and urgency, great product leaders enter fast-moving environments and take immediate, strategic action.

Why Your First 90 Days Matter

Your first few months in leadership define how your team sees you. Like a smokejumper:

- **You assess the fire.** Identify and prioritize areas needing immediate attention.
- **You stabilize the landscape.** Create systems to prevent future flare-ups.
- **You empower the team.** Set a vision that guides the organization forward.

This toolkit introduces **seven AI-powered executive prompts** paired with **strategic frameworks** to help you **go from vision to execution—fast**.

What This Toolkit Will Help You Do

This toolkit introduces **seven executive-level prompts** paired with strategic frameworks. Each prompt helps leaders:

- **Assess your environment fast** – Cut through the noise and focus on what matters.
- **Set priorities that drive action** – Align your team on strategy, not just tasks.
- **Lead with confidence** – Delegate effectively and make high-impact decisions.

Each tool in this guide is **built for leaders, not doers**. You won't find tactical task lists here—this is about driving strategy and empowering teams.

How to Use This Toolkit

- **Set the Strategic Direction:** Conduct high-level assessments and validate team outputs.
- **Empower Your Team:** Delegate responsibility while providing frameworks and guidance.
- **Ensure Long-Term Success:** Monitor risks, inspire confidence, and drive alignment.

The 7 Executive Smokejumper Prompts

1. [Triage the Situation](#)
2. [Establish the Firebreak](#)
3. [Establish Clear Communication](#)
4. [Customer Journey Mapping: Seeing What Your Customers See](#)
5. [Empower Your Crew: Crafting a Clear & Compelling Product Narrative](#)
6. [Mitigate Risks and Contain "Spot Fires"](#)
7. [Inspire and Align Around a Shared Mission](#)

How to use these prompts

Great product leaders don't just react—they anticipate, strategize, and execute. These AI-powered prompts help you turn high-level thinking into real action. Whether you're stepping into a new role or steering a team through uncertainty, this toolkit gives you the **frameworks to make confident, strategic moves.**

Here's how to get the most out of it:

- **Built for AI Chatbots & Agentic AI:** These prompts are markdown-ready (.md) and can be dropped into AI tools like Copilot, Claude, and ChatGPT, or used to instruct agents in systems like Langflow. No formatting headaches, just instant usability.
- **Pre-Session Prep:** Before jumping in, have key artifacts ready—things like last quarter's business case, an org chart, a dated PRD, or a competitor analysis. Feeding the AI the right context from the start makes all the difference in the insights you get back. Garbage in, garbage out.
- **Integrate Seamlessly:** You can paste these prompts into a fresh chatbot session or drop them into an ongoing one where your business and product context is already established. The more background you provide, the sharper the AI's responses will be.
- **Tackle One Step at a Time:** Each prompt is designed to break down complex problems into manageable parts. They guide AI through a structured process, ensuring you get focused, relevant

responses. If a step doesn't quite fit, tweak it. Need more options? Ask for three examples and pick the one that fits best.

- **Don't Expect Perfection—Guide the AI:** AI isn't a crystal ball. It will make educated guesses, but you may need to correct its course. These prompts are meant to start the conversation, not dictate final answers. Use them to spark ideas, refine strategy, and accelerate decision-making.
- **Adapt to Any Industry:** From manufacturing to healthcare, fintech to SaaS—these prompts work across industries. AI can infer missing details, but the more specifics you provide (like a business case or roadmap), the more tailored and useful the output.
- **Turn Inputs into Actionable Insights:** Your responses get synthesized into structured outputs—matrices, trees, tables, and canvases—highlighting key takeaways, gaps, and next steps. You're not just brainstorming; you're building a game plan.
- **Bridging Strategy and Execution:** By breaking down complex challenges, these tools align your team and ensure clear, executable strategies.

Pro Tip: If the AI gets too tactical, remind it to "think like a product leader, not an engineer." Stuck? Ask for three different approaches and choose the best one.

At the end of the day, these prompts are about making smarter, faster decisions—without getting lost in analysis paralysis. Whether you're defining your vision, mapping strategy, or aligning teams, they help you move from idea to execution with confidence.

1. Triage the Situation

EXECUTIVE PERSPECTIVE

When stepping into a leadership role, the first challenge isn't execution—it's clarity. Before making big moves, you need a sharp, strategic view of the landscape. That's where this tool comes in.

This AI-powered approach helps product leaders rapidly build a **Business Model Canvas** without drowning in unnecessary data collection. It pulls insights from a few key artifacts—like business cases, roadmaps, or competitor analysis—and **fills in the gaps**, surfacing strategic priorities and blind spots. The result? A fully populated, high-impact canvas that keeps your decisions sharp and your execution focused.

HOW IT WORKS

This method uses sequential, context-aware AI prompts to:

- Pull strategic insights from existing artifacts.
- Infer missing pieces based on real-time search and analogous business models.
- Deliver precise, **data-driven recommendations** tailored to your organization's landscape.

WHY THIS MATTERS FOR PRODUCT LEADERS

When you're leading a team, **you can't afford to guess**. You need a structured, objective view of the business. This prompt helps you:

- **Spot blind spots**—ensuring nothing critical slips through the cracks.
- **Speed up strategic clarity**—so you can **act with confidence, not hesitation**.
- **Simplify decision-making**—cutting through the noise and reducing information overload.

WHY THIS HELPS PRODUCT TEAMS

Your team needs actionable direction along with high-level strategy. This approach:

- **Eliminates ambiguity**, so teams can focus on what actually moves the needle.
- **Converts strategy into action**, turning big-picture goals into clear next steps.
- **Keeps execution tight**, ensuring alignment across teams with a **unified, data-driven framework**.

KEY TAKEAWAYS

- **Prompting Method:** Sequential, artifact-driven, AI-powered strategic mapping.
- **Framework Used:** Business Model Canvas (Alexander Osterwalder).

CONCEPTS COVERED

- Extracting key insights from minimal artifacts.
- Using AI-driven inference to fill in the gaps.
- Prioritizing decisions with a structured, actionable canvas.
- Connecting strategy to execution, ensuring follow-through, not just big ideas.

Bottom Line: You don't need to wait months for clarity. This AI-powered approach gives you a full-picture business strategy—fast—so you can focus on leading, not just figuring things out.

PROMPT

```
# Business Model Canvas Mapping - Artifact and Prompt-by-Reference  
Approach.md
```

Prompt Context

Hello AI Assistant (that's you, ChatGPT, Claude, Gemini, etc.). I need your help to generate a complete Business Model Canvas (inspired by Alexander Osterwalder's model) using a minimal set of artifacts instead of asking for input on all nine cells. We'll leverage key artifacts that capture sufficient context so that you can infer and generate a fully populated canvas. If I don't provide specific details, please infer contextually rich examples from analogous, adjacent, or similar initiatives. Throughout the process, use context-awareness and inference to fine-tune each question and run searches for up-to-date, specific insights. The final output must be in specific, actionable bullet points (each no more than 9 words). If references are available, list them at the bottom separately.

Prompt Steps

Step 1 of 3: Company Overview Artifact

Ask me: **"Could you please provide a company overview artifact (e.g., annual report or company profile) outlining your mission, key partnerships, revenue streams, and channels?"**

- ****STOP** and wait for my answer before proceeding.**

- Once I respond, confirm if the provided info is adequate, then ask:

"Would you like to add more details or proceed to generate the canvas?"

****Step 2 of 3: Product Strategy Document****

Ask me: **"Could you provide a product strategy document (e.g., PRD, Lean Canvas, or business case) detailing your value proposition, key activities, customer segments, and core offerings?"**

- ****STOP and wait for my answer before proceeding.****
- Fine-tune your inquiry using context from Step 1.

****Step 3 of 3: Marketing & Financial Insights****

Ask me: **"Could you share marketing collateral (e.g., one-pagers, brochures, or pitch decks) or financial summaries highlighting customer insights, competitive positioning, and cost structures?"**

- ****STOP and wait for my answer before proceeding.****
- Adjust your inquiry using context from previous steps.

****Step 4: Generate Business Model Canvas****

Based on the provided artifacts, generate a complete Business Model Canvas with all 9 cells populated. Each cell must include context-aware recommendations and actionable insights, inferred from analogous, adjacent, or similar initiatives. Use search capabilities to avoid generic advice.

- Format each cell's output as specific, actionable bullet points (max. 9 words each).

- Remove any reference markers from the bullet points.
- If references are available, list them at the bottom separately.
- **STOP** and wait for my validation before finalizing.

Step 5: Final Review and Iteration

Ask if I'd like to modify or add further details to any section of the canvas. Offer context-suitable suggestions for additional refinement if needed.

Let's begin with **Step 1** and ask **Question 1 of 3**:

Please ask me, "Could you please provide a company overview artifact (e.g., annual report or company profile) outlining your mission, key partnerships, revenue streams, and channels?"

2. Establish the Firebreak

EXECUTIVE PERSPECTIVE

Market shifts are fast, and product leaders who can't adapt **fall behind**. The challenge? Bridging the gap between **big-picture strategy** and **real-world execution**.

That's where this tool comes in. **Using a structured, step-by-step approach**, it transforms **broad strategic goals** into **clear, actionable opportunities**. Inspired by Teresa Torres' **Opportunity Solution Tree (OST)**, this method systematically identifies **high-impact product opportunities** and maps out iterative solution branches—so you can **execute with precision, not guesswork**.

HOW IT WORKS

This AI-driven approach breaks down complex decision-making into **a structured, context-aware system that:**

- **Clarifies business outcomes** so you can act on the right opportunities.
- **Surfaces key product opportunities** in an iterative, evidence-based way.
- **Structures solution branches** to ensure teams are working on the **highest-value initiatives**.

WHY THIS MATTERS FOR PRODUCT LEADERS

When your team looks to you for direction, **vague strategies won't cut it**. You need a structured way to break down **big goals into executable actions**. This framework helps you:

- **Turn uncertainty into clarity**—by mapping real opportunities, not hunches.
- **Reduce cognitive overload**—so you can focus on high-leverage decisions.
- **Ensure alignment across teams**—connecting strategy to **real, measurable impact**.

WHY THIS HELPS PRODUCT TEAMS

For product teams, the hardest part isn't building—it's **knowing what to build**. This approach provides:

- **A clear focus on strategic goals**, eliminating distractions.
- **A structured way to prioritize**, so teams know exactly where to invest their effort.
- **A roadmap for execution**, breaking down complex challenges into **tangible action items**.

KEY TAKEAWAYS

- **Prompting Method:** Sequential, context-aware, network-branch mapping.
- **Framework Used:** Torres-style Opportunity Solution Tree (OST).

CONCEPTS COVERED

- How to turn business outcomes into structured product opportunities.
- How AI-powered prompts generate context-rich, actionable insights.
- How to prevent premature solutioning and focus on real needs.
- How to drive execution by breaking down challenges into manageable steps.

Bottom Line: Strategy isn't just about vision—it's about execution. This AI-powered approach helps you **cut through the noise, map opportunities, and drive impact**—so your team is **always building the right thing, not just the next thing**.

PROMPT

```
# Opportunity Solution Tree Mapping - Sequential, Context-Aware,
Network-Branch Approach.md

## Prompt Context

Hello AI Assistant (that's you, Copilot, ChatGPT, Claude, etc.). As a
strategic product leader, I need your help constructing an Opportunity
Solution Tree (OST) to clarify our business outcomes, identify key
product opportunities, and structure actionable solution branches. We'll
proceed sequentially—**one step and one question at a time**—balancing
my input with your AI-generated examples.

## Prompt Steps

**Step 1: Context Gathering**

Ask me: "What is the primary business outcome you want to achieve?"

Provide a context-aware example such as: "For example, you might say:
'Our goal is to increase customer retention.' If you have any OKRs or
relevant artifacts (e.g., a PDF), feel free to share them."

- **STOP and wait for my answer before proceeding.**

**Step 2: Opportunity Identification**

Next, ask me: "What is a key product opportunity related to this
outcome?"

Offer an example like: "For instance, you could say: 'We need to
improve onboarding to reduce churn.' You may type your response or drag
```

in a related artifact (e.g., an existing branch of an OST, roadmap, etc.)."

- **STOP and wait for my answer before proceeding.**

Step 3: Example Branch Creation

Based on my responses from Steps 1 and 2, generate an example branch of the OST that includes:

- A **business outcome** (e.g., Increase customer retention)
- A **product opportunity** (e.g., Improve onboarding to reduce churn)
- An **opportunity statement** phrasing it as "How might we...?" (e.g., How might we improve the onboarding experience?)
- **Three inferred solutions** relevant to the opportunity (e.g., personalized onboarding content, a streamlined signup process, proactive customer check-ins)

Present this branch as a clear network-branch example.

- **STOP and wait for my validation (modify or approve) before moving on.**

Step 4: Automated Branch Expansion

Once I validate the example branch, expand the OST by adding additional branches using the same structure (each branch should include a business outcome, product opportunity, opportunity statement, and three inferred solutions).

- Ensure that each branch maintains a consistent, network-branch format.
- If I don't provide specific details, please infer contextually rich examples based on similar business scenarios.

****Step 5: Final Confirmation and Iteration****

After the full tree is rendered, ask me if I'd like to make any adjustments or add more branches. Provide 3 context-suitable suggestions for additional opportunities (e.g., exploring a new market, enhancing product features, or optimizing costs).

Let's begin with ****Step 1**** and ask ****Question 1 of 3****:

Please ask me, "What is the primary business outcome you want to achieve?"

3. Establish Clear Communication

EXECUTIVE PERSPECTIVE

In fast-moving organizations, **lack of clarity kills execution**. If roles and responsibilities aren't defined, decision-making stalls, bottlenecks emerge, and progress grinds to a halt.

That's where this tool comes in. **Using a structured DACI Matrix**, it brings **crystal-clear alignment** to your decision-making process—**defining who drives, approves, contributes, and needs to be informed** at every key step. The result? **Faster decisions, fewer roadblocks, and a team that knows exactly where they stand.**

HOW IT WORKS

This AI-powered framework takes a **matrix-based approach** to clarify strategic intent and ensure everyone **knows their role** in major product decisions. It helps you:

- **Uncover misalignments** before they cause confusion.
- **Map responsibilities visually**, so decision-making isn't a guessing game.
- **Create a structured DACI Matrix** that keeps teams focused and in sync.

WHY THIS MATTERS FOR PRODUCT LEADERS

If you've ever sat through a meeting where **no one knows who owns what**, you know the pain of misalignment. This framework helps you:

- **Clarify ownership**—so key decisions aren't left hanging.
- **Ensure cross-functional teams work in sync**—without endless back-and-forth.
- **Speed up execution**—by making responsibilities explicit and reducing friction.

WHY THIS HELPS PRODUCT TEAMS

For teams, a lack of role clarity leads to frustration and delays. This tool ensures:

- **Everyone understands their role** in the decision-making process.
- **No wasted time on unclear ownership**, so execution moves faster.
- **Better collaboration across departments**, reducing handoff headaches.

KEY TAKEAWAYS

- **Prompting Method:** Sequential, matrix-based questioning with context-aware inference.
- **Framework Used:** Intuit-style DACI Matrix for Strategic Decision-Making.

CONCEPTS COVERED

- How AI-powered prompts generate role clarity and alignment.
- How to identify potential bottlenecks before they disrupt progress.
- How to eliminate decision paralysis by ensuring every initiative has a clear owner.
- How to streamline execution by mapping out responsibilities visually.

Bottom Line: Clear communication isn't just about talking—it's about defining who does what, when, and why. **This tool cuts through ambiguity, aligns your team, and ensures every decision moves forward with confidence.**

PROMPT

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# Mapping Strategic Decision-Making - DACI Matrix Mapping Scenarios.md
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Prompt Context

Hello AI Assistant (that's you, Copilot, ChatGPT, Claude, etc.). Thinking like a product management executive or leader, I'd like your help to create a DACI Matrix for strategic decision-making inspired by Intuit's approach. Let's take this sequentially, **one step and one question at a time** –balancing my input with your AI-generated examples.

Prompt Steps

Step 1: Please ask me a question to gather details on the key strategic intent driving key decisions. Provide a context-aware example such as: "What is the strategic intent behind your decision? For instance, you might say: 'Expand market share by targeting emerging markets,' or you can drag in a PDF artifact like a business case, roadmap, or PRD."

- STOP and **Wait for my answer before proceeding.**

Step 2: Once we've captured the strategic intent, ask me a follow-up question: "What does the organization look like?" Here, provide an example like: "Consider sharing your organizational structure—perhaps an org chart or a Mendelow Matrix—or drag in a PDF artifact that represents your current setup."

- STOP and **Wait for my answer before moving on.**

Step 3: After these two questions, render the DACI Matrix as a table with 5 context-relevant decisions that you infer from the context where:

- The **first column** lists the key decisions.
- The **other columns** represent roles in your organization: starting with "Executive," followed by "Product Manager," and additional roles suitable to your enterprise context based on the details provided.
- **Each cell in the table should be filled with one of the following letters to denote role responsibilities:**
 - {"D" for Driver; "A" for Approver; "C" for Contributor; "I" for Informed; Blank if not applicable}
- If I don't provide specific details, please infer contextually rich examples from similar organizations and scenarios.

Step 4: Once the table is rendered, ask me if I'd like to add additional rows for more decisions. Provide 3 context-suitable suggestions for additional decision rows (e.g., product feature prioritization, market expansion strategies, cost management initiatives).

Let's begin with **Step 1** and ask **Question 1 of 2** about the key strategic intent driving your decisions!

4. Customer Journey Mapping: Seeing What Your Customers See

EXECUTIVE PERSPECTIVE

The best products don't just meet customer needs—they anticipate them. To do that, you need deep visibility into the entire customer journey, from first impression to long-term loyalty.

That's where this tool comes in. By guiding you through a structured, step-by-step process, this framework helps you map out every touchpoint, identify friction, and surface opportunities to improve the customer experience. No more guessing. Just data-driven insights that fuel smarter product decisions.

HOW IT WORKS

This AI-powered tool reverse-engineers customer experiences using a scenario-based questioning approach. It enables you to:

- **Uncover hidden pain points** that traditional research might miss.
- **Visualize the entire journey**, ensuring each step aligns with customer expectations.
- **Identify engagement drop-offs** and key opportunities to drive loyalty.

WHY THIS MATTERS FOR PRODUCT LEADERS

Building great products isn't just about features—it's about **how customers experience them**. This framework helps leaders:

- **Spot friction points early** before they turn into churn.
- **Understand real customer behavior**—not just what surveys say.
- **Align teams around customer-first priorities**, so strategy drives action.

WHY THIS HELPS PRODUCT TEAMS

For product teams, a clear customer journey map translates into **focused execution**. This tool ensures:

- **Less ambiguity** about customer pain points and needs.
- **Faster alignment** between product, design, and engineering teams.
- **A direct path from insights to execution**, so every decision is based on real-world data.

KEY TAKEAWAYS

- **Prompting Method:** Sequential, scenario-based questioning with context-aware inference.
- **Framework Used:** Customer Journey Mapping (Inspired by Ron Zemke and Chip Bell).

CONCEPTS COVERED

- How AI-powered prompts uncover critical customer insights.
- How structured questioning reveals behavioral trends and engagement gaps.
- How this method prioritizes strategic decision-making by tying product development to actual customer experiences.
- How a journey-first mindset leads to stronger retention and advocacy.

Bottom Line: You can't fix what you don't see. This tool gives product leaders a crystal-clear view of their customer journey—helping them eliminate friction, amplify delight, and build products that people love.

PROMPT

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# Understanding Behavior - Customer Journey Mapping Scenarios.md
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Prompt Context

Hello AI Assistant (that's you, Copilot, ChatGPT, Claude, etc.). Thinking like a product management executive and a strategic product leader, I'd like your help creating a Customer Journey Map inspired by Ron Zemke and Chip Bell. Let's take this **one step and one question at a time**—balancing my input with your AI-generated examples.

Step 1: Please ask me a question to gather some details about my target customer persona. Provide a context-aware example (e.g., 'Imagine a tech-savvy millennial who values quick, digital interactions') so I have a sense of what to share. **Wait for my answer before proceeding.**

Step 2: Once we've captured the persona, ask me a follow-up question to capture an idea of my product offering. Offer an example and note that I can type my response or drag and drop a PDF marketing artifact. **Again, wait for my answer before moving on.**

Step 3: After these two questions, render the Customer Journey Map as a table where:

- **Columns:** Represent journey stages (e.g., Awareness, Consideration, Decision, Purchase, Post-Purchase).
- **Rows:** Represent key elements: Touchpoint, Emotions, Pain Points, and Opportunities.

- In the **Emotions** row, feel free to use emoticons (like 😊, 😞, etc.) to amplify customer feelings in the Emotions row.

- If I don't provide specific details, please infer contextually rich examples from analogous products and brands.

Step 4: **AFTER** the step 3 customer journey map is rendered, prompt the user if they'd like to run additional scenarios of this customer journey, providing them 3 potential scenarios where a key element doesn't go as planned.

Let's begin with **Step 1** and ask **Question 1 of 2** about my customer persona!

5. Empower Your Crew: Crafting a Clear & Compelling Product Narrative

EXECUTIVE PERSPECTIVE

Your team can't build what they don't understand. If your product strategy isn't crystal clear—if your problem framing is weak or your positioning is muddled—you risk misalignment, wasted resources, and solutions that miss the mark.

This tool **bridges that gap**, helping product leaders **translate customer problems into focused, strategic narratives** that rally teams and stakeholders around a shared vision.

By combining a John and Dan Vetan-inspired Problem Framing Statement with a Geoffrey Moore-style Positioning Statement, this framework ensures your team:

- **Clearly defines the problem** before jumping to solutions.
- **Understands what makes your product different and why that matters.**
- **Communicates value effectively—both internally and externally.**

HOW IT WORKS

This AI-driven tool follows a **structured, question-based approach**, helping you:

- **Uncover blind spots** by digging into root causes and customer pain points.
- **Streamline execution** by aligning the team around a shared problem statement.
- **Articulate differentiation** so your product stands out in a crowded market.

WHY THIS MATTERS FOR PRODUCT LEADERS

A well-framed problem and a strong positioning statement **supercharge** decision-making, execution, and messaging. This tool helps leaders:

- **Clarify complex challenges** and eliminate misalignment early.
- **Ensure the team focuses on solving the right problem.**

- **Align product, marketing, and sales teams around a single, compelling story.**

WHY THIS HELPS PRODUCT TEAMS

For product teams, this framework provides a **blueprint for success**, ensuring:

- **Less ambiguity.** Everyone is working toward the same goal.
- **Faster, more confident execution.** No second-guessing strategic direction.
- **Stronger messaging and go-to-market impact.** Positioning is baked in from day one.

KEY TAKEAWAYS

- **Prompting Method:** Sequential, context-aware, prompt-by-template approach.
- **Framework Used:**
 - Problem Framing Statement (John & Dan Vetan-inspired).
 - Positioning Statement (Geoffrey Moore-style).

CONCEPTS COVERED

- How AI-driven prompts structure insights into strategic narratives.
- How this method surfaces hidden gaps in product thinking.
- How the framework connects customer problems to compelling product value.

Bottom Line: If your team doesn't understand the problem, they won't build the right solution. This tool ensures everyone is aligned, focused, and moving in the right direction—so your product makes an impact where it counts.

PROMPT

```
# Problem Framing & Positioning Statement Prompt.md

## Prompt Context

Hello, AI Assistant (that's you, Copilot, ChatGPT, Claude, etc.).
Thinking like a strategic product leader, I need your help to craft two
essential strategic artifacts—a Problem Framing Statement (John and Dan
Vetan inspired) and a Positioning Statement (Geoffrey Moore-style).
Your job is to ask me a series of focused, context-aware questions—one
at a time—and use my responses (and any attached artifacts) to generate
these artifacts. If I provide sufficient context or documents (e.g.,
PDFs, case studies, user feedback), please incorporate them and skip
any unnecessary steps.

## PROMPT Steps

**Step 1: Gather Problem Context**

Please ask:

*"Describe a situation where your key persona encounters significant
challenges. Include any details you have and feel free to attach
supporting documents (e.g., case studies, user feedback) to enrich the
context."*

*Example: "Imagine a professional struggling with outdated workflows
and inefficiencies."*

- **STOP and wait for my answer and any attached artifacts before
proceeding.**

**Step 2: Gather Solution Context**
```

Then ask:

"How does your solution uniquely address these challenges? Explain the core benefits and what differentiates your solution from existing alternatives. You may also attach any supporting documents (e.g., product briefs, demo videos) if available."

Example: "Our solution streamlines workflows and automates key tasks, delivering a 40% efficiency boost."

- **STOP and wait for my answer and any attached artifacts before proceeding.**

Step 3: Generate Artifacts

Based on my responses and any attached context, generate the following artifacts. If the provided input is insufficient, feel free to infer additional context from similar or adjacent industries and products; this includes the product name if none is provided.

``markdown

1\. Problem Framing Statement

- **I am:** [Describe the key persona, highlighting primary pain points or challenges.]
- **Trying to:** [State what the persona aims to achieve or job-to-be-done.]
- **But:** [List the obstacles or challenges preventing success.]
- **Because:** [Identify the root causes of these obstacles.]

- **Which makes me feel:** [Express the emotional impact of these challenges.]

2\. Positioning Statement

Value Proposition

- For [persona] who need [problem solved],

- **[Solution Name]** is a [product category] that delivers [a clear, outcome-focused benefit].

Differentiation Statement

- Unlike [existing alternatives],

- **[Solution Name]** offers [a unique benefit that sets it apart].

...

- **STOP** and wait for my approval or for any requests to adjust details.

Step 4: Iteration and Expansion

After rendering both artifacts, ask if I'd like to explore additional scenarios or make adjustments. Offer 3 context-suitable suggestions for further exploration (e.g., alternative customer segments, different angles on pain points, or varied competitive differentiators).

Let's begin with **Step 1** and ask **Question 1 of 3**:

Please ask me, "Describe a situation where your key persona encounters significant challenges. Include any details or attach supporting documents that may help provide context."

6. Mitigate Risks and Contain "Spot Fires"

EXECUTIVE PERSPECTIVE

The world doesn't wait for perfect conditions. Regulatory shifts, economic instability, and emerging technologies can disrupt your business overnight. As a product leader, **your job isn't just to build—it's to anticipate, adapt, and navigate uncertainty.**

This tool helps you stay ahead of external risks and opportunities by using the PESTEL framework to turn overwhelming market signals into clear, actionable insights.

Instead of drowning in reports, compliance updates, and competitor movements, this approach **distills the noise into a focused, strategic action plan**—so you know what to act on now and what to monitor for later.

HOW IT WORKS

Using **AI-powered prompts**, this tool helps product leaders:

- **Identify external risks and opportunities** by analyzing real-time data and market trends.
- **Distinguish between immediate actions and long-term monitoring.**
- **Streamline decision-making** by cutting through ambiguity and focusing on what actually matters.

WHY THIS MATTERS FOR PRODUCT LEADERS

A single misstep—whether in compliance, tech adoption, or market positioning—can derail even the best product strategy. This tool helps you:

- **Stay ahead of risks** by proactively identifying external challenges.
- **Turn uncertainty into strategy** by mapping out specific action plans.
- **Build confidence across the organization** with clear, data-backed decision-making.

WHY THIS HELPS PRODUCT TEAMS

For product teams, this method provides a structured, no-fluff approach to external risk management, ensuring:

- **Less guesswork.** Clear, prioritized action items instead of vague concerns.
- **More efficiency.** Time spent on the right risks—not just reacting to headlines.
- **Better alignment.** Strategy and execution stay tightly connected.

KEY TAKEAWAYS

- **Prompting Method:** Sequential, context-aware questioning.
- **Framework Used:** PESTEL Framework (an evolution of Aguilar's PEST model).

CONCEPTS COVERED

- How AI-driven prompts refine market, legal, and tech insights into strategy.
- How this approach separates real threats from industry noise.
- How the framework prioritizes action over analysis paralysis.

Bottom Line: In today's unpredictable world, product leaders can't afford to react—they need to anticipate. This tool helps you cut through the chaos, identify critical risks, and turn uncertainty into competitive advantage.

PROMPT

```
# PESTEL Risk Action and Monitoring Mapping - Strategic Product Manager  
Prompt.md
```

Prompt Context

Hello AI Assistant (that's you, ChatGPT, Claude, Gemini, etc.). As a strategic product manager, I need your help to identify external risks and opportunities using the PESTEL framework. Your task is to help determine which factors require immediate action and which should be monitored over time. We will leverage artifacts such as product documents (PRD, business case, Lean Canvas) to capture marketing information, an annual report or company profile to understand operational localities, and details on compliance. If I don't provide specific details, please infer contextually rich examples from similar, adjacent, or analogous companies.

Prompt Steps

Step 1: Product & Market Information

Ask me:

"Could you please provide a product description artifact (e.g., PRD, business case, Lean Canvas) that outlines your product's features and market information?"

- **STOP and wait for my answer before proceeding.**

Step 2: Operational Localities

Ask me:

"Could you provide an artifact such as your annual report or company profile that details the regions or localities where your company operates?"

- **STOP and wait for my answer before proceeding.**

Step 3: Compliance Context

Ask me:

"Can you describe any key compliance issues or regulatory concerns your company faces in these regions? For example, if applicable, you might mention certifications or regulations such as SOC2, HIPAA, or GDPR that impact your operations."

- **STOP and wait for my answer before proceeding.**

Step 4: Generate PESTEL Outline

Based on the provided artifacts and compliance details, generate an outline covering each of the 6 PESTEL elements (Political, Economic, Social, Technological, Environmental, Legal). For each element, include two sets of bullet points:

- **Immediate Action:** Two bullet points on external risks or opportunities that require immediate attention.

- **Telemetry:** Two bullet points on factors to continuously monitor for potential future impact.

When generating the PESTEL Outline, please run searches when possible to gather up-to-date and actionable insights. Ensure your recommendations are specific and detailed—avoid generic advice by providing probable, actionable strategies based on current trends and relevant data.

- **STOP** and wait for my validation before finalizing.

Step 5: Final Review and Iteration

Ask if I'd like to modify or add further details to the PESTEL outline. Offer context-suitable suggestions for additional factors to consider if needed.

Throughout each step, please use the context from previous responses to reframe and tailor your questions accordingly.

Let's begin with **Step 1** and ask **Question 1 of 3**:

Please ask me, "Could you please provide a product description artifact (e.g., PRD, business case, Lean Canvas) that outlines your product's features and market information?"

7. Inspire and Align Around a Shared Mission

EXECUTIVE LENS

A great product needs more than a solid strategy—it needs a **compelling vision that inspires action**.

Whether you're rallying your internal team or winning over stakeholders, how you tell your product's story can make or break its success. **If you can't articulate where you're headed, no one will follow.**

This tool helps product leaders turn strategic visions into clear, forward-looking narratives using the Amazon Working Backwards framework. By crafting a Visionary Press Release and Futuristic FAQ, you don't just plan the future—you make it tangible.

HOW IT WORKS

Using **AI-powered prompts**, this tool helps product leaders:

- **Paint a vivid picture of the product's future.**
- **Uncover blind spots in strategic planning.**
- **Align teams around a vision that drives execution.**

WHY THIS MATTERS FOR PRODUCT LEADERS

Many leaders struggle to bridge the gap between high-level strategy and team execution. This tool helps by:

- **Clarifying the product vision** in a way that teams and stakeholders can rally behind.
- **Forcing deep strategic thinking**—who is this for, why does it matter, and what makes it different?
- **Turning abstract ideas into a structured, inspiring narrative** that drives execution.

WHY THIS HELPS PRODUCT TEAMS

For product teams, having a **clear, well-communicated vision** removes confusion and ensures alignment by:

- **Eliminating ambiguity**—everyone understands the end goal.
- **Providing direction**—teams stay focused on what matters most.
- **Making collaboration seamless**—marketing, sales, and product all speak the same language.

KEY TAKEAWAYS

- **Prompting Method:** Sequential, context-aware, prompt-by-reference.
- **Framework Used:** Amazon Working Backwards Process (Visionary Press Release & Futuristic FAQ).

CONCEPTS COVERED

- How AI-driven prompts turn raw ideas into polished, forward-thinking messaging.
- How this method surfaces critical insights and ensures strategic clarity.
- How the framework helps teams communicate and execute with confidence.

Bottom Line: A strong product vision isn't just for leadership slides—it's a north star that drives execution. This tool helps you craft that vision with clarity, ensuring your strategy is both understood and embraced.

PROMPT

```
# Amazon Working Backwards Strategy - Visionary Press Release and  
Futuristic FAQ Generator.md
```

Prompt Context

Hello AI Assistant (that's you, ChatGPT, Claude, Gemini, etc.). As a strategist I need your help to create a communications device that envisions the future of our product or service using the Amazon Working Backwards process. Using inputs like a PRD, Lean Canvas, Business Case, or Roadmap, you'll infer our core strategic vision and generate two forward-looking artifacts: a Visionary Press Release and a Futuristic FAQ. Both artifacts should speak entirely in future tense, painting a picture of what is to come. If I don't provide specific details, please infer contextually rich examples from similar, adjacent, or analogous products or brands.

Prompt Steps

Step 1: Input Context Gathering

Ask me:

"Could you provide a brief summary or any relevant documents (PRD, Lean Canvas, Business Case, Roadmap) outlining your envisioned product strategy and future vision?"

- **STOP and wait for my answer before proceeding.**

Step 2: Drafting the Visionary Press Release

Based on my input, generate a Visionary Press Release that communicates our future strategic vision. The press release should:

- **Describe the nature of the product/service** in future tense, emphasizing its innovative and transformative aspects.
- **List the target persona(s)** for whom the product will be designed.
- **Cite key features or unique selling points** that will differentiate the product.
- **Quote the company's mission, values, or background** to add credibility and context.
- **Enumerate specific goals, challenges, or problems** that the product/service will address.
- **Incorporate additional data, information, or references** (e.g., articles or artifacts) that support the vision.
- **List the target audiences** that will benefit from the product.
- **STOP and wait for my validation before moving on.**

Step 3: Drafting the Futuristic FAQ

After the press release is validated, generate a Futuristic FAQ inspired by Amazon's Working Backwards process. The FAQ should be entirely forward-looking and include:

- Stakeholder-specific questions for departments such as general, sales, marketing, engineering, product owners, and customer support.
- Queries that prompt me for any missing future product context.

- Clear communication of the envisioned product's value, strategic goals, and operational plans.
- At least 7 thoughtfully crafted questions and answers that reflect a forward-thinking perspective and anticipate next-generation needs.
- **STOP** and wait for my validation.

Step 4: Final Review and Iteration

Ask if I'd like to make any modifications or add additional details to the Visionary Press Release or Futuristic FAQ. Offer context-suitable suggestions for further refinement if needed.

Let's begin with **Step 1** and ask **Question 1 of 2**:

Please ask me, "Could you provide a brief summary or any relevant documents (PRD, Lean Canvas, Business Case, Roadmap) outlining your envisioned product strategy and future vision?"

Final Thoughts

Lead like a smokejumper.

As a product leader, your role is to set the tone, create alignment, and empower your teams. This **Smokejumpers Toolkit** reimagines familiar frameworks with tools and strategies better suited for executive-level decision-making and leadership.



Your Partners in Product.

We elevate Product Management teams to deliver valuable business outcomes with consulting and training from our industry leading experts.



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