EXECUTIVE-GRADE PRESENTATIONS
CHATGPT PROMPT CHEAT SHEET
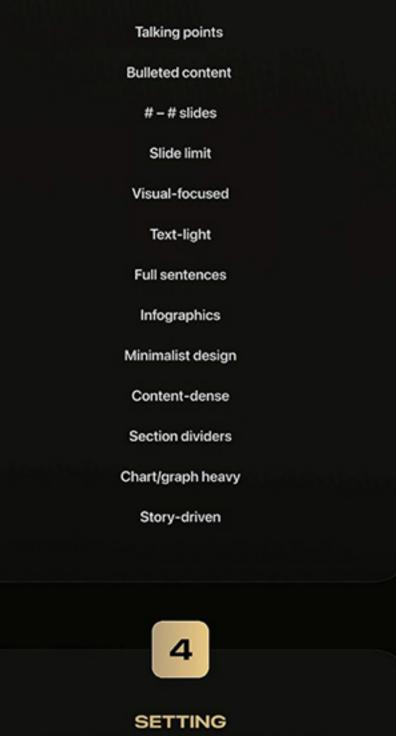
PURPOSE
WHY ARE WE PRESENTING?

1 — DESIRED OUTCOME
What do we want our audience to do, think, feel, or understand by the end?

- Take action
- Change behaviour
- Buy-in
- Support
- Trust
- Adopt
- Reframe
- Commit
- Persuade
- Learn
- Motivate
- Agree
- Believe
- Retain (as in key information)
- Prioritise
- Recommend
- Recognize
- Take ownership

2 — CORE MESSAGE
What ONE thing should our audience take away from our presentation?

- Insight (from a past experience)
- Awareness
- Understanding
- New perspective
- Proficiency
- Value (of a solution)
- Reason (for change, investment, partnership, etc.)
- Clear next steps
- Urgency
- Competitive advantage
- Case for action
- Strategic vision
- Impact of inaction
- Key market opportunity
- Value creation
- Proof of concept
- Customer benefit
- Growth potential

3 — WHY IT MATTERS
How will achieving this outcome help the company, team, or mission?

- Drive revenue
- Reduce costs
- Improve engagement
- Increase satisfaction
- ROI
- Efficiency
- Conversion
- Productivity
- Profitability
- Retention
- Innovation
- Brand reputation
- Market share
- Scalability
- Risk reduction
- Transition

BONUS — THE TIMING
Why does this matter now? What is the context that makes your presentation important or urgent?

- Market shift
- Customer demand
- Competitive pressure
- Regulatory change
- Economic climate
- Technological advancement
- Talent shortage
- Operational bottleneck
- Disruption
- Strategic inflection point
- Budget constraints
- Quarterly targets
- Customer churn
- Upcoming merger

HORIZON
HOW MUCH GROUND ARE WE COVERING, AND HOW QUICKLY?

1 — TOTAL TIME DURATION
How long do we have to present?

- X # minutes
- Hard limit
- Soft limit
- Q & A included
- Half-day
- Full-day
- Lightning talk
- Breakout session

2 — DESIRED SLIDE COUNT & FORMAT
What's the ideal number of slides?

- Talking points
- Bulleted content
- # – # slides
- Slide limit
- Visual-focused
- Text-light
- Full sentences
- Infographics
- Minimalist design
- Content-dense
- Section dividers
- Chart/graph heavy
- Story-driven

3 — DEPTH OF DETAIL
Is this an overview or deep dive?

- High-level
- Overview
- Executive summary
- Snapshot
- Big picture
- Introductory
- In-depth
- Comprehensive
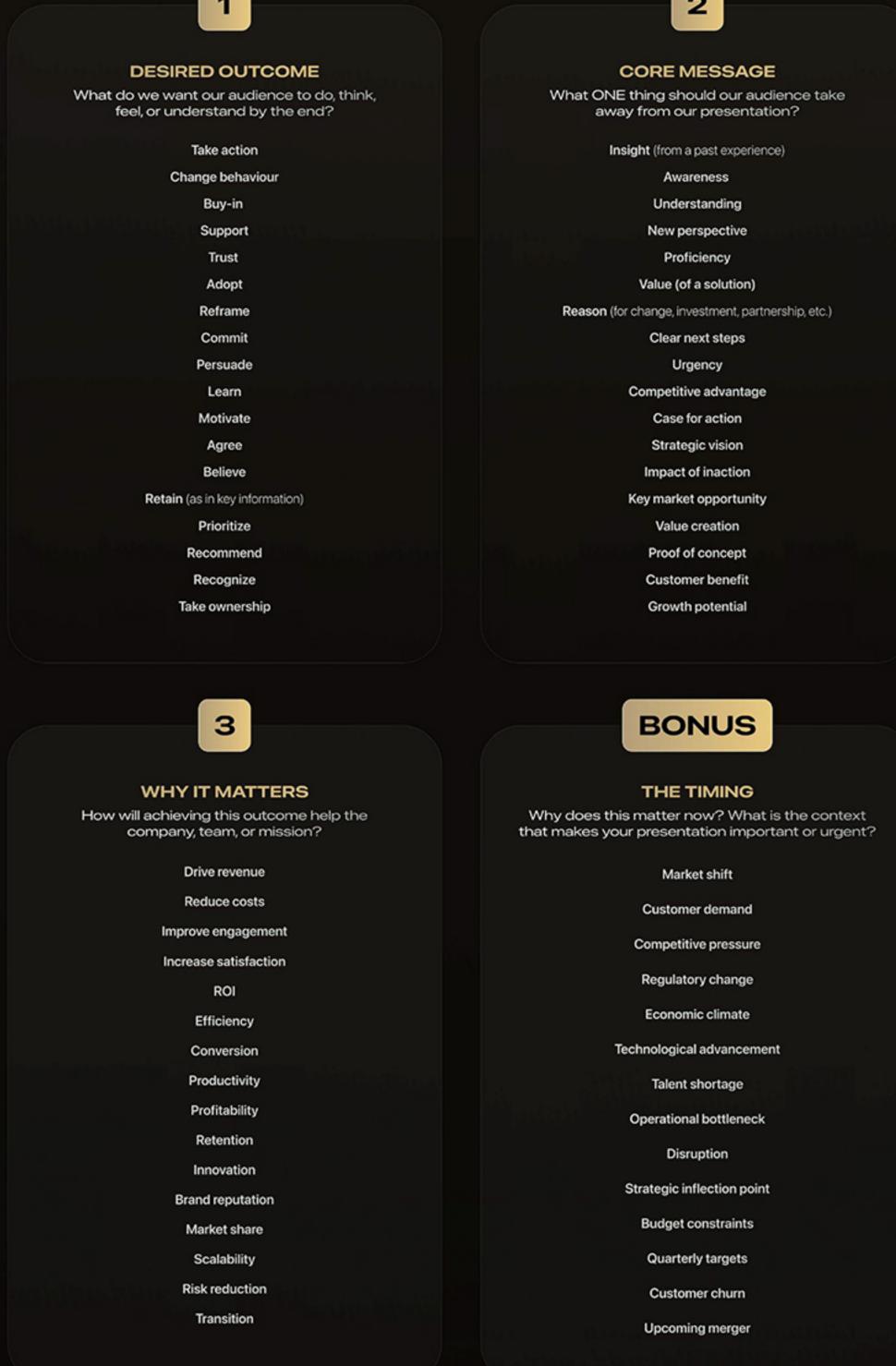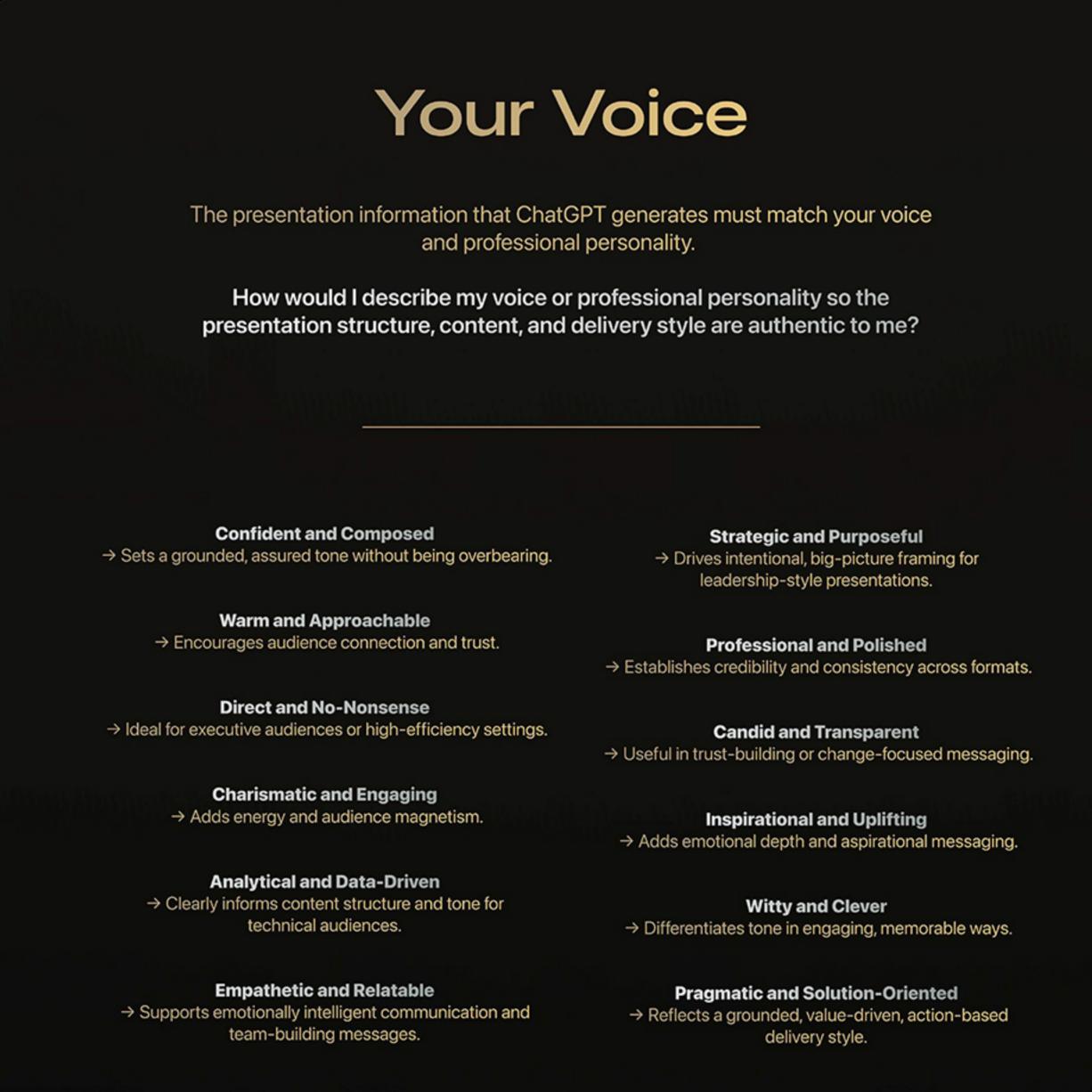- Step-by-step
- Analysis
- Breakdown
- Full speaker notes

4 — SETTING
How and where is this taking place?

- Live
- Recorded
- Virtual (Zoom, Teams, etc.)
- In-person
- Hybrid
- Webinar
- Boardroom
- Auditorium
- Breakout room
- Town hall
- Sales pitch
- Workshop
- Internal meeting
- Offsite

Your Voice

The presentation information that ChatGPT generates must match your voice and professional personality.

How would I describe my voice or professional personality so the presentation structure, content, and delivery style are authentic to me?

Confident and Composed
→ Sets a grounded, assured tone without being overbearing.

Warm and Approachable
→ Encourages audience connection and trust.

Direct and No-Nonsense
→ Ideal for executive audiences or high-efficiency settings.

Charismatic and Engaging
→ Adds energy and audience magnetism.

Analytical and Data-Driven
→ Clearly informs content structure and tone for technical audiences.

Empathetic and Relatable
→ Supports emotionally intelligent communication and team-building messages.

Strategic and Purposeful
→ Drives intentional, big-picture framing for leadership-style presentations.

Professional and Polished
→ Establishes credibility and consistency across formats.

Candid and Transparent
→ Useful in trust-building or change-focused messaging.

Inspirational and Uplifting
→ Adds emotional depth and aspirational messaging.

Witty and Clever
→ Differentiates tone in engaging, memorable ways.

Pragmatic and Solution-Oriented
→ Reflects a grounded, value-driven, action-based delivery style.

AUDIENCE
WHO ARE WE PRESENTING TO?

1 — WHO
What's their role, function, or department?

- Executives
- Board members
- Management
- Sales team
- Marketing department
- Product team
- Engineering
- Operations
- Human Resources (HR)
- IT department
- Finance
- Procurement
- Project managers
- Investors
- Clients / Customers

2 — THEY CARE ABOUT
What are their values or interests?

- Growth
- Cost reduction
- Risk management
- Productivity
- Innovation
- Compliance
- Revenue
- Engagement
- Efficiency
- ROI
- Scalability
- Customer satisfaction
- Brand reputation
- Sustainability
- Strategic alignment

3 — FAMILIARITY LEVEL
How much do they already know?

- Nothing (first time being introduced)
- Unfamiliar
- Surface Awareness
- Some previous experience
- Intermediate
- Expert
- Working knowledge
- High-level knowledge
- Technical
- Non-technical
- Semi-technical
- Strategic understanding
- Operational understanding
- Informed

4 — Potential concerns, objections, or questions

- Risk
- Cost
- Timeline
- Feasibility
- Resources
- Complexity
- Technical limitations
- Compliance
- Relevance
- Fit with strategy
- Disruption
- Data accuracy
- Vendor reliability
- Proof of concept
- Workload impact

TONE
HOW DO WE WANT THE AUDIENCE TO FEEL DURING AND AFTER OUR PRESENTATION?

1 — OVERALL STYLE
What style will our audience respond to best?

- Conversational
- Serious
- Persuasive
- Interactive
- Inspirational
- Dynamic
- Concise
- Professional
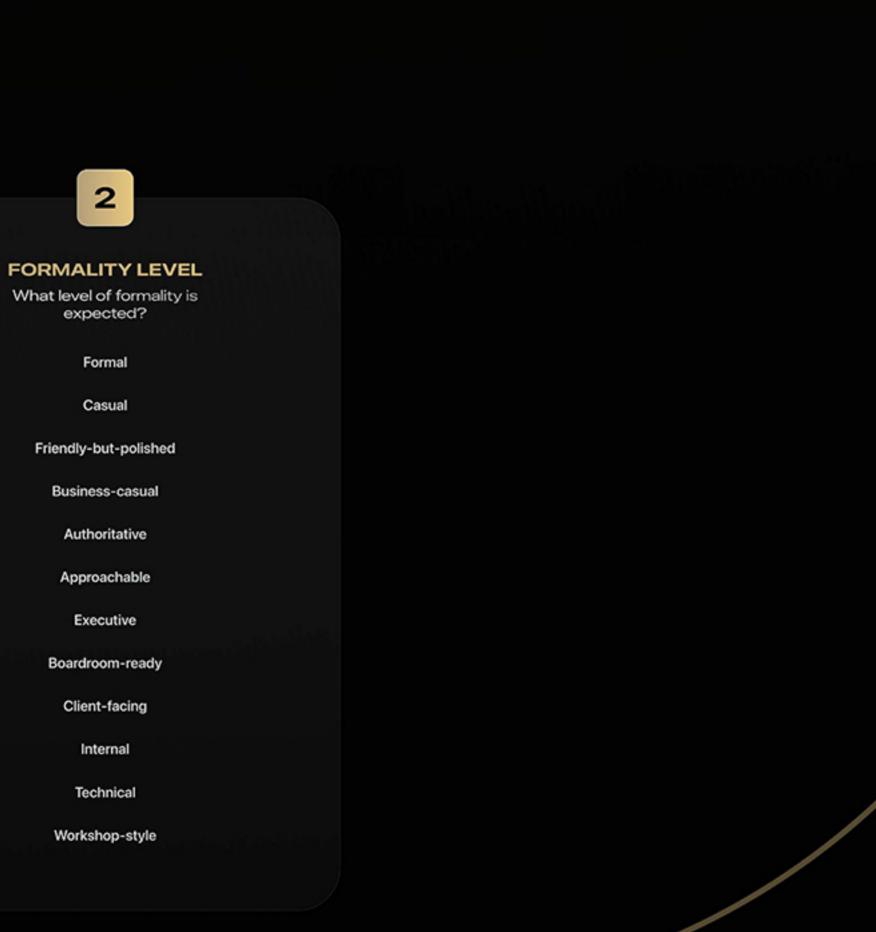- Data-driven
- Visual
- Storytelling
- Collaborative
- Straightforward
- Action-oriented
- Strategic
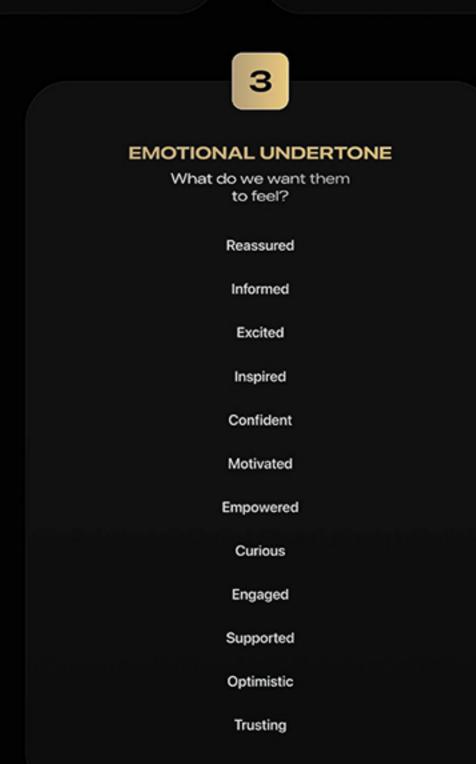
2 — FORMALITY LEVEL
What level of formality is expected?

- Formal
- Casual
- Friendly-but-polished
- Business-casual
- Authoritative
- Approachable
- Executive
- Boardroom-ready
- Client-facing
- Internal
- Technical
- Workshop-style

3 — EMOTIONAL UNDERTONE
What do we want them to feel?

- Reassured
- Informed
- Excited
- Inspired
- Confident
- Motivated
- Empowered
- Curious
- Engaged
- Supported
- Optimistic
- Trusting

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EQUIP | EMPOWER | EXCEL