INSPIRE.AI · PROMPT PACK

The AI-Enhanced **SWOT Analysis**

Four prompts that turn what your people already know into a strategy session your executive team will actually argue about.

COMPANION TO THE INSPIRE HOW-TO VIDEO

Creating and Using a SWOT Analysis

Four prompts, **in order**

A SWOT analysis is only as good as what people are willing to tell you. These four prompts run the whole arc, from writing questions employees will answer honestly through to the deck that opens your strategy session. Run them in sequence in a single AI project so each step keeps the context of the last.

01 **Write the survey**
Build a question set that a plant supervisor and a CFO can both answer, with no framework jargon and no rating scales.

02 **Pressure-test the questions you already wrote**
Hand over your own draft questions and find out which ones are doing less work than you thought.

03 **Analyze the responses**
Themes with counts, the places your organization contradicts itself, what nobody said, and the quotes worth reading aloud.

04 **Build the executive deck**
Turn the analysis into an opening input for the room, built to provoke argument rather than settle it.

Every prompt in this pack is live, selectable text. Select the block, copy it, and paste it straight into your AI assistant. Line breaks picked up from the PDF will not affect how the prompt runs.

BEFORE YOU PASTE: MAKE THESE YOURS

The prompts use a worked example so you can see what specific looks like. A fictional manufacturer, **Summit Grove**, with **480 employees**, **236 responses**, a **two-day strategy session in November**, and a **seven-person executive team**.

Swap every one of those for your own before you run it. The detail is the point. Vague inputs produce the generic SWOT you already have sitting in a folder somewhere.

01

Write the survey

You have decided to run a SWOT and you need questions that real people will actually answer.

COPY EVERYTHING BELOW

I am running an AI-enhanced SWOT analysis to feed our 2027 strategy development. I need a survey that goes to all 480 employees, from plant floor to executive team.

Here is what I am going to do with the answers. My executive team and I will read every response, group them into themes, and use those themes as the opening input for a two-day strategy session in November. Then we publish the themes back to the whole company and set up an all-hands meeting to show that we're taking their time and comments seriously. Write the questions knowing that.

Constraints:
- 8 to 10 questions. Fifteen minutes to complete, maximum.
- Open-ended, not rating scales. I want stories I can quote in a board meeting, not a 3.7 average.
- Answerable by a plant supervisor and by a CFO. No corporate strategy jargon.
- At least two questions have to be answerable only by someone at Summit Grove. If a question would work at any company, rewrite it.
- Cover all four quadrants, but do not label them S, W, O and T in the survey. People perform when they know which box they are filling.

Give me:
1. The question set, numbered, with a one-line note on what each question is really trying to surface.
2. Three questions you considered and rejected, and why.
3. The note I send with the survey. Two hundred words, my voice, from me not from HR. It has to say what this is for, that leadership reads every response, that we will review the results together as a company, and that employees are welcome to use AI to think through their answers as long as the thinking is theirs. Say responses are attributed by function only, not by name.

WHY THIS ONE WORKS

Most SWOT surveys fail because they ask employees to fill in a framework. This one tells the assistant what happens to the answers, who has to be able to answer them, and what a useless answer looks like. The constraint forcing at least two questions only someone inside your company could answer is what keeps the whole thing from turning generic.

02

Pressure-test the questions you already wrote

You have your own draft questions and you want them challenged before they go out to the company.

COPY EVERYTHING BELOW

Here are the four questions I had already written. Tell me what is weak about each one and whether yours cover it better.

1. What does Summit Grove do better than the companies we lose bids to? Be specific enough that someone outside your department would understand it.
2. Think about the last thing that went wrong in your area. What made it harder to fix than it should have been?
3. If you had to explain to a new hire why our margin has not moved in two years, what would you tell them?
4. What is something we do that our two largest customers would notice immediately if we stopped?

WHY THIS ONE WORKS

Handing the assistant your own work and asking what is weak about it gets you further than asking it to start over. You keep the questions that were already good, and you find out which ones were doing less work than you thought.

03

Analyze the responses

The survey has closed and you are staring at hundreds of rows of free text.

COPY EVERYTHING BELOW

Attached is the full export of our SWOT survey. 236 responses out of 480 employees. Each row has the response text and the respondent's function and level. No names.

Do not summarize it. I want the following, in this order:

1. Themes, grouped into Strengths, Weaknesses, Opportunities and Threats. For each theme give me the count of responses that touched it and the percentage of respondents. Order by count. Anything mentioned by fewer than five people goes in a separate list at the bottom labeled as single voices, do not throw it away.
2. Disagreement. Where does this organization contradict itself? Compare front line against management, plants against corporate, and sales against operations. Show me every place two groups see the same thing differently. This is the section I care most about.
3. Silence. What did you expect to show up in a survey like this and did not? Say what its absence might mean.
4. Verbatims. The three most quotable responses per quadrant, exactly as written, with the function and level attached.
5. The three questions my executive team has to answer in November that this data raises and does not settle.

WHY THIS ONE WORKS

"Do not summarize it" is the most important line in this prompt. Summary is where the disagreement gets averaged away, and disagreement is the part worth having. Asking what did not show up is the move almost nobody makes, and silence in a survey often says more than volume.

04

Build the executive deck

You have the analysis and you need something to open the strategy session with.

COPY EVERYTHING BELOW

Build me a PowerPoint from the merged analysis. Audience is my seven-person executive team, in a two-day strategy session in November. Its job is to be the opening input, not the conclusion, so it should provoke argument rather than settle anything.

Structure:
- Title slide.
- One slide on method: who we asked, how many answered, how it was analyzed.
- Four slides, one per quadrant. Top five themes with counts, and one verbatim quote per slide, in quotation marks with function and level.
- One slide on where the organization disagrees with itself. This is the slide I want people arguing about. - One slide on what did not come up.
- One slide with the three questions we have to answer.
- A closing slide on what happens next, including that we publish themes back to the company.

Speaker notes on every slide, written for me to present from. Bullets, not paragraphs, and include the one thing I should not let the room skip past.

Keep the design plain. Dark blue and white, no clip art, no stock photos, big readable type. Twelve slides or fewer.

WHY THIS ONE WORKS

Naming the deck's job, to provoke argument rather than settle anything, changes what gets built. So does asking for speaker notes that flag the one thing you should not let the room skip past. A deck that answers everything ends the conversation you called the session to have.

A SWOT is a start.
Execution is the job.

Themes on a slide change nothing by themselves. Inspire connects strategy to the OKRs, performance, recognition, planning, and daily tasks that carry it, so what your people told you in November is still driving the work in March.

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What leaders say on G2
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