

# MASTERING STRATEGIC GROWTH

Your 1-page ChatGPT Companion

Plan your  
strategic business growth  
like a world-class leader

6 Steps & prompts with ChatGPT



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**Prompt:** “We are XYZ, a ... company in the ... industry. We want to develop a growth strategy (to achieve a higher market share / to outperform the competition / to avoid becoming obsolete / ....).”

## 1 Understand your markets / industry

**Understand the market situation and identify current challenges in your industry**

**Prompt:** “What are the **current challenges** in our industry to be successful in the future? What are the relevant **market trends** and **technological advancements**?”

**Analyze the company's internal strengths and weaknesses, along with external opportunities and threats.**

**Prompt:** “Create a **SWOT analysis** for our company a/o for companies in our industry.”

## 2 Re-think and innovate your business model

**Develop a blue ocean strategy**

**Prompt:** “Create n suggestions of a **blue ocean strategy** for us / for our industry. Derive a strategy canvas for each of these strategies with clear action points. Derive a business model canvas for each of these strategies.”

**Innovate the business model**

**Prompt:** “(Based on the proposed blue ocean strategy below:) What is the optimal future **business model** (in the format of a **business model canvas**) for a company like us to achieve our growth objectives?” <blue ocean strategy>

**Review and optimize your business model**

**Prompt:** “Review our business model below (in the business model canvas format). Create recommendations to adapt, optimize and re-invent our business model to achieve our growth objectives. Refine these recommendations for each aspect of the business model.” <our business model>

**Optimize your value proposition**

**Prompt:** “Based on the new business model: Review our **value proposition** below. What is a more promising value proposition for our company? Create some proposals.” <our value proposition>

## 3 Know your competitive landscape

**Understand your competitive landscape**

**Prompt:** “Identify our **major competitors** (in region x / globally) for the new value proposition. Create a **competitive profile matrix** for XYZ and the major competitors.”

**Understand your competitor's business models**

**Prompt:** “Analyze the individual business models of these competitors (using the business model canvas notation).”

**Compare with competitors**

**Prompt:** “From a strategic point of view: where is competitor x superior to us / what could we learn from competitor x aiming to refine our new business model?”

## 4 Develop growth strategies

**Consider different growth strategies**

**Prompt:** “To implement this new business model successfully, create an **Ansoff matrix** for our company.” <new business model>

**Optimize market penetration**

**Prompt:** “How can we enhance our market penetration? (e.g. what specific pricing strategies would be helpful to attract more customers? How to utilize existing customer data and loyalty programs?)”

**Product development**

**Prompt:** “How to determine which new products, features or services to develop in response to changing customer preferences? What new products/services could drive the success of our new business model?”

**Market development**

**Prompt:** “In which regions should we expand our presence? What strategies to be used to adapt to local market conditions? Could you elaborate on efforts to target new customer segments?”

**Diversification**

**Prompt:** “How to excel in which diversified sectors? How to mitigate risks associated with diversification?”

## 5 Evaluate and tune your product portfolio

**Evaluate your product portfolio**

**Prompt:** “Create a **BCG matrix** for XYZ's current product portfolio.”

**Optimize your product portfolio**

**Prompt:** “What to modify towards the new business model?”

## 6 Strengthen your operational excellence

**Optimize your customer journeys**

**Prompt:** “Based on the new business model below: What are our most important **customer journeys**? Create the descriptions for these optimized customer journeys.” <new business model>

**Optimize your partner relationships**

**Prompt:** “Based on the new business model: What are the optimal **key partners** for us to ensure and increase the success? Do you have concrete proposals for each of these partner categories?”

**Optimize your process landscape**

**Prompt:** “Based on the new business model: Create a **Porter's Value Chain** for our company. Create a high-level **process landscape** for our company. Visualize the business process landscape with an appropriate notation.”

**Measure the success of your transformation**

**Prompt:** “What would be the relevant **metrics and KPIs** to measure the success of our transformation towards the new business model?”