



**July 2024**

**Topic: Awards and Grant Writing**

**Business Deep Dive and Reflection**

**Objective:** We'll look at ways to use AI to reflect on and document your business achievements over the past 1-2 years, providing a solid foundation for award entries and grant applications.

## **Session 1 - Reflection Questions**

Could you please create me a template to help me write a 400 word summary about my business' history and products/services?  
Refer back to everything you know about my business <insert name>

Example:

### **[Business Name]: A Journey of Innovation and Excellence**

**Introduction** *Kick off with a captivating opening line that highlights the essence of your business. Mention your business name and a brief overview of your mission or vision.*

**Founding and Early Days** *Describe when and why your business was founded. Share any unique anecdotes or challenges you faced during the*



*initial stages. Mention the founder(s) and their background to add a personal touch.*

**Growth and Development** *Outline the key milestones in your business' growth. This could include expanding your team, launching new products/services, or entering new markets. Highlight any significant achievements or recognitions that demonstrate your success.*

**Products/Services Overview** *Provide an overview of your core products or services. Explain what makes them unique or innovative. Mention any special features, benefits, or the problems they solve for your customers.*

**Customer-Centric Approach** *Discuss your approach to customer service and how you ensure customer satisfaction. Include any customer testimonials or success stories to add credibility.*

**Commitment to Quality and Innovation** *Emphasize your commitment to maintaining high standards of quality. Mention any certifications, awards, or industry standards your products/services meet. Highlight your dedication to continuous improvement and innovation.*

**Future Aspirations** *Share your vision for the future. This could include plans for new product launches, entering new markets, or other strategic goals. Express your excitement for what lies ahead and your commitment to your customers.*

**Conclusion** *Wrap up with a strong closing statement that reinforces your business' core values and commitment to excellence. Invite readers to learn more or get in touch with you.*

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Pretend you're an expert business coach. What are 10 effective reflection questions that focus on significant events, challenges to overcome, and key turning points in my business over the past 2 years?

OR

Here is a list of our business's key achievements and milestones over the past year: **<insert list>**. In our brand voice, could you please provide a concise 300 word summary highlighting the most significant points?

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Thank you. Could you provide 10 reflection questions to help me evaluate my business's **financial achievements** and key milestones over the past 2 years?

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What are 5 reflection questions I could use to reflect on the quality of **customer service** provided by my business and any improvements made in this area?

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What are 5 reflection questions to help me assess the impact of my business's **sustainability initiatives** and any progress made towards environmental goals?





## Session 2 - Creating Business Plans

I'd like your help with developing a strong business plan for **<insert business name here>** for the next 12 months. Please use all the information I've already told you in the past. What additional information do you need from me?

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Could you please help me perform a SWOT analysis for my business, identifying internal strengths and weaknesses, as well as external opportunities and threats? What type of additional information do you need from me?

### SWOT Prompts

*These were all provided to me following the SWOT analysis prompt above. Not sure if ChatGPT will do the same for you, so sharing below.*

*Full disclosure: I haven't had the opportunity to check these out. So let me know how you go!*

#### **Strengths:**

1. What are the unique selling points of [Your Business Name] that differentiate it from other providers in the [industry]?



2. Can you list some key achievements and milestones [Your Business Name] has reached in the past few years?
3. What specific skills and expertise does your team possess that contribute to the success of [Your Business Name]?
4. Do you have any proprietary tools or methods that enhance your services at [Your Business Name]?
5. What feedback have you received from customers that highlights the strengths of [Your Business Name]?

**Weaknesses:**

1. What areas do you feel [Your Business Name] could improve upon?
2. Are there any resource constraints (financial, human resources) that are hindering the growth of [Your Business Name]?
3. Have you received any feedback from customers indicating areas where [Your Business Name] needs improvement?
4. What operational challenges or inefficiencies has [Your Business Name] faced?
5. Are there any gaps in your product/service offerings compared to your competitors in the [industry]?

**Opportunities:**

1. What emerging trends in the [industry] could present new opportunities for [Your Business Name]?
2. Are there any new markets or customer segments you are considering targeting at [Your Business Name]?
3. What potential partnerships or collaborations could help expand [Your Business Name]?
4. How can technological advancements be leveraged to enhance the services of [Your Business Name]?



5. Are there any regulatory or policy changes that could benefit [Your Business Name]?

**Threats:**

1. What competitive pressures is [Your Business Name] facing from other providers in the [industry]?
2. Is there a risk of market saturation or declining demand in your current segments at [Your Business Name]?
3. What economic factors could potentially impact [Your Business Name] negatively?
4. Are there any technological changes that could disrupt the [industry] and affect [Your Business Name]?
5. What regulatory or policy changes could pose challenges to [Your Business Name]?

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What sales strategies should I implement over the next year to achieve my revenue targets? Please include both direct and indirect sales approaches.



## Club VIP Notes

Gemini AI proposed this question in the 5 reflections on your business exercise.

**If you could go back two years, what advice would you give yourself based on what you know now?** (This helps identify blind spots and areas for continued growth)

I followed up with this prompt and have included the answer here:

**Can you please propose some additional prompts that can help identify blind spots as a way to improve for the future.**

Absolutely! Here are some additional reflection prompts specifically designed to uncover potential blind spots:

1. **What areas of your business do you feel you have the least visibility or understanding of?** (This could be in financials, marketing, operations, or even team dynamics)
2. **Are there any recurring problems or complaints that you haven't been able to fully resolve?** (These can often point to underlying issues that need to be addressed)
3. **When making important decisions, do you actively seek out diverse perspectives and opinions?** (Groupthink can be a major blind spot)
4. **How often do you receive (and act on) feedback from your employees and customers?** (Their insights can reveal blind spots you might be missing)





5. **Are you keeping up with industry trends and technological advancements that could impact your business?**(Falling behind can create significant blind spots)
6. **Do you have a clear picture of your competitors' strengths and weaknesses?** (Knowing what they do well can highlight areas where you need to improve)
7. **Are you overly reliant on a few key individuals or processes?** (This can create vulnerabilities if those people or processes fail)
8. **Have you ever been surprised by the outcome of a business decision?** (This could indicate a blind spot in your decision-making process)
9. **Are there any assumptions you're making about your business or the market that may not be entirely accurate?** (Challenge your assumptions regularly)
10. **What are you most afraid of happening in your business?** (Our fears can often reveal areas where we feel most vulnerable and need to focus on)

By asking yourself these questions, you can start to identify areas where you might be lacking awareness and take steps to address them. This will help you make more informed decisions, avoid potential pitfalls, and create a more resilient and successful business.

Additionally, consider seeking feedback from trusted advisors, mentors, or even your employees. They may be able to offer valuable insights and perspectives that can help you uncover blind spots you might not be aware of.

Remember, blind spots are a natural part of running a business. The key is to be proactive in identifying and addressing them, so they don't hold you back from achieving your goals.



**Prompt:**

- Can you please propose some additional thoughts/insights that can help identify blind spots, as a way to improve for the future.
- **Additional prompt:**  
In your opinion, are there any additional points specifically for <insert business name> to consider?

**One of the responses:**

**Brand and Reputation Management**

- **Thought Leadership:** Position <company name> as thought leaders in the industry by publishing articles, participating in speaking engagements, and contributing to industry publications.
- **Brand Consistency:** Ensure that your brand message and values are consistently communicated across all channels, from marketing materials to client interactions.