Sam Palazzolo
Real Strategies. Real Results.

50 SCALING STRATEGIES | AI EDITION

I USED AI TO PRESSURE-TEST
MY '50 SCALING STRATEGIES' EBOOK…

It exposed every strategy's blind spot in 10 minutes.
No hallucination. No drift.
Just ruthless Real Strategies. Real Results.

Here are 7 AI prompts to build
STRATEGY #1 – VISIONARY LEADERSHIP
that actually drives execution ↓

1. STRATEGIC INTENT

Copy/paste prompt:

"Act as a strategic operator. Analyze the business context for the company below and define a clear 3-year strategic direction that balances growth and operational reality.

Company: [Company Name]
Website: [URL]
Industry: [Industry]
Current Revenue: [X] | Target Revenue (3-Year): [Y]

Define:
- Future market position
- Customer/segment evolution
- Offer and monetization direction
- Strategic growth levers
- Business model implications

Output Format:
- 3-Year Strategic Intent Statement
- 5 Strategic Direction Pillars"

2. FAILURE PATTERN

Copy/paste prompt:

"Diagnose why strategic visions typically fail to convert into scalable execution. Evaluate this company using the 7-Factor Vision Failure Scan.

Company: [Company Name]
Stage: [Stage]
Leadership Size: [#]

Assess severity (0–10) across:
- Leadership alignment
- Resource allocation
- Execution discipline
- Prioritization logic
- Cross-functional integration
- Accountability structure
- KPI visibility

Output Format:
- Scorecard + Failure Risk Summary
- Top 5 Execution Risks to Vision"

3. AI CO-STRATEGY
Copy/paste prompt:

"Pressure-test strategy options using scenario modeling. Based on this company, generate three competing strategic pathways and stress-test each.

Company: [Company Name]
Context: [Add relevant context]

Develop 3 scenarios:
- Defensive Strategy (stability focus)
- Growth Strategy (market capture focus)
- Dominance Strategy (category leadership)

For each strategy include:
- Growth thesis
- Required capabilities
- Risks + constraints
- Time-to-impact

Output Format:
- Strategy Matrix + Recommendation"

4. GTM INTEGRATION

Copy/paste prompt:

"Convert the selected strategic path into a go-to-market architecture that aligns with revenue design and pipeline reality.

Company: [Company Name]
Chosen Strategy Path: [Option A/B/C from prior step]
ICP: [ICP Description]

Define:
- Revenue system (new, expansion, retention)
- Offer and pricing structure
- Pipeline model
- Demand system
- Sales execution model

Output Format:
- Integrated GTM Blueprint (1-page)"

5. EXECUTION SYSTEM

Copy/paste prompt:

"Translate vision into execution by designing an operating model that prevents strategy drift.

Company: [Company Name]

Define:
- 12-Month Execution Plan
- 3 Strategic Programs
- 9 Quarterly Projects
- RACI ownership
- Weekly operating rhythm

Output Format:
- Vision-to-Execution Map"

6. DECISION LAYER

Copy/paste prompt:

"Architect a decision system that protects strategic focus and accelerates execution speed.

Company: [Company Name]

Define:
- Decision rights model (CEO / Leadership / Team)
- Reversible vs. irreversible decision rules
- Strategic guardrails
- Escalation path
- Autonomy thresholds

Output Format:
- Decision Operating System"

7. COMPETITIVE ADVANTAGE

Copy/paste prompt:

"Convert strategic direction into long-term competitive advantage. Analyze and define how this strategy becomes defensible over time.

Company: [Company Name]
Strategy Path: [Chosen Path]

Evaluate:
• Differentiation forces
• Switching cost levers
• IP and advantage assets
• Data leverage
• Speed of execution

Output Format:
• Competitive Moat Plan (Short + Long Term)"

8. METRICS + SIGNALS

Copy/paste prompt:

"Create a leading indicator scoreboard that measures whether the strategy is gaining traction before lagging metrics show up.

Company: [Company Name]
Strategic Direction: [Summary]

Define:
- 7 Leading Indicators
- KPI thresholds
- Risk signals
- Quarterly review checkpoints

Output Format:
- 3-Column Scoreboard (Metric, Target, Owner)"

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SCALE WITH ME

If this was valuable, here's how we go deeper:

- **Scaling Strategies Newsletter** – Subscribe and get my '50 Scaling Strategies' eBook (AI Edition) – Free ($50 value)
- **Scale Session** – Half-Day Strategy Workshop
- **Scale Scan** – AI Strategy Architecture Diagnostic
- **Scale Sprint** – 90-Day GTM + Execution Build
- **Scale Command** – CEO/Exec Performance System
- **Scale OS** – Full GTM + Execution Operating System
- **Board Command** – Strategic Advisory

The link is in my BIO.