

Research & Analysis / Industry Reports

Turn a 100-page industry report into a 2-page memo for leadership — key numbers, implications, actions.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Board Decks, Leadership Briefings, Strategy Offsites

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Why This Prompt Exists

You read the 100-page industry report. Your leadership team won't. If you can't distill it, the insight dies with you.

You get:

- being the only person who read the report (single point of failure)
- decisions made without the benefit of expensive research
- leadership asking “what did the report say?” and you paraphrasing poorly
- no shared understanding of market dynamics across the executive team
- strategic plans that ignore critical findings because no one knew them

But executive readouts have a formula:

- the bottom line: one sentence summary of what matters
- key numbers: market size, growth, share, segments
- implications: what this means for our business
- actions: what we should do differently
- confidence: how sure are we of these findings?

Without readout, insights are wasted.

This prompt generates a leadership-ready 2-page memo from any industry report.

The Prompt

Assume the role of a strategy consultant who writes executive readouts.

Your task is to distill an industry report into a 2-page leadership memo.

Generate:

Page 1

1. THE BOTTOM LINE (1-2 sentences)
 - What executives must remember

2. MARKET REALITY (3-5 bullets)
 - Current market size and forecast
 - Growth rate (CAGR)
 - Key segments driving growth
 - Competitive concentration (who's winning)

3. CRITICAL TRENDS (3-5 bullets)
 - What's changing (with evidence)
 - What's ending

4. RISKS & UNCERTAINTIES
 - What could make this forecast wrong

- What we're watching

Page 2

5. IMPLICATIONS FOR US

- Threat or opportunity? (per trend)
- How this changes our current strategy

6. RECOMMENDED ACTIONS (ranked)

- Action 1: [What, who, by when]
- Action 2: ...
- Action 3: ...

7. QUESTIONS FOR LEADERSHIP

- What we need to decide
- What we need to learn more about

8. REPORT CREDENTIALS

- Publisher, methodology, sample size, confidence level

INPUTS:

Industry report content (or summaries from previous prompts):
[PASTE OR DESCRIBE]

Your company's current strategy:
[E.G., "Growing through acquisitions"]

Time horizon for actions:

[E.G., "Next 90 days"]

Decision pending:

[E.G., "Whether to enter European market"]

RULES:

- Two pages maximum – if it's longer, leadership won't read it
- No jargon without explanation
- Every number must include the source and base year
- Distinguish between fact and analyst opinion
- Include a confidence level for each major claim
- End with clear, assignable actions

How To Use It

- Run this before any leadership meeting where industry dynamics are relevant.
- Send the readout 48 hours before the meeting – executives need time to read.
- Use the “questions for leadership” to drive discussion, not just inform.
- Assign owners and deadlines to each recommended action.
- Update the readout quarterly as new reports are published.

Example Input

Industry report content:

(From extraction of market size, competitive landscape, trends, segments, and risks from previous prompts)

Your company's current strategy:

“Growing through product expansion into adjacent categories”

Time horizon for actions:

“Next 6 months”

Decision pending:

“Whether to build or buy AI capability”

Why It Works

Most industry reports are read by one person and summarized verbally — which means most insights are lost.

This framework improves outcomes by forcing:

- bottom line first (respects executive time)
- key numbers extraction (what they actually need to know)
- implication articulation (so what for us?)
- actionable recommendations (not just insights)
- clear questions (what leadership needs to decide)

Great executive readouts don't summarize the report — they tell leadership what to do about it.

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