



UNLOCKING BUSINESS POTENTIAL

WITH AI Exploring How AI Can Enhance Key Business Functions in Management Consulting

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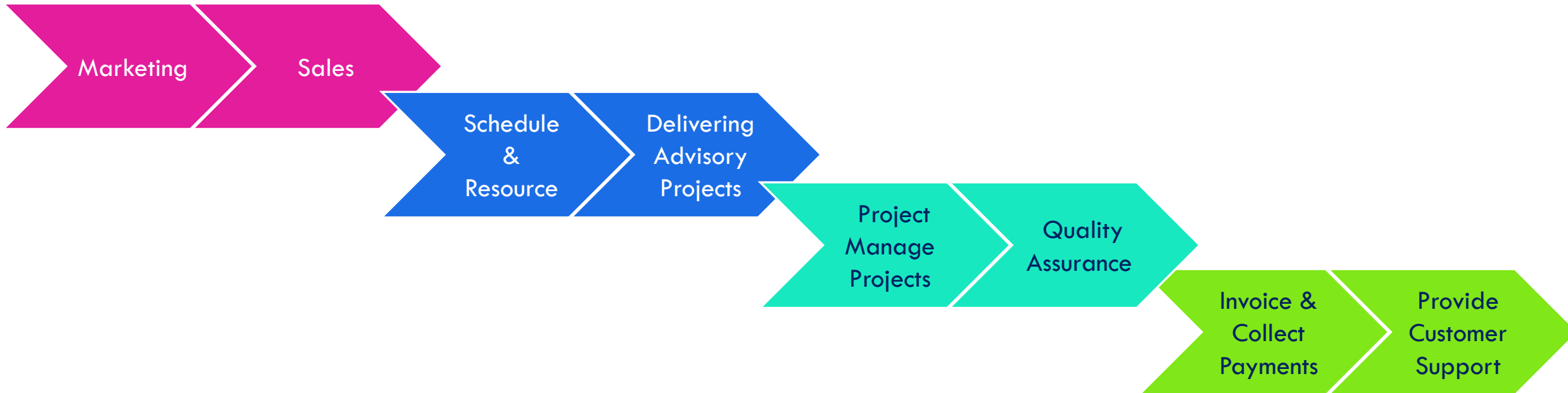
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Disclaimer: This document is a thought-starter with tips illustrating the possibilities of Ai. It is not authoritative. It is out of date as at 1 June 2025 as the technology is developing so fast, any document is by its nature is instantly out of date. Refer to this as an elementary description only.

All of the content was produced using Ai tools and is unfiltered or validated to give you a real experience. As they say, “ChatGPT may produce inaccurate information about people, places, or facts.”

1. HOW CAN WE USE AI FOR EACH MAJOR CONSULTING BUSINESS FUNCTION



PROMPT: "YOU ARE AN EXPERT IN HOW AI CAN BE USED TO SUPPORT MANAGEMENT CONSULTING BUSINESSES. HOW CAN A MANAGEMENT CONSULTING BUSINESS WITH LESS THAN 30 EMPLOYEES USE AI IN EACH OF ITS KEY BUSINESS FUNCTIONS: MARKETING, SALES, SCHEDULING JOBS AND RESOURCES, DELIVERING ON ADVISORY PROJECTS, PROJECT MANAGING PROJECTS, QUALITY ASSURANCE OF THOSE PROJECTS AND THEIR DELIVERABLES, INVOICING AND COLLECTING PAYMENTS FROM CLIENTS, PROVIDING CUSTOMER SUPPORT. PLEASE PROVIDE THESE AS 5 IDEAS (3 WORD TITLE AND ABOUT 50 EACH) PER BUSINESS FUNCTION IN A TWO COLUMN TABLE".

Marketing

- Personalization of marketing campaigns using AI₁
- Email personalization using customer data₂
- Automated email marketing campaigns₃
- Chatbots for customer service and engagement₁
- Conversational marketing using AI-powered chatbots₁

Sales

- Automated lead scoring and nurturing₁
- Predictive analytics for customer behavior and trends₁
- Powerful lead scoring and segmentation capabilities₄
- AI-driven marketing automation for personalized content and campaigns₅
- Streamlining sales workflows with automation₆

Scheduling Jobs and Resources

Delivering on Advisory Projects

AI-powered scheduling and resource allocation¹

Automated project management using AI¹

Predictive analytics for resource utilization¹

AI-powered project planning and execution¹

Streamlining scheduling workflows with automation¹

AI-powered risk management and mitigation¹

Optimizing resource allocation with AI¹

AI-powered quality assurance and testing¹

AI-powered project tracking and reporting¹

AI-powered data analysis and insights¹

Project Managing Projects	Quality Assurance of Projects and Deliverables
Automated project management using AI ¹	AI-powered quality assurance and testing ¹
AI-powered project planning and execution ¹	AI-powered risk management and mitigation ¹
AI-powered risk management and mitigation ¹	Automated quality control and error detection ¹
AI-powered project tracking and reporting ¹	AI-powered data analysis and insights ¹
Streamlining project management workflows with automation ¹	AI-powered project monitoring and evaluation ¹

Invoicing and Collecting Payments

Providing Customer Support

Automated invoicing and payment processing using AI¹

AI-powered chatbots for customer service and engagement¹

AI-powered payment tracking and reminders¹

Automated customer support workflows using AI¹

Streamlining invoicing and payment workflows with automation¹

AI-powered customer feedback analysis¹

AI-powered fraud detection and prevention¹

AI-powered sentiment analysis for customer feedback¹

AI-powered financial reporting and analysis¹

AI-powered customer data analysis and insights¹

2. WHAT MIGHT BE SOME USEFUL PROMPTS?

Here are some Perplexity and ChatGPT prompt ideas:

- ❖ **Formatting:** Use ChatGPT to generate ideas for formatting business documents, such as reports, proposals, and presentations. For example, "What are some effective formatting techniques for a business proposal?" or "How can I make my business presentation more visually appealing?"
- ❖ **Marketing:** Use ChatGPT to generate ideas for marketing campaigns, such as email marketing, social media marketing, and influencer marketing. For example, "What are some effective email marketing strategies for small businesses?" or "How can I identify the right influencers for my brand?"
- ❖ **Sales:** Use ChatGPT to generate ideas for lead scoring and nurturing, as well as for improving engagement with potential customers. For example, "What are some effective lead scoring and nurturing strategies for B2B sales?" or "How can I personalize my marketing messages to improve engagement with potential customers?"

PROMPT: "PROVIDE THE PROMPTS I SHOULD USE TO DO THESE?".

2. WHAT MIGHT BE SOME USEFUL PROMPTS?

- ❖ **Scheduling Jobs and Resources:** Use ChatGPT to generate ideas for optimizing scheduling workflows, such as by automating scheduling tasks and analyzing resource utilization. For example, "What are some effective scheduling tools for managing a remote team?" or "How can I optimize resource utilization to improve productivity?"
- ❖ **Delivering on Advisory Projects:** Use ChatGPT to generate ideas for managing advisory projects, such as by identifying potential risks and developing risk management strategies. For example, "What are some effective risk management strategies for managing a consulting project?" or "How can I identify potential risks in a project and develop a risk management plan?"
- ❖ **Project Managing Projects:** Use ChatGPT to generate ideas for managing projects, such as by identifying potential risks and developing risk management strategies. For example, "What are some effective project management tools for managing a remote team?" or "How can I identify potential risks in a project and develop a risk management plan?"

2. WHAT MIGHT BE SOME USEFUL PROMPTS?

- ❖ **Quality Assurance of Projects and Deliverables:** Use ChatGPT to generate ideas for quality assurance, such as by identifying potential quality issues and developing quality control strategies. For example, "What are some effective quality control strategies for software development projects?" or "How can I identify potential quality issues in a project and develop a quality control plan?"
- ❖ **Invoicing and Collecting Payments:** Use ChatGPT to generate ideas for optimizing invoicing and payment processing workflows, such as by automating invoicing tasks and analyzing cash flow. For example, "What are some effective invoicing tools for small businesses?" or "How can I optimize cash flow to improve financial stability?"
- ❖ **Providing Customer Support:** Use ChatGPT to generate ideas for providing customer support, such as by using chatbots to simulate human conversation and provide real-time assistance. For example, "What are some effective chatbot tools for customer service?" or "How can I use chatbots to improve customer satisfaction?"

3. TIPS TO IMPROVE YOUR PROMPT DESIGN

Defining the Task or Objective

- ❖ Define the task or objective clearly
- ❖ Provide relevant context
- ❖ Use specific keywords and phrases
- ❖ Avoid ambiguity and vagueness
- ❖ Consider the model's strengths and weaknesses

Crafting the Prompt

- ❖ Keep the prompt concise and to the point
- ❖ Use natural language that is easy for the model to understand
- ❖ Use appropriate punctuation and grammar
- ❖ Use examples or scenarios
- ❖ Use a clear and descriptive title

PROMPT: "YOU ARE AN EXPERT IN CREATING PROMPTS FOR GPT3 AND PERPLEXITY. WHAT ARE THE 20 ISSUES I SHOULD THINK ABOUT TO HELP ME BUILD A FANTASTIC PROMPT TO GET THE ANSWERS THAT I NEED?".

3. TIPS TO IMPROVE YOUR PROMPT DESIGN

Formatting the Prompt

- ❖ Use formatting such as bullet points or numbered lists
- ❖ Use a consistent tone and style
- ❖ Use active voice
- ❖ Use questions
- ❖ Use prompts that are relevant to the model's strengths and capabilities

Customizing the Prompt

- ❖ Use prompts that are relevant to the specific use case or application
- ❖ Use prompts that are open-ended
- ❖ Use prompts that are specific to the domain or industry
- ❖ Use prompts that are based on real-world scenarios or problems
- ❖ Test the prompt with different parameters and settings

3. TIPS TO IMPROVE YOUR PROMPT DESIGN

Tips and Tricks

- ❖ Use templates or pre-built prompts as a starting point
- ❖ Collaborate with others to refine the prompt
- ❖ Use feedback from the model to improve the prompt
- ❖ Continuously refine and optimize the prompt
- ❖ Stay up-to-date with the latest developments in GPT3 and Perplexity

These slides group the key issues to consider when building a fantastic prompt for GPT3 and Perplexity into five categories, and can be used as a reference guide for creating effective prompts [1 2 3 4 5 6](#)

4. SOME OTHER EXAMPLES

1. What are the most common challenges faced by small businesses in my industry?
2. How can I streamline my consulting processes to save time and increase efficiency?
3. What are the most effective marketing strategies for small consulting practices?
4. How can I improve the quality of my consulting services to better meet client needs?
5. What are the best tools and technologies for small consulting practices?
6. How can I differentiate my consulting practice from competitors in my industry?
7. What are the most effective pricing strategies for small consulting practices?
8. How can I improve my communication skills to better connect with clients?
9. What are the most important metrics to track for small consulting practices?
10. How can I improve my project management skills to better manage client projects?
11. What are the most effective ways to build and maintain client relationships?
12. How can I improve my networking skills to connect with potential clients?

PROMPT: "CAN YOU PROVIDE ME WITH 50 PROMPTS THAT A SMALL CONSULTING PRACTICE COULD USE TO MAKE THEIR BUSINESS MORE EFFICIENT, HIGHER QUALITY, MORE PROFITABLE AND STAND OUT FROM THEIR COMPETITORS?".

4. SOME OTHER EXAMPLES

13. What are the most effective ways to market my consulting services to potential clients?
14. How can I improve my negotiation skills to close more deals?
15. What are the most effective ways to manage client expectations?
16. How can I improve my time management skills to better balance client projects?
17. What are the most effective ways to manage client feedback and incorporate it into my work?
18. How can I improve my leadership skills to better manage my consulting team?
19. What are the most effective ways to manage remote teams in a small consulting practice?
20. How can I improve my financial management skills to better manage my consulting practice?
21. What are the most effective ways to manage risk in a small consulting practice?
22. How can I improve my problem-solving skills to better address client challenges?
23. What are the most effective ways to stay up-to-date with industry trends and developments?
24. How can I improve my research skills to better understand client industries and challenges?
25. What are the most effective ways to manage client data and information?
26. How can I improve my public speaking skills to better present my consulting services to potential clients?

4. SOME OTHER EXAMPLES

27. What are the most effective ways to market my consulting services to potential clients?
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31. What are the most effective ways to manage client feedback and incorporate it into my work?
32. How can I improve my leadership skills to better manage my consulting team?
33. What are the most effective ways to manage remote teams in a small consulting practice?
34. How can I improve my financial management skills to better manage my consulting practice?
35. What are the most effective ways to manage risk in a small consulting practice?
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40. How can I improve my public speaking skills to better present my consulting services to potential clients?

4. SOME OTHER EXAMPLES

41. What are the most effective ways to manage client expectations around project timelines and deliverables?
42. How can I improve my writing skills to better communicate with clients?
43. What are the most effective ways to manage client conflicts and disagreements?
44. How can I improve my customer service skills to better serve my clients?
45. What are the most effective ways to manage client feedback and incorporate it into my consulting services?
46. How can I improve my listening skills to better understand client needs?
47. What are the most effective ways to manage client expectations around pricing and fees?
48. How can I improve my presentation skills to better communicate my consulting services to potential clients?
49. What are the most effective ways to manage client expectations around project outcomes?
50. How can I improve my creativity skills to better develop innovative solutions for clients?

4. SOME OTHER EXAMPLES

51. What are the most effective ways to manage client expectations around project scope?
52. How can I improve my critical thinking skills to better analyze client challenges?
53. What are the most effective ways to manage client expectations around project resources?
54. How can I improve my emotional intelligence skills to better connect with clients?
55. What are the most effective ways to manage client expectations around project risks?
56. How can I improve my problem-solving skills to better address client challenges?
57. What are the most effective ways to manage client expectations around project timelines and deliverables?
58. How can I improve my writing skills to better communicate with clients?
59. What are the most effective ways to manage client conflicts and disagreements?
60. How can I improve my customer service skills to better serve my clients?

Prompt: Please provide a list of the top 75 countries in the world by economic output, alphabetically, one country per line for me to use as a drop down in my surveymonkey:

ChatGPT: Certainly, here's the list of the top 75 countries in the world by economic output, alphabetically, one country per line:

- Algeria
- Angola
- Argentina
- Australia
- Bangladesh etc.

Note that this list is based on the economic output of each country as of my knowledge cutoff in September 2021, and may change over time.



Prompt: If I had one score between 0 and 10 and I wanted to show it on a speedo chart, how can I do it so it is not either _100, 0, or 100? How do I create a speedometer chart in Google Sheets to show this?

ChatGPT: Creating a speedometer chart in Google Sheets requires a slightly different approach. Here's how to create one using a single score between 0 and 10:

- Prepare your data: In cell A1, type "Score." In cell A2, input the single score (e.g., 4). In cell B1, type "Remaining" and in cell B2, enter the formula " $=10-A2$ ".
- Create a pie chart: Select cells A1:B2, click "Insert" in the menu, and choose "Chart." In the "Chart editor" panel, choose "Pie chart" under "Chart type."
- Modify the chart: Click the "Customize" tab in the "Chart editor" panel. Expand the "Pie chart" section, and set the "Donut hole size" slider to around 50% or smaller for a more speedometer-like appearance.
- Adjust the colors: Under the "Customize" tab, expand the "Slice" section. Choose the "Score" slice and set its color to a distinct color (e.g., green). Choose the "Remaining" slice and set its color to a lighter shade of the same color or a neutral color (e.g., light gray).
- Rotate the chart: Unfortunately, Google Sheets does not allow you to rotate the pie chart to resemble a speedometer directly. As an alternative, you can take a screenshot of the chart, paste it into an image editor, and manually rotate the image before inserting it back into your Google Sheet.
- While Google Sheets has some limitations compared to Excel, this method will still give you a visual representation of the single score between 0 and 10 using a donut chart.

