

THE AI INNOVATION KICKSTART

*8 Prompts to Unlock
Game-Changing Ideas*



INTRODUCTION

You don't need more sticky notes.
You need better prompts.

This cheat sheet isn't about filling time in a brainstorming session. It's about helping you and your team think in a way that actually leads somewhere—toward better ideas, stronger solutions, and a business that doesn't just keep up but stands out.

These prompts are designed to work with any AI tool (like ChatGPT), but don't worry—you don't have to be “into tech” to use them. If you can copy and paste, you're good.

Here's how it works:

- First, you'll give the AI a little context using the Innovation Input (Prompt #1).
- Then, try out any of the 7 follow-up prompts—each one is designed to challenge your current thinking about your customers, your products, or the way you work.
- Read what the AI gives you. See if something clicks. If it doesn't, tweak the prompt and try again. This is about exploration, not perfection.

And remember:

You're not looking for the idea.
You're looking for the idea that leads to the idea.

PROMPT #1: THE INNOVATION INPUT

Use this prompt first to give your AI assistant the key context it needs to tailor the rest of the responses for your business.

Prompt:

“Act as an innovation consultant. My business provides [insert product/service] for [insert audience]. The main problem we solve is [insert problem]. Please remember this as context for future prompts.”

SAMPLE INPUT EXAMPLE:

“My business provides virtual bookkeeping services for small law firms. The main problem we solve is giving them back time and peace of mind so they don't get buried in receipts and audits.”

THE 7 CREATIVITY CATALYSTS

Once you've entered the Innovation Input above, use these 7 prompts to spark breakthrough ideas for your product, customer experience, and internal operations.

1 Future Friction Finder

"Given our business and the problem we solve, what hidden challenges might our customers face 12 months from now—and how might we proactively solve them in unexpected ways?"

2 Industry Remix

"What are three unusual or surprising industries we can learn from—and how might they inspire a new approach to our product, service, or process?"

3 Customer Journey Jolt

"Walk through our customer's experience from first contact to post-purchase. Where are the friction points—and how might we turn them into moments of delight?"

4 Invisible Needs Detector

"What unspoken or unacknowledged needs might our customers have—and how might we serve them in a way they didn't expect but now can't live without?"

5 Internal Innovation Spark

"Looking at how we currently operate (our meetings, communication, workflows, hiring, etc.), what's one area we could radically improve to make our team more creative, faster, or more energized?"

6 Experiment Generator

"What's one small, low-cost experiment we could try next month that could lead to a big breakthrough if it works?"

7 Unexpected Magnetism

"If we wanted to become the most talked-about business in our category—for all the right reasons—what would we do differently?"

WHAT MAKES A GREAT AI RESPONSE?

When reading the AI's output, here's what to look for:

- ✓ It's unexpected
- ✓ It solves a real pain point
- ✓ It sparks a bigger idea
- ✓ It makes you think, "Huh...I hadn't considered that"

YOUR 5-STEP ACTION CHECKLIST

1. Run the Innovation Input + 2 creativity prompts
2. Capture 3 ideas that surprise you
3. Choose 1 idea to share with your team
4. Identify 1 way to test it in the next 30 days
5. (Optional but awesome): Bring Bill in to help you go from spark to strategy

BONUS SUGGESTIONS

- Encourage your team to use these prompts during brainstorming sessions.
- Use one of them to kick off each staff meeting or strategy retreat.
- Revisit the same prompt every quarter to see how answers evolve.
- Don't look for the "perfect idea." Look for the idea that leads to the idea.

READY TO GO DEEPER?

If this cheat sheet opened up new possibilities for your team, imagine what we can do together in real time.

I work with organizations that want more than just talk. If you're looking for:

- A high-impact **keynote speaker** who makes innovation practical and inspiring
- A hands-on **Half-Day Innovation Sprint** that moves your team from ideas to action

Let's talk.

Visit www.BillStainton.com or connect with me directly at Bill@BillStainton.com

Together, we'll find the ideas that matter—and turn them into results.