



Prompt Guide for Business Leaders

Personalized Frontier Transformation blueprint

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Introduction

The pace of change in AI is redefining what it means to lead technology. The most forward-thinking organizations will become Frontier Firms and transform how they create value, make decisions, and engage customers by pairing human expertise with AI-driven insight.

For business decision makers (BDMs), this transformation is no longer a question of if, but how. AI is redefining competitive advantage across every industry, from accelerating growth and productivity to unlocking new business models. The actions you take today will determine how effectively your organization can harness AI to drive impact tomorrow.

The Microsoft 365 Copilot prompt guide for BDMs helps you turn Microsoft's resources into a personalized Frontier Transformation blueprint that reflects your organization's priorities, opportunities, and stage of maturity. Built for use within Microsoft 365 Copilot, this guide turns strategy into action, helping business leaders connect innovation to measurable outcomes.

Through this guide, Microsoft 365 Copilot will help you:

- ✓ Assess your organization's current state of AI readiness.
- ✓ Identify opportunities to drive growth and efficiency with AI.
- ✓ Map high-value use cases to business priorities.
- ✓ Outline a practical roadmap for scaling AI adoption.
- ✓ Anticipate challenges around risk, compliance, and change management.
- ✓ Define actionable next steps for your AI adoption strategy.

Every organization's journey is unique, but the direction is clear. The future belongs to leaders who combine human expertise with AI-driven intelligence to deliver meaningful impact. This guide helps you take that next step by building a clear, confident strategy for the AI-powered enterprise.

How it works



Build your Frontier Transformation blueprint in four easy steps.

01

Copy the core prompt

Copy the core prompt from this guide.

02

Open Microsoft 365 Copilot and paste the prompt

Open Microsoft 365 Copilot and paste the prompt.

03

Get your blueprint

Review your personalized Frontier Transformation blueprint.

04

Go deeper

Explore additional deep dive prompts for governance, risk, security, and more.

The core prompt

Build your Frontier Transformation blueprint

Start here to create your personalized Frontier Transformation blueprint in one step. This prompt helps you assess your organization's AI maturity, uncover high-impact opportunities, and define the business outcomes AI can help you achieve.

How the prompt is structured

The Frontier Transformation blueprint prompt is already fully written for you. It follows Microsoft's four-part Copilot prompt pattern to generate a blueprint that is clear, grounded, and ready to share with your team.

Goal

What do I want Copilot to create for my organization and audience?

Source

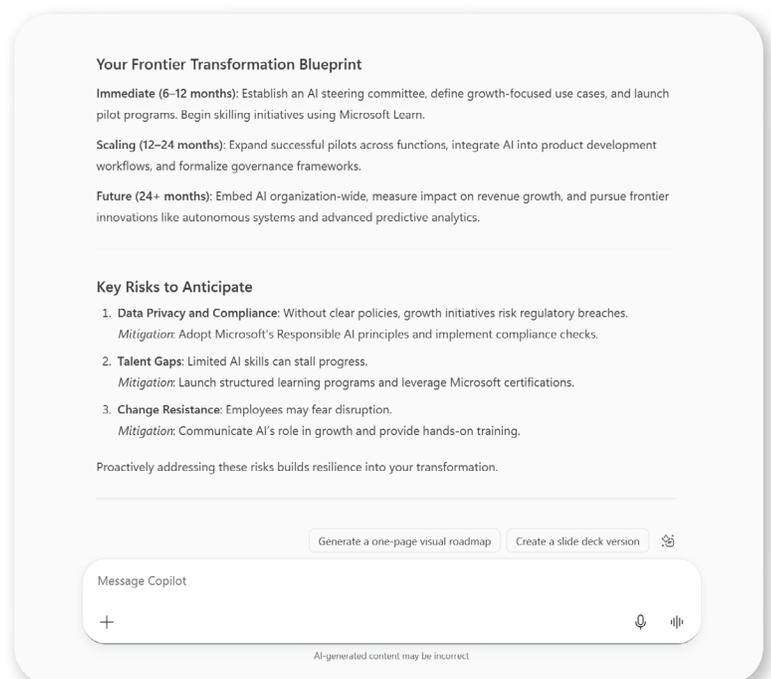
Which Microsoft and organizational materials does Copilot use as source material?

Context

What does Copilot learn about my organization, industry, and AI journey?

Expectation

How should Copilot structure and present the blueprint for business leaders?



Starting prompt for business leaders

Copy and paste this prompt into Microsoft 365 Copilot 

Goal

Act as a senior AI strategist who specializes in helping business decision makers (BDMs) build AI adoption strategies. Create a personalized Frontier Transformation blueprint for my organization, designed for a BDM audience.

Source

Reference materials

Use the following Microsoft Frontier Transformation resources as source material.

10 Best Practices to Accelerate Your Employees' AI Skills: <https://marketingassets.microsoft.com/gdc/gdcX2BOPz/original> 

The AI Decision Brief: <https://marketingassets.microsoft.com/gdc/gdcGlz47m/original> 

The Business Guide to AI Solutions: <https://marketingassets.microsoft.com/gdc/gdcaUGY3s/original> 

Work Trend Index 2025 – The Year of the Frontier: https://assets-c4akfrf5b4d3f4b7.z01.azurefd.net/assets/2025/04/WTI-2025-04-The-Year-the-Frontier-v13_68535917c7c2a.pdf 

Minimize Risks and Reap the Benefits of AI: <https://marketingassets.microsoft.com/gdc/gdctvlyrZ/original> 

AI Use Case for Business Leaders: <https://marketingassets.microsoft.com/gdc/gdco4Q5iz/original> 

Create an AI Learning Culture: <https://marketingassets.microsoft.com/gdc/gdc8GyHXv/original> 

Grow Your Business with AI You Can Trust: <https://marketingassets.microsoft.com/gdc/gdctINjpb/original> 

The AI Strategy Roadmap: <https://marketingassets.microsoft.com/gdc/gdc9wYvCw/original> 

Context

Step 1: Confirm the user's context

Use my profile information already available in Copilot (e.g., company name, company industry, user job function) to personalize your response. If you don't have this information, ask me to provide it. Then, ask me to choose my AI maturity stage using this guide:

- Exploring: Trying concepts/pilots; no cohesive strategy.
- Planning: Leadership aligned; business cases mapped; limited implementation.
- Implementing: Running pilots/early rollouts; early results.

- Scaling: Expanding across functions; governance and reskilling in place.
- Realizing: AI embedded org-wide; measurable ROI/innovation.

Finally, ask me to confirm my top business priority (e.g., growth, efficiency, customer experience, risk/compliance, or other).

✔ **Context Check**

1. AI Maturity Stage
Here's the guide—please choose one:

- **Exploring:** Trying concepts/pilots; no cohesive strategy.
- **Planning:** Leadership aligned; business cases mapped; limited implementation.
- **Implementing:** Running pilots/early rollouts; early results.
- **Scaling:** Expanding across functions; governance + reskilling in place.
- **Realizing:** AI embedded org-wide; measurable ROI/innovation.

(From your memory, you mentioned "Exploring," but let me confirm if that's still accurate.)

2. Top Business Priority
Which is most critical for NextWave right now?

- Growth
- Efficiency
- Customer Experience
- Risk/Compliance
- Other (please specify)

Try it with **Work tab**
Choose 'Planning' as maturity stage
Set 'Growth' as top priority

Maturity Stage:
Exploring

Top Business Priority:
Growth

AI-generated content may be incorrect

Expectation

Step 2: Generate the blueprint

Generate the blueprint (about 1,600–2,000 words) structured into six sections.

Each section must be tailored to my role, company, industry, maturity stage, and business priority.

Section 1 – Executive Overview (150–200 words)

- Inspire with Microsoft's Frontier Firm narrative (how leaders outperform peers).
- Personalize with my company, industry, and priority.
- Add one to two sentences on industry adoption momentum (AI Decision Brief).
- Conclude by bridging into AI maturity.

Use these sources: Microsoft Frontier Firm e-book, The AI Decision Brief.

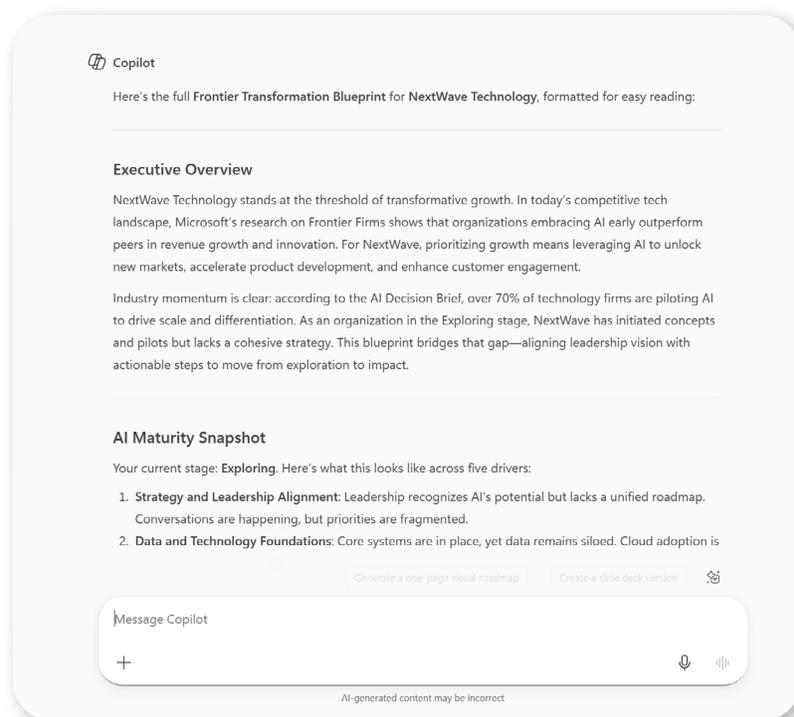
Section 2 – AI Maturity Snapshot (250–300 words)

- State my chosen maturity stage and describe what it looks like across five drivers:
 - Strategy and Leadership Alignment.
 - Data and Technology Foundations.

- AI Experience and Use Cases.
- Culture and Change Management.
- Governance and Risk Management.
- For each driver, write 40–50 words tailored to my industry and maturity stage.
- Conclude: “This profile highlights where [Company] is today and sets the foundation for prioritizing use cases.”

Use these sources: AI Decision Brief, AI Strategy Roadmap.

Section 3 – Priority Use Cases (400–500 words)



- Title: “High-value use cases for [Industry] leaders focused on [Priority].”
- Select three to five use cases from AI Use Cases for Business Leaders and the Microsoft Blog: <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/>
- For each use case:
 - Two to three sentence description.
 - Business value aligned to my top priority.
 - Optional proof point from Microsoft Blog: <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/>
- Conclude: “These are quick-win entry points suited to your maturity stage.”

Sources: AI Use Cases for Business Leaders; Microsoft Blog (1,000 Stories).

Section 4 – Strategic Roadmap (350–400 words)

- Title: “Your Frontier Transformation blueprint.”
- Structure across three horizons: Immediate (6–12 months), Scaling (12–24), Future (24+).
- For each horizon, describe:
 - Key moves from AI Strategy Roadmap.
 - Ties to my maturity and industry.
 - Frontier aspiration language.

Use these sources: The AI Strategy Roadmap, Microsoft Frontier Firm.

Section 5 – Risks to Manage (250–300 words)

- Title: “Key risks to anticipate.”
- Select three to five risks most relevant to my industry and maturity stage.
- For each risk:
 - One to two sentences describing why it matters.
 - One to two sentences with mitigation from Minimize Risk and Reap the Benefits of AI.
 - Note what success looks like if addressed well.
- Conclude: “Proactively addressing these risks builds resilience into your transformation.”

Use these sources: Grow Your Business with AI You Can Trust, Minimize Risk and Reap the Benefits of AI.

Section 6 – Recommended Next Steps (150–200 words)

- Title: “Your next 90 days.”
- Recommend three to five specific, time-bound actions aligned to my maturity stage and priority.
- Each action about 40 words: describe what it is and why it matters.
- As a conclusion, close with a 40-word aspirational line (Frontier Firm) and a call to action (Microsoft Learn, engage Microsoft account team).

Use these sources: Create an AI Learning Culture; 10 Best Practices to Accelerate AI Skilling; Microsoft Frontier Firm.

Guidance:

- Keep tone confident, approachable, and executive ready.
- Always tailor content to my inputs.
- Use only Microsoft/IDC sources listed above.
- Do not reference competitors.
- Do not speculate on ROI beyond what is grounded in Microsoft sources.

Deep dive prompts

Explore specific topics

Use these additional prompts to explore strategic areas like change management, innovation planning, and ROI measurement. Each prompt delivers focused insights and recommendations to help you translate AI strategy into measurable business results.

Where should I start with AI?

Copy and paste this prompt into Microsoft 365 Copilot 

Goal

Act as a senior AI strategist. I want your guidance on where my organization should begin with AI. Generate a focused executive ready answer (500–800 words) that:

Expectation

1. Briefly explains my maturity stage (two to three sentences), then describes how the five readiness drivers typically show up in this stage: Strategy and Leadership Alignment; Data and Technology Foundations; AI Experience and Use Cases; Culture and Change Management; Governance and Risk Management.
2. Recommends natural starting points for AI in my industry aligned to my business priority.
3. Highlights two to three quick-win use cases with business value and one proof point from the Microsoft Blog: <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/> 
4. Concludes with three next-step actions I can take in the next 90 days, tailored to my maturity stage.

Source

Use these assets as your source material:

The AI Decision Brief: <https://marketingassets.microsoft.com/gdc/gdcGlz47m/original> 

AI Use Case Explorer: <https://marketingassets.microsoft.com/gdc/gdco4Q5iz/original> 

Microsoft Blog (1,000 Stories): <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/> 

What is the best AI use case to start with?

Copy and paste this prompt into Microsoft 365 Copilot 

Goal

Act as a senior AI strategist. I want your guidance on the single best AI use case to start with in my organization. Generate a focused executive ready answer (500–700 words) that:

Expectation

1. Opens clearly: “The best starting use case for [Company] is [X].”
2. Explains why this use case is the best fit based on my industry, maturity stage, and business priority.
3. Provides two to three alternative use cases for context (one line each).
4. Validates the recommendation with one Microsoft customer story from: <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/> 
5. Outlines a 90-day pilot plan for the chosen use case: Objective; Scope (functions or processes); Success measures (two to three KPIs tied to my priority).

Source

Use these assets as your source material:

AI Use Case for Business Leaders: <https://marketingassets.microsoft.com/gdc/gdco4Q5iz/original> 

The AI Decision Brief: <https://marketingassets.microsoft.com/gdc/gdcGlz47m/original> 

Microsoft Blog (1,000 Stories): <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/> 

What are my risks?

Copy and paste this prompt into Microsoft 365 Copilot 

Goal

Act as a senior AI strategist. I want your guidance on the key risks my organization should anticipate and how to mitigate them as we adopt AI. Generate a structured, executive ready answer (600–800 words) that:

Expectation

1. Opens with positive framing: “Every AI journey involves risks. By addressing them early, [Company] can accelerate adoption with confidence.”
2. Identifies two to five risks most relevant to my industry and maturity stage, such as: data security and compliance gaps; accuracy and reliability of AI outputs; bias and fairness; workforce adoption and culture; governance and accountability.
3. For each risk: provide why it matters, a practical mitigation (draw on E-book – Minimize Risk and Reap the Benefits of AI), and what success looks like if addressed.
4. Closes with a reassurance and Microsoft CTA.

Source

Use these assets as your source material:

Grow Your Business with AI You Can Trust: <https://marketingassets.microsoft.com/gdc/gdctINjpb/> original 

Minimize Risks and Reap the Benefits of AI: <https://marketingassets.microsoft.com/gdc/gdctvlyrZ/> original 

What are the future AI trends?

Copy and paste this prompt into Microsoft 365 Copilot 

Goal

Act as a senior AI strategist. I want your guidance on where AI adoption is headed and which trends my organization should prepare for. Generate a focused executive ready answer (600–800 words) that:

Expectation

1. Outlines three to four macro trends shaping AI investment (from E-book – The AI Decision Brief).
2. Explains how these trends are playing out in my industry, with one customer example from: <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/> 
3. Frames why the trends matter at my maturity stage (e.g., what Planning vs. Scaling companies should do).
4. Connects to Microsoft's Frontier Firm aspiration and recommends two to three practical actions with a Microsoft CTA.

Source

Use these assets as your source material:

The AI Decision Brief: <https://marketingassets.microsoft.com/gdc/gdcGlz47m/original> 

Microsoft Blog (1,000 Stories): <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/> 

Should I build, buy, or extend?

Copy and paste this prompt into Microsoft 365 Copilot 

Goal

Act as a senior AI strategist. I want your guidance on whether my organization should build, buy, or extend AI solutions. Generate a structured, executive ready answer (600–800 words) that:

Expectation

1. Explains the three approaches:
 - Buy: Ready-made Microsoft and partner solutions (fast time-to-value, lower risk).
 - Extend: Customize existing Microsoft Copilot/Cloud platforms (balance speed and control).
 - Build: Custom AI development (maximum control; higher cost, risk, and skills).
2. Presents a decision matrix comparing approaches across time-to-value, cost, control, risk, skills required.
3. Recommends the best fit for my maturity, industry, and priority, with rationale.
4. Supports with one customer story from: <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/> 
5. Concludes with a Microsoft CTA.

Source

Use these assets as your source material:

The Business Guide to AI Solutions: <https://marketingassets.microsoft.com/gdc/gdcaUGY3s/original> 

The AI Strategy Roadmap: <https://marketingassets.microsoft.com/gdc/gdc9wYvCw/original> 

Microsoft Blog (1,000 Stories): <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/> 

How do I build a business case for AI and show ROI?

Copy and paste this prompt into Microsoft 365 Copilot 

Goal

Act as a senior AI strategist. I want your guidance on how to build the business case for AI and show ROI. Generate a one-page business case (600–800 words) that includes:

Expectation

1. Executive summary (two to three sentences): Why AI matters for [Company] in [Industry], tied to my top business priority.
2. Problem and opportunity: Use E-book – The AI Decision Brief and E-book – AI Use Cases for Business Leaders.
3. Value drivers: Three to four ways AI creates measurable value (productivity, cost, CX, risk reduction).
4. KPIs: Recommend three to five metrics aligned to my industry and priority.
5. Proof point: One Microsoft customer example with impact from: <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/> 
6. Risks and mitigations: Two to three risks with practical mitigations (use e-book – Grow Your Business with AI You Can Trust).
7. Next steps: Two to three immediate actions (pilot, exec alignment, engage Microsoft account team).

Source

Use these assets as your source material:

The AI Decision Brief: <https://marketingassets.microsoft.com/gdc/gdcGlz47m/original> 

AI Use Case for Business Leaders: <https://marketingassets.microsoft.com/gdc/gdco4Q5iz/original> 

Microsoft Blog (1,000 Stories): <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/> 

Grow Your Business with AI You Can Trust: <https://marketingassets.microsoft.com/gdc/gdctINjpb/original> 

How do I skill my workforce for AI adoption?

Copy and paste this prompt into Microsoft 365 Copilot 

Goal

Act as a senior AI strategist. I want your guidance on how to skill my workforce for AI adoption. Generate a structured answer (500–700 words) that:

Expectation

1. Opens with: “AI success depends on people.”
2. Provides a role-based skills map:
 - Leaders (vision, change, responsible AI).
 - Business users (Copilot productivity, data literacy).
 - IT/technical (governance, integration, security, model ops).
3. Outlines a 3-part skilling framework tailored to my maturity: Assess → Upskill → Scale.
4. Recommends a 90-day skilling plan (skills assessment; executive workshop; pilot team enablement).
5. Closes with a Microsoft CTA to Microsoft Learn for Organizations.

Source

Use these assets as your source material:

Create an AI Learning Culture: <https://marketingassets.microsoft.com/gdc/gdc8GyHXv/original>

10 Best Practices to Accelerate Your Employees' AI Skills: <https://marketingassets.microsoft.com/gdc/gdcX2BOPz/original> 

How do I lead organizational change for successful AI adoption?

Copy and paste this prompt into Microsoft 365 Copilot 

Goal

Act as a senior AI strategist. I want your guidance on how to lead organizational change for successful AI adoption. Generate a structured answer (600–800 words) that:

Expectation

1. States why change leadership is essential to realizing AI value.
2. Outlines three to four pillars:
 - Leadership alignment and communication.
 - Employee engagement and champions.
 - Reskilling and capability building.
 - Adoption, governance and feedback loops.
3. Provides maturity-specific examples (what good looks like at Exploring vs. Scaling).
4. Includes one proof point from: <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/> 
5. Suggests three next steps (leadership offsite; adoption council; pilot Copilot in one BU).

Source

Use these assets as your source material:

Create an AI Learning Culture: <https://marketingassets.microsoft.com/gdc/gdc8GyHXv/original> 

The AI Strategy Roadmap: <https://marketingassets.microsoft.com/gdc/gdc9wYvCw/original> 

10 Best Practices to Accelerate Your Employees' AI Skills: <https://marketingassets.microsoft.com/gdc/gdcX2BOPz/original> 

Microsoft Blog (1,000 Stories): <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/> 

Turn your AI strategy into actions

Explore how Microsoft AI empowers business leaders to accelerate innovation, unlock value, and lead transformation with confidence.



Get started



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