



The AD's AI Playbook

30 prompts that buy back your week

Thirty prompts, built for the hours you do not have.

Every prompt in here was rebuilt for one job: to hand you back the hours that disappear into drafting, prepping, modeling, and explaining. Not to write your philosophy for you.

The pattern that separates a useful answer from a generic one is context. Each prompt below carries the role, the audience, the constraints, and the output shape the model needs. Fill the bracketed fields with real numbers and real names. The more specific the input, the less editing on the back end.

Use them in whatever tool you already have open. Paste, fill the brackets, and treat the first output as a draft from a very fast, very literal analyst who has never met your campus.

Fill every bracket.

[SCHOOL], [FY], [NUMBER]. A prompt with brackets left in it returns a template. A prompt with your actual figures returns something you can edit and send.

Give it the source material.

Paste the budget rows, the meeting notes, the sponsor deck. Most of these get dramatically better when the model is reading your document instead of guessing at the sector.

Push back once.

The second pass is where the value is. “Too corporate, rewrite in plain language for a coaching staff” gets you most of the way there.

Never send the first draft.

Numbers, names, and compliance language get verified by a human. Every time.

A NOTE FROM CHRIS

Ideas were never the constraint. Hours were.

I spent years as a Division I athletic director, and the constraint was never ideas. It was hours. The board letter, the all-staff message, the sponsorship one-pager, the sport-by-sport budget read. All of it real, all of it eating the week before the actual leadership work started.

These 30 prompts are the ones I would have wanted on my desktop then. They will not make a decision for you. They will get you to a credible first draft in minutes so your judgment goes where it belongs: on the call, in the room, with your people.

Start with one. Run it on something real this week.

CHRIS KING · FOUNDER, CK1 LLC · FORMER DIVISION I ATHLETIC DIRECTOR

Win the room

Board, president, and trustees: the audiences where a first draft has to arrive already credible.

01.1 Annual report letter

The department's year-in-review letter is due and the blank page is winning.

You are the athletic director of [SCHOOL], writing the opening letter of the athletics annual report for [FY]. Focus the letter on [THEME, e.g. competitive investment, student-athlete outcomes, financial discipline]. Reference these results: [3 to 5 FACTS: records, GPA, revenue, capital projects]. Tone: [confident and plain-spoken]. One page, no more than five paragraphs, first person, no cliches about "exciting times." Close with what the coming year asks of our supporters.

Fill in SCHOOL, FY, THEME, FACTS, TONE

Tool Claude or ChatGPT

Source Adapted from Nicolas Boucher

01.2 Quarterly budget commentary

Finance wants narrative to sit alongside the numbers before the board packet ships.

Act as a seasoned collegiate athletics CFO. Using the figures below, write the quarterly financial commentary for the [SCHOOL] athletics board packet. Cover: revenue against budget, the two largest variances and why, expense pressure points, and the outlook for the remainder of [FY]. Figures: [PASTE KPI TABLE: ticketing, media, contributions, NIL/revenue share, personnel, travel]. Explain variances in causal language, not adjectives. Flag any figure you think is inconsistent rather than smoothing it over. 400 words.

Fill in SCHOOL, FY, KPI TABLE

Tool Claude (paste the table directly)

Source Adapted from Nicolas Boucher

01.3 Trustee FAQ builder

A capital project, a conference move, or a new revenue model is about to draw questions.

You are preparing me to brief the [SCHOOL] board of trustees on [INITIATIVE, e.g. a \$ [X]M facility project / conference realignment / revenue sharing implementation]. Build a trustee FAQ of 12 questions with answers of 3 to 5 sentences each. Include the four questions a skeptical finance-committee member would ask about cost, debt service, downside case, and what happens if projections miss. Where an answer depends on information I have not given you, write [NEEDS DATA] instead of inventing a number.

Fill in SCHOOL, INITIATIVE, X
Tool Claude or ChatGPT
Source Adapted from Nicolas Boucher

01.4 Risk and governance commentary

Someone has to write the honest paragraph about exposure, and it should be you, not counsel alone.

Draft the risk and governance section of the [SCHOOL] athletics annual report, covering [RISK TYPE, e.g. NIL and revenue-share compliance / student-athlete health and safety / dependence on a single media contract]. Structure: our exposure in specific terms, the controls and oversight in place, who owns each control, what changed this year, and what we are still building. Institutional voice, no defensive hedging, no legal boilerplate. 350 words.

Fill in SCHOOL, RISK TYPE
Tool Claude
Source Adapted from Nicolas Boucher

01.5 Board dashboard, built for you

Your board reads numbers better on one page than in a twenty-slide deck.

Build a single-page HTML dashboard for a collegiate athletics board meeting using the data below. Include: six headline KPIs with variance to budget, a multi-year revenue trend, a sport-by-sport cost line, and a simple sensitivity view showing the effect of [DRIVER, e.g. a 10% attendance decline] on the bottom line. Print-friendly, no external libraries, navy and slate palette, squared corners, no decorative icons. Data: [PASTE].

Fill in	DRIVER, DATA
Tool	Claude with artifacts
Source	Adapted from Nicolas Boucher

Communicate through change

Realignment, budget cuts, a coaching transition: the moments when the wrong words cost you a year of trust.

02.1 All-staff message on a hard change

A decision is final and 120 people need to hear it from you first, in plain language.

Write what I will say to the full athletics staff at [SCHOOL] about [CHANGE, e.g. a budget reduction of \$[X]M / a conference transition / a restructuring of [UNIT]]. Audience: coaches, trainers, operations, administrative staff. Assume no finance background and real anxiety about jobs. Cover: what is changing, why, what is decided versus still open, what it means for their work in the next 90 days, and how questions get answered. Spoken language, short sentences, no corporate euphemism. Do not promise anything I have not stated as decided. Six minutes read aloud.

Fill in SCHOOL, CHANGE, X, UNIT
Tool Claude
Source Adapted from Nicolas Boucher

02.2 Media sound bites

You have a scrum in an hour and want three quotable lines instead of a paragraph you regret.

I am the athletic director at [SCHOOL] and will face media questions on [TOPIC]. Give me five sound bites, each under 25 words, each defensible if it runs as the entire quote. Then list the three hardest follow-up questions a beat reporter would ask, with a one-sentence answer for each. No sports cliches, no phrases that sound like a press release, nothing that implies a commitment I have not made.

Fill in SCHOOL, TOPIC
Tool ChatGPT or Claude
Source Adapted from Nicolas Boucher

02.3 Strip the AI voice out

The draft is right but it reads like a machine wrote it. Everyone can tell.

Rewrite the text below in Simplified Technical English: short declarative sentences, one idea per sentence, active voice, concrete nouns, no meta-commentary, no “it is important to note,” no dash-and-flourish rhythm, no summary paragraph restating what you just said. Keep every fact and figure exactly as written. Text: [PASTE].

Fill in PASTE
Tool Any model
Source Adapted from Ruben Hassid

02.4 Make it ask first

You want a real draft, not a plausible one built on the model’s assumptions.

Before you write anything, ask me 3 to 5 multiple-choice questions about audience, tone, length, and what outcome I need from this document. Wait for my answers. Then draft. If my answers leave something material undefined, ask one more question rather than guessing.

Fill in Nothing (use as a preface to any drafting prompt)
Tool Claude
Source Adapted from an uncredited LinkedIn post in the library

02.5 Section-by-section revision

The draft is 80% there and you do not want a full rewrite that loses the good parts.

Here is the draft: [PASTE]. Do not rewrite the whole thing. List each section with a one-line diagnosis (keep, tighten, restructure, or cut) and tell me which single section is weakest and why. Then wait; I will tell you which ones to work on.

Fill in PASTE
Tool Claude
Source Adapted from an uncredited LinkedIn post in the library

Fund the department

Donors, corporate partners, and the outreach work that never has enough hours in it.

03.1 Sponsorship value proposition

A partner asks what they actually get, and “exposure” is not an answer.

Write a value proposition for a [CATEGORY, e.g. regional health system] partnership with [SCHOOL] athletics. Structure: the business problem this partner is actually trying to solve, what our platform delivers against it, the three assets that differentiate us from the other properties in this market, and the proof points we would need to substantiate each claim. Assets available: [LIST]. Audience: their CMO, not their agency. One page. Mark any claim I would need data to support with [VERIFY].

Fill in CATEGORY, SCHOOL, LIST
Tool ChatGPT or Claude
Source Adapted from Hamna Aslam Kahn

03.2 Outreach, five ways

You have one prospect and want variants worth testing instead of one safe email.

Here is a prospective [donor / corporate partner] and what I know about them: [PASTE BACKGROUND, ROLE, AFFILIATION, RECENT NEWS]. Write five outreach emails under 120 words each, each opening on a different genuine hook: their connection to the institution, a business trigger, a shared contact, a specific program, an invitation. No flattery, no “I hope this finds you well,” one clear ask per email. Note which one you would send and why.

Fill in PASTE BACKGROUND
Tool ChatGPT or Claude
Source Adapted from HubSpot

03.3 First-call opener

Ninety seconds to earn the rest of the conversation.

Write a 20-second opener for my first call with [NAME], [TITLE] at [ORGANIZATION], about [PURPOSE, e.g. a naming opportunity / a multi-year partnership]. Their background: [PASTE]. Lead with a specific reason I am calling them and not someone else, state the purpose plainly, and end on a question they will want to answer. Then give me the two most likely deflections and one line for each.

Fill in NAME, TITLE, ORGANIZATION, PURPOSE

Tool ChatGPT

Source Adapted from HubSpot

03.4 Objection prep

You know the three reasons this will stall. Have the answers written down.

I am asking [PROSPECT TYPE, e.g. a corporate partner up for renewal] for [ASK]. Anticipate the eight objections I will hear, including budget timing, attribution and ROI, leadership turnover, and skepticism about collegiate sports as a channel. For each: the objection in their words, what is really behind it, and a response under 40 words that does not get defensive or over-promise.

Fill in PROSPECT TYPE, ASK

Tool ChatGPT or Claude

Source Adapted from HubSpot

03.5 Trigger events worth a call

Timing is most of prospecting, and you are not going to read every press release.

For this list of companies and foundations in [MARKET/REGION], identify recent trigger events that would make an athletics partnership or gift timely in the next two quarters: new leadership, expansion, a category exit by a competitor, an anniversary, a stated community-investment priority. List: [PASTE]. For each, give the event, the date, the source, and the one sentence I would open with. If you cannot find a real event for an entry, say so instead of producing a plausible one.

Fill in	MARKET/REGION, PASTE
Tool	ChatGPT or Claude with web search
Source	Adapted from HubSpot

Negotiate and decide

Contracts, renewals, and the scenarios you want modeled before you are sitting across the table.

04.1 Renewal negotiation strategy

An apparel, media, or concessions deal is up and the first meeting sets the ceiling.

Build my negotiation strategy for the [CATEGORY, e.g. apparel] renewal at [SCHOOL]. Current terms: [PASTE]. Our objectives, ranked: [LIST]. Produce: our genuine sources of leverage and where we are weak, their likely objectives and constraints, three packages (target, likely, walk-away) with the specific trade in each, the concessions I can give that cost us least, and the two questions I should ask in the first meeting to learn what they actually need.

Fill in CATEGORY, SCHOOL, current terms, objectives
Tool Claude
Source Adapted from Nicolas Boucher

04.2 The call script

You want the hard sentences written before you have to say them.

Script my call with [COUNTERPARTY] about [SUBJECT]. Include: my opening frame in three sentences, the context I state as fact, my specific ask, the five rebuttals I should expect with a response to each, the point at which I stop negotiating, and the exact language for walking away without closing the door. Background: [PASTE]. Write it as speech, not prose.

Fill in COUNTERPARTY, SUBJECT
Tool Claude
Source Adapted from Nicolas Boucher

04.3 Scenario model

The decision depends on assumptions, so make the assumptions explicit and visible.

Build a three-scenario financial model for [DECISION, e.g. adding two sports / a \$[X]M facility / entering a revenue-share model at \$[Y]M annually] for [SCHOOL] athletics over five years. Base, upside, and downside cases. State every assumption in its own labeled row (attendance, contributions, media, personnel, debt service, distribution changes) so I can change one and see the effect. Give me the two assumptions the outcome is most sensitive to, and the threshold at which the downside case stops being survivable. Show the table, then the formulas.

Fill in DECISION, SCHOOL, X, Y
Tool Claude or ChatGPT with a spreadsheet
Source Adapted from Damjan Antevski

04.4 Ticket pricing strategy

Season renewals are set months before you see the consequences.

Recommend a ticket pricing approach for [SPORT] at [SCHOOL]. Inputs: current price tiers and renewal rates [PASTE], capacity and typical distribution [PASTE], comparable institutions [LIST]. Give me a value-based structure, a tiered structure by opponent and seat location, and a competitive read against the comps, with the renewal-risk tradeoff of each stated plainly. Flag any recommendation that depends on data I have not provided.

Fill in SPORT, SCHOOL, inputs, comps
Tool ChatGPT or Claude
Source Adapted from Hamna Aslam Kahn

04.5 Department SWOT that is not generic

Strategic planning season, and you want a starting draft with teeth.

Produce a SWOT for [SCHOOL] athletics as of [DATE], in the current Division I environment: revenue sharing, NIL, realignment, transfer mobility, institutional subsidy pressure. Context: [PASTE: conference, budget scale, sport count, facility position, enrollment trend]. Rules: every entry is specific to us and would not be true of a peer, no more than five per quadrant, and each weakness names who owns it. End with the single threat that most deserves board attention this year.

Fill in	SCHOOL, DATE, context
Tool	Claude
Source	Adapted from Hamna Aslam Kahn

Run the numbers

The financial and operational analysis that usually waits on someone else's calendar.

05.1 Athletics KPI set

You are building or rebuilding the report you actually manage from.

Design the KPI set for a Division I athletics department at [SCHOOL], grouped into revenue generation, cost efficiency, student-athlete outcomes, engagement, and financial health. For each KPI: definition, the source system it comes from, cadence, owner, and what a good number looks like at our scale [BUDGET/ENROLLMENT CONTEXT]. Cap it at 15 total. Tell me what you cut and why. Do not include a metric we could not actually collect.

Fill in SCHOOL, BUDGET/ENROLLMENT CONTEXT

Tool Claude or ChatGPT

Source Adapted from Hamna Aslam Kahn

05.2 Sport-by-sport P&L

The question “what does each sport actually cost us” deserves a real answer.

Build a multi-year profitability view by sport for [SCHOOL] athletics from the data below. Structure revenue and cost assumptions as separate labeled rows, allocate shared costs [SPECIFY METHOD: per-participant / per-coach / by facility use] and show the allocation explicitly so I can challenge it. Output: a table by sport with direct margin and fully-allocated margin, then the three sports where the allocation method changes the conclusion most. Data: [PASTE].

Fill in SCHOOL, METHOD, DATA

Tool Claude or ChatGPT

Source Adapted from Hamna Aslam Kahn

05.3 Budget variance detector

Something in the monthly report is off and you would rather find it than hear about it.

Examine column [COLUMN] in the data below and identify statistical anomalies and outliers: values inconsistent with the trend, suspicious round numbers, duplicated amounts, and month-over-month swings beyond [THRESHOLD]%. For each, give the row, the value, why it is anomalous, and the most likely benign explanation. Do not speculate about causes you cannot see in the data. Data: [PASTE].

Fill in COLUMN, THRESHOLD, DATA

Tool Claude or ChatGPT

Source Adapted from Damjan Antevski

05.4 Multi-year trend read

You need the story in five years of rows before the strategy retreat.

Summarize the trends in the data below across [TIMEFRAME]. For each column: direction, rate of change, inflection points and the year they occurred, and whether the recent trajectory differs from the full period. Then give me the three trends that matter most for a five-year plan, and the one that is probably an artifact of how the data was collected rather than a real shift. Data: [PASTE].

Fill in TIMEFRAME, DATA

Tool Claude or ChatGPT

Source Adapted from Damjan Antevski

05.5 Workbook audit before it goes out

The spreadsheet is about to reach the board, the president, or an auditor.

Audit this workbook before it goes to stakeholders. Find: broken references, hardcoded values sitting where a formula should be, inconsistent formulas across a row or column, circular references, ranges that stop short of the data, and totals that do not foot. Report each as location, issue, and risk if it ships unfixed, highest risk first. Do not fix anything yet.

- Fill in** Nothing (attach the file)
- Tool** Claude with file upload
- Source** Adapted from Damjan Antevski

Build your platform

Your own voice, your own visibility, and the meeting-to-artifact work that eats evenings.

06.1 Rewrite your professional profile

Your LinkedIn still reads like a job description from two roles ago.

Rewrite my LinkedIn headline and About section. Background: [PASTE ROLES, RESULTS, RECOGNITION]. Who I want to reach: [AUDIENCE, e.g. presidents, search firms, sports-tech founders]. What I want them to conclude: [OUTCOME]. Give me three headline options under 200 characters and an About section under 250 words in first person. Lead with the specific problem I solve for that audience, not a career chronology. No “passionate about,” no “proven track record.”

Fill in background, AUDIENCE, OUTCOME

Tool ChatGPT or Claude

Source Adapted from Aniket Chhetri

06.2 Mine your own experience for ideas

You have twenty years of material and a blank content calendar.

Interview me. Ask one question at a time about my career: decisions I got wrong, moments something changed, things I believe that most people in my field do not. After ten questions, give me 15 post ideas drawn only from what I actually told you, each with the specific story it rests on. No generic leadership takes, nothing I did not say.

Fill in Nothing (conversational)

Tool Claude or ChatGPT (voice mode works well)

Source Adapted from Aniket Chhetri

06.3 Get more from what already worked

One post landed. Do not let that be the end of it.

Here is a post of mine that performed well: [PASTE]. Produce 10 new pieces from the same core idea, varying the angle: the counter-argument, the practitioner how-to, a specific example, the version for a different audience, the shorter sharper version. Keep my voice and sentence rhythm. Match the original, do not smooth it out. Do not reuse the original opening line.

Fill in PASTE

Tool Claude

Source Adapted from Aniket Chhetri

06.4 Meeting to deck outline

The meeting is over and something has to be presented on Thursday.

Here are my notes from [MEETING]: [PASTE]. Build a 10-slide presentation outline for [AUDIENCE] with the decision or ask on slide one. For each slide: the title as a claim, the two or three supporting points, and what evidence I need to make it land. Mark anything the notes do not actually support as [UNSUPPORTED] instead of filling the gap.

Fill in MEETING, PASTE, AUDIENCE

Tool Claude

Source Adapted from an uncredited LinkedIn post in the library

06.5 One-page cheat sheet on anything

You have a meeting on a topic you need to hold your own in by Tuesday.

Create a one-page cheat sheet on [TOPIC, e.g. the House settlement's revenue-share mechanics / collective structures / media rights valuation] for a senior athletics administrator. Structure: what it is in three sentences, the key terms with plain definitions, the numbers worth remembering, the two or three genuine points of disagreement among people who follow it closely, and the smart questions to ask. Dense, no filler, fits on one page. Flag anything where your information may be out of date.

Fill in TOPIC

Tool Claude or ChatGPT

Source Adapted from heyronir

These prompts started with other people's work.

Every prompt here was adapted for a collegiate athletics context from a prompt published by one of the practitioners below. The framing is theirs; the translation to the athletics department is ours. Their original work is worth your follow.

Creator	Contribution	Where to find them
Nicolas Boucher	Finance and CFO prompting	linkedin.com/in/bouchernicolas
Hamna Aslam Kahn	Business strategy prompts	linkedin.com/in/hamna-aslam-kahn
Damjan Antevski	Spreadsheet and financial modeling prompts	linkedin.com/in/damjan-antevski
Aniket Chhetri	Personal brand and content prompts	substack.com/@aniketchhetri
HubSpot	Sales prospecting prompt library	offers.hubspot.com
Ruben Hassid	AI writing craft	ruben.substack.com
heyronir	Learning and research prompts	linkedin.com/in/heyronir

WHAT'S NEXT

Tell me which one you ran.

If one of these saved you an afternoon, I want to know which. And if you want the version built around your department (your numbers, your board, your calendar), that is the work I do.

Passing this along to another AD? Send them to my LinkedIn or Instagram so they can pull their own copy. Three steps, no form to fill out:

COMMENT THIS KEYWORD

PLAYBOOK

1. Follow 2. Like the post 3. Comment PLAYBOOK

LinkedIn: Chris King · Instagram: @ck1_llc

The download lands in their inbox. Next month's tool goes out the same way.



Chris King · Founder, CK1 LLC

king@ck1llc.com · ck1llc.com

linkedin.com/in/chris-king-bb177621 · instagram.com/ck1_llc