

2-Page Strategy: Session Guide

Instructions:

- This guide supports facilitating a successful strategic session and capturing the inputs the AI Builder needs to produce a high-quality **Reaction Draft**.
 - [2-Page Strategy Custom GPT](#)
 - These questions are prompts, not a checklist. You do not need to answer every question or answer them “perfectly.” Their purpose is to unlock relevant awareness, ideas, and details for the section you’re working on, so you can capture the best inputs that support that section’s framework.
 - Work through each section and record the answers under Your Notes (or a recorded transcript).
 - Be specific and concrete. When facilitating, ask for clarification of vague answers. The clearer your inputs, the stronger and more accurate the draft will be. Use detailed facts, examples, and real constraints over vague statements and ideas.
 - Complete this in one sitting or over time. If you’re unsure on a question, your best guess is fine. “I don’t know” is always the best answer when it is true and accurate, that’s okay!
 - Spend the time you need until each section feels “complete enough for a first draft.”
-

Background

Set 1: Leader’s Background & Experience

- What is the significant moment in your past that led you to doing this work?
- How might you describe the pain/problem of that moment?
- How were you affected and changed by that moment?
- What was different from that point forward?

Your Notes:

Set 2: Leader’s Experiential Lessons

- What lessons did this experience teach you?

- How have those lessons made you wiser moving forward?
- What values or beliefs were shaped by that experience?
- What pain/problem did this moment make impossible for you to ignore?

Your Notes:

Set 3: Order of Events

- What were the significant chapters in your story that led you to where you are today?
- Related to your story, what makes you excited and passionate about what you're doing?

Your Notes:

People with Problems

Purpose: Identify who is being served and what core issues they face.

Set 1: Customer Profile

- What type of people naturally resonate with your story and the way you do business?
- Are there any demographic details specific to who you want to serve: age, gender, income, relationship status, family stage, profession, etc.?
- Where are they located: geographically, online, or in terms of social circles and communities?
- If you had to describe your ideal customer as a specific character or persona, how would you describe them?

Your Notes:

Set 2: Customer Problem/Pain

- How might you describe the pain/problem your people have?
- If they could snap their fingers and fix their pain/problem, what would happen for them?
- When does this pain/problem show up? Time of day, moment in the year, life event?

- What emotions do they experience with their pain/problem?

Your Notes:

Set 3: Customer's Needed Solution

- What are your key activities? What do you do to provide a solution for these people?
- What is unique about how you execute those activities and present that offer?
- What emotions does the solution produce for them?

Your Notes:

Set 4: Customer's Alternate Options

- Who or what is trying to help them, but getting it wrong?
- How and why is this competing offer getting it wrong?
- What do they think they need vs what you know they really need?

Your Notes:

Vision of Success

Set 1: Definition of Success

- Imagine you and your work thriving 10 years from now.
- How might you describe your definition of success at that point?
- What details are important to note about your definition of success?

Your Notes:

Set 2: Definition of Impact

- How might you describe the transformation your work produces in your people's lives?
- What adjectives or states of being describe that transformation?

- If they left a 5-star review, what would you hope they would say about your work?
About you?

Your Notes:

Set 3: Intentions and Standards

- What do you always want to be true about your work, regardless of the changing of time, season, and team?
- If you were a financial investor, what would make you want to write a check to invest in your work?
- What are 5–10 words that come to mind quickly when you think about your work 10 years from now?

Your Notes:

Set 4: End Goal

- What is your endgame goal as an individual?
- What does that timeline look like?
- What is required for that to happen?

Your Notes:

Set 4 — Values & Standards

Purpose: Clarify the behavioral and decision-making principles that sustain culture.

Set 1: Core Value Inspiration

- If you could clone 3 people to help you in your work, who would you choose?
- What traits and qualities do these 3 individuals have that make them the best team members for your work?

Your Notes:

Set 2: Core Value Definition

- What 3–5 values must always be true in how you operate?
- (If helpful, you can review this list of sample work values:
 - Accountability, Adaptability, Alignment, Ambition, Appreciation, Authenticity, Autonomy, Balance, Boldness, Caring, Collaboration, Commitment, Communication, Community, Compassion, Competence, Confidence, Continuous Improvement, Contribution, Courage, Creativity, Curiosity, Dedication, Dependability, Diversity, Efficiency, Empowerment, Empathy, Equity, Excellence, Fairness, Flexibility, Focus, Gratitude, Growth, Harmony, Honesty, Humility, Inclusivity, Independence, Initiative, Innovation, Integrity, Justice, Kindness, Leadership, Learning, Loyalty, Mindfulness, Motivation, Open Communication, Optimism, Ownership, Passion, Patience, Perseverance, Positivity, Productivity, Professionalism, Recognition, Reflection, Reliability, Respect, Responsibility, Service, Simplicity, Sustainability, Teamwork, Transparency, Trustworthiness.
- What makes these values important to you and your work?

Your Notes: