



AI PROMPT GUIDE: WRITING YOUR CHANGE BRIEF

Why use AI to help complete the Change Brief?

Writing a Change Brief can feel daunting if you've never done one before — especially when you're not sure how to explain your idea clearly, or how detailed you need to be.

The good news? You don't have to do it alone.

AI can act as your thinking partner — helping you brainstorm, clarify, and even draft your responses. The key is to **ask the right questions**.

The prompts in this guide work with **any generative AI assistant** — not just one platform.

Here are some popular tools you can choose from:

- **ChatGPT** (OpenAI) — conversational and great for drafting, brainstorming, and refining your ideas
- **Claude** (Anthropic) — known for long-form writing, clarity, and a supportive tone
- **Google Gemini** — integrates directly with Google Docs and Sheets for inline assistance
- **Microsoft Copilot** — built into Microsoft Word, Excel, and Outlook for help inside your documents

Just pick the one you're comfortable with. Paste in the prompts, add your context, and let the AI help you think, write, and structure your Change Brief.

SECTION 1: Describe the Change

Prompt:

"Help me describe a business change idea. The issue is [briefly explain the problem]. I want to improve it by doing [your rough solution idea]. Can you turn that into a clear 2–3 sentence summary?"

SECTION 2: What's the Idea?

Prompt:

"Can you summarise this change idea in plain language: [insert your raw thoughts]. Make it sound clear and simple, like explaining it to a co-worker."

SECTION 3: What Will This Change Achieve?

Prompt:

"What benefits would come from [brief description of the change]? Please suggest 3–4 measurable or meaningful outcomes."

SECTION 4: Define the Scope

Prompt:

"Help me define the scope of this change. It includes [list a few things]. It does not include [list anything out of scope]. Can you format this into a clear list of inclusions and exclusions?"

SECTION 5: Estimate Time, Cost & Resources

Prompt:

"Help me estimate the effort and cost for this change. It involves [brief description], and I think it will take about [#] weeks. I'll need [people/tools]. Can you help outline this in a few bullet points?"

SECTION 6: Who Needs to Be Involved?

Prompt:

"Based on this change idea, who are the key stakeholders I should involve early? Suggest roles or titles, not names."

SECTION 7: Endorsement & Approval

Prompt:

"What are some good ways to ask for support or approval for this kind of change? Can you help me draft a 2–3 sentence message I could send to a manager or sponsor?"

Final Tip:

You don't need to accept everything the AI says — treat its suggestions as a **first draft or a starting point**, not the final answer. It works best when you provide context, and when you tweak the output to suit your voice.
