



The Finance Professionals Guide to Generative AI

Prompt Engineering Principles for Finance Professionals in the Gaming Industry



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REVISION HISTORY

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Disclaimer: AI technologies are evolving rapidly. While care has been taken in content creation, AI-generated responses may contain inaccuracies. You are encouraged to use these prompts as a foundation for independent research and verification. As with any publicly available AI tool, care must be taken not to share personal, proprietary, or sensitive content. Never input confidential data (e.g., client names, strategies, proprietary code) into third-party AI platforms unless there is an approved enterprise license with data controls. Assume all inputs and outputs may be logged by the provider unless stated otherwise. For secure AI deployment, use enterprise-grade or self-hosted models with proper governance.

This document was produced through human-AI collaboration, with human review and final approval.

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Introduction

Empowering Finance Leaders

In today's rapidly evolving financial landscape, the ability to leverage AI effectively is becoming a defining factor of professional excellence. Yet many finance professionals struggle to fully tap into AI's potential. Not because of the tools themselves, but because of how they interact with them. At the heart of successful AI adoption lies one critical skill: prompt engineering. This framework was created to empower finance leaders, controllers, and operational professionals to confidently guide AI toward producing clear, actionable, and defensible outputs. With structured prompting, you can elevate not just your efficiency but also the strategic value you bring to your organization.

Purpose-Built Prompts

The purpose of this framework is to provide finance professionals with a clear, structured approach to crafting prompts that maximize the quality, relevance, and professional rigor of AI-generated outputs. It offers practical, real-world examples tailored to finance functions, from strategic planning and investor communications to compliance, reporting, and operational efficiency. Our goal is simple: to help you work smarter, faster, and more strategically while upholding the highest standards of financial governance and integrity.

The prompts presented in this guide are not theoretical exercises, they are purpose-built examples designed for immediate use across key finance leadership and execution domains. Each prompt follows a simple-to-enhanced format: starting with a straightforward request and building into a structured, detailed version that reflects the real-world expectations of an organization's leadership team. By learning how to construct and customize these prompts, you can consistently produce higher-quality outputs that align with executive, board, and regulatory standards.

How To Use This Guide

The way you prompt AI shapes the quality, speed, and reliability of your financial outcomes. Vague prompts yield weak or risky results, while clear ones turn AI into a strategic partner, enhancing reports, spotting risks, and driving growth. Mastering prompts boosts both insights and leadership impact.

Each section of this guide follows a consistent structure: it introduces a finance topic and provides a prompt that incorporates best practices for role definition, clarity, context, and tone. Review the examples, adapt them to your company's specifics, and practice iterating based on your needs. Pay special attention to optional elements like tone, context, constraints, and response formats. They are often the difference between a generic reply and a strategic breakthrough.

You are encouraged to treat this as a living document: edit, evolve, and expand the prompts based on real-world applications. By consistently applying these methods, you will not only

improve your individual delivery but also help set a new standard of excellence for finance teams using AI.

Leading the Future

Finance professionals who master GenAI prompting will be better positioned to lead their organizations into a future where AI augments, not replace human expertise. This is your opportunity to develop a new leadership capability: the ability to extract strategic, actionable intelligence from AI tools while maintaining your professional standards. Mastering this framework will not only accelerate your current performance but will also future-proof your relevance and leadership value in a tech-driven economy.

The future of finance leadership isn't just about numbers. It's about how you think, how you lead, and how effectively you collaborate with emerging technologies. Welcome to the next step in your leadership journey.

Using GenAI Tools Safely

Generative AI (GenAI) tools are transforming how organizations operate, offering powerful capabilities for ideation, drafting, and analysis. However, like any technology, their safe and responsible use is important to protect sensitive information and maintain compliance. Whether you're leveraging public AI tools with a free or paid subscription, utilizing enterprise-grade solutions, or deploying secure self-hosted models, understanding best practices is essential.

This section provides clear, actionable guidance for Finance professionals to navigate GenAI usage across different environments; public domain, enterprise licenses, and self-hosted models. By adopting these strategies, you can harness the potential of GenAI while safeguarding your organization's data and aligning with governance standards. For deeper insights into strategic adoption, refer to our companion guide, *Getting Started with GenAI Tools (May 2025)*.

Public Doman Usage (non-enterprise license)

If your organization does not have an enterprise license for generative AI (GenAI) tools like ChatGPT, you can still use these tools responsibly with free or paid subscriptions (e.g., ChatGPT Free or Plus plans). However, strict precautions are necessary to protect sensitive information:

- **Avoid inputting sensitive data:** Never enter personally identifiable information (PII), employee data, compensation details, financial information, or confidential company data into public AI tools, whether using a free or paid subscription. Assume all inputs and outputs may be logged or stored by the provider unless explicitly stated otherwise in their terms.
- **Redact or anonymize information:** Paraphrase real scenarios when testing prompts. For example, use generic terms like “a regional manager” or “a customer” instead of specific names, roles, or titles. Replace sensitive data with placeholders (e.g., “Employee X” or “Company Y”).
- **Disable data retention features:** If the tool allows, turn off chat history or training features to prevent your inputs from being used to train the model. For instance, in ChatGPT, disable “Chat history & training” in the settings for both free and paid accounts.
- **Review terms of service:** Understand how the provider stores, shares, or retains data. Free and paid subscription plans often lack the robust data controls found in enterprise licenses or self-hosted models, so exercise caution.
- **Limit use to non-sensitive tasks:** Use public AI tools only for general tasks like content ideation, drafting templates, or brainstorming non-confidential ideas. Avoid using them for regulatory-sensitive, financial, or legal use cases.

- **Conduct output reviews:** Before integrating AI-generated outputs into internal systems, review and edit them outside the platform to ensure no sensitive information is inadvertently included.

For tasks involving employee data, compensation, financial modeling, or legal policies, switch to tools with enterprise-grade data controls or secure self-hosted AI models. When testing prompts, use generic, anonymized inputs and review outputs in a secure environment before transferring to internal systems.

Using GenAI Tools with an Enterprise License

If your organization has an enterprise license for a GenAI tool (e.g., ChatGPT Enterprise or similar), you benefit from enhanced data controls and governance features designed for secure usage. However, responsible use remains critical:

- **Leverage enterprise data protections:** Enterprise licenses typically include features like data encryption, restricted data sharing, and options to prevent inputs from being used for model training. Confirm these settings are enabled through your organization's IT or compliance team.
- **Follow organizational policies:** Adhere to your company's guidelines for using enterprise AI tools, including approved use cases, data handling protocols, and access controls. Enterprise licenses often integrate with internal IT systems for monitoring and compliance.
- **Redact or anonymize sensitive data when necessary:** Even with enterprise-grade protections, avoid inputting sensitive information unless explicitly permitted by your organization's policies. For example, anonymize PII or confidential data (e.g., "Employee X" or "Company Y" instead of real names) to minimize risk.
- **Use for sensitive but approved tasks:** Enterprise tools are suitable for tasks like drafting internal reports, analyzing anonymized datasets, or generating templates for regulatory compliance, provided they align with your organization's governance framework.
- **Monitor and audit usage:** Enterprise licenses often provide audit logs and usage reports. Work with your IT or compliance team to ensure that usage complies with internal policies and external regulations.
- **Secure prompt testing:** When testing prompts for sensitive use cases, use generic or anonymized inputs and validate outputs in a secure environment before integrating them into workflows.

For maximum security, enterprise-grade tools should be configured to align with your organization's IT policies, including data residency requirements and access controls. Consult your IT team to ensure proper setup and ongoing compliance.

Using Secure Self-Hosted AI Models

For organizations requiring the highest level of data security and control, secure self-hosted AI models offer a robust alternative to public or enterprise cloud-based tools. These models are deployed on your organization's infrastructure, ensuring complete control over data and usage:

- **Full data control:** Self-hosted models keep all inputs, outputs, and model operations within your organization's secure environment, eliminating risks associated with third-party providers. This is ideal for handling PII, employee data, financial modeling, or legal policies.
- **Customize to IT policies:** Configure self-hosted models to comply with your organization's security standards, including data encryption, access controls, and data residency requirements. Work with your IT team to align the deployment with regulatory and compliance needs.
- **Redact or anonymize sensitive data as a precaution:** Even in a self-hosted environment, anonymize sensitive information (e.g., use "Employee X" instead of real names) during testing or development phase of implementation to reduce the risk of internal exposure.
- **Use for highly sensitive tasks:** Self-hosted models are well-suited for confidential tasks such as analyzing employee data, generating financial reports, or drafting legal documents, as they operate within your secure infrastructure.
- **Implement governance and monitoring:** Establish clear policies for model access, usage, and auditing. Use internal logging and monitoring tools to track interactions and ensure compliance with organizational standards.
- **Secure development and testing:** When developing or testing prompts, use anonymized or synthetic data to prevent accidental exposure of sensitive information. Validate outputs in a controlled environment before integrating them into workflows.

Deploying self-hosted AI models requires technical expertise and infrastructure investment. Collaborate with your IT and data security teams to select, configure, and maintain models that meet your organization's needs.

Key Precautions

Whether using a free, paid, enterprise, or self-hosted AI model, always take these precautions:

- **Thoroughly review inputs:** Ensure all names, PII, sensitive company data, and confidential information are redacted or anonymized before entering prompts. A single oversight could lead to unauthorized disclosure, even in secure environments.
- **Treat public tools as external services:** Free and paid subscriptions to public AI platforms lack the governance of enterprise or self-hosted solutions. Assume all interactions are visible to the provider unless otherwise specified.
- **Opt for secure alternatives when needed:** For confidential or regulatory-sensitive tasks, prioritize enterprise-grade tools or self-hosted AI models with robust data controls.
- **Stay informed:** Regularly review the provider's terms of service (for public and enterprise tools), your organization's AI usage policies, and self-hosted model configurations to stay compliant with evolving standards.

By prioritizing safe and responsible use of GenAI tools whether in the public domain, through enterprise licenses, or via secure self-hosted models your organization can unlock transformative benefits while safeguarding sensitive data and ensuring compliance.

The Power of Effective Prompting

How Effective Prompts Drive Better AI Responses

When you interact with an AI, the quality of its response depends on how clear and detailed your prompt is. A prompt is the instruction or question you give the AI. A well-written prompt acts like a roadmap, guiding the AI to give you accurate, useful, and relevant answers that match your goals, tone, and audience.

Clear prompts reduce confusion, making sure the AI understands exactly what you want. This leads to professional and targeted responses. On the other hand, vague or unclear prompts can result in generic or incorrect answers, requiring you to revise and try again.

This guide explains how to create effective prompts by focusing on their components—the key parts that make up a prompt—and how to organize them clearly.

What Makes an Effective Prompt

An effective prompt has two main elements: content and structure. Together, this ensures the AI understands your request and delivers a high-quality response.

- **Content: Give the AI All the Details It Needs**

The AI needs clear and complete information to do its job well. This includes who you are, what you want, and any specific details or examples. The more precise your content, the better the AI can meet your needs.

- **Structure: Organize Your Prompt Clearly**

Even if you include all the right details, the way you present them matters. A well-organized prompt uses simple formatting, like bullet points or numbered steps, to make your instructions easy for the AI to follow. Clear structure reduces confusion and helps the AI focus on what's important.

Components of an Effective Prompt

A prompt is made up of several components, or building blocks, that work together to guide the AI. These components are divided into two categories: essential and optional. Not every prompt needs all components, but including the right ones for your task will improve the AI's response. The tables on the next page explain essential and optional components of an effective prompt.

Essential Components (always include these)

These are the core parts every prompt should have to ensure the AI understands your request.

Essential Components	Description	Example Text
Persona	Who or what the model is acting as. Also called "role" or "vision."	You are a CFO of a mid-size organization responsible for financial strategy, compliance, and performance optimization.
Objective	What you want the model to achieve. Be specific and include any overarching objectives. Also called "mission" or "goal."	Your objective is to develop a 3-year financial roadmap focused on revenue diversification, cost management, and capital allocation.
Instructions	Step-by-step instructions on how to perform the task at hand. Also called "task," "steps," or "directions."	<ol style="list-style-type: none">1. Identify revenue streams and cost centers.2. Set financial KPIs by business unit.3. Recommend capital investment priorities.

Optional Components (use when needed):

These components are helpful for more complex tasks or to add extra clarity. You don't need to include them every time, but they can make your prompt more effective.

Optional Components	Description	Example Text
System instructions	Technical or environmental directives that control the model's behavior across tasks.	You are a financial modeler trained in Excel and Power BI. When prompted with financial assumptions, generate tables and scenario forecasts without additional commentary.
Constraint	Restrictions on what the model must adhere to when generating a response, including what the model can and can't do. Also called "guardrails," "boundaries," or "controls."	Avoid financial jargon. Use plain English suitable for board-level reporting. Limit narrative to 500 words.

Optional Components	Description	Example Text
Tone	The tone of the response. You can also influence the style and tone by specifying a persona. Also called "style," "voice," or "mood."	Respond in a professional, data-informed tone suitable for senior executives.
Context	Any information that the model needs to refer to in order to perform the task at hand. Also called "background," "documents," or "input data."	Include the company's business model, geographic footprint, and current year-to-date performance against budget.
Few-shot examples	Examples of what the response should look like for a given prompt. Also called "exemplars" or "samples."	<p>Input: Draft a revenue growth strategy focused on billing efficiency and client retention.</p> <p>Output: As CFO of a mid-size professional services firm, our 3-year revenue strategy emphasizes billable hour optimization, expanding into AI consulting, and investing in client relationship software.</p>
Reasoning steps	Tell the model to explain its reasoning. This can sometimes improve the model's reasoning capability. Also called "thinking steps."	Explain your financial prioritization step-by-step.
Response format	The format that you want the response to be in. For example, you can tell the model to output the response in JSON, table, Markdown, paragraph, bulleted list, keywords, elevator pitch, and so on. Also called "structure," "presentation," or "layout."	Present the revenue strategy in 3 sections: Goals, Assumptions, and KPIs. Format your response with a header / title, paragraphs, and bulleted lists when appropriate.
Recap	Concise repeat of the key points of the prompt, especially the constraints and response format, at the end of the prompt.	Summarize strategic initiatives and KPIs. Ensure alignment with the firm's growth targets.

Prompt Refinement in Action: Exploring Structure and Impact

Crafting effective prompts often involves fine-tuning their components based on the specific task. Optional elements—such as examples, context, or formatting—can be included or excluded, and their sequence can be adjusted to see how it impacts the model’s output. To illustrate this in action, let’s examine a before-and-after prompt scenario and break down how these changes influence the quality of the response.

Original Prompt Text

"Create a revenue growth strategy for a company. Include financial targets and operational actions."

Prompt Analysis

Component	Analysis	Missing or Needs Clarification?
Persona	Not specified. The model may assume a generic role (e.g., analyst or consultant), which leads to variable tone and content. A clearly defined persona like "CFO of a mid-sized company" would better shape strategic depth and financial framing.	! Missing — A persona is essential to orient the model toward executive-level thinking.
Tone	Not stated. The AI could produce a casual, overly technical, or inconsistent voice. For CFO-level work, a data-driven and strategic tone is crucial.	! Missing — Should specify a tone like "professional and analytical, suitable for board-level discussion.
Task	Reasonably clear — asking for a strategy that includes financial and operational components. However, no guidance is given on which metrics, timeframes, or format to use.	! Partially Missing – Clear direction on what outputs should include (e.g., assumptions, KPIs) is needed for financial utility.
Context	No details about the company’s size, industry, revenue baseline, or market conditions. This reduces the AI’s ability to tailor the strategy.	! Missing – Context is crucial to ensure the output reflects realistic constraints and opportunities.
Example	No illustrative output or format guidance is given. The model must infer structure, which often leads to vague or inconsistent results.	! A sample outline or mini-example would greatly improve output alignment.

Component	Analysis	Missing or Needs Clarification?
Format	Unspecified. Without expectations (e.g., bulleted plan, tables, strategic summary), results may be hard to read or inconsistent with executive presentation norms.	⚠️ Partial – Add structure guidance like section headers or key data points.

The original prompt provides a functional starting point, but its effectiveness is hampered by a lack of structure, role definition, and clarity. The omission of key components, especially persona, context, and format forces the AI to fill in gaps on its own, which can lead to outputs that miss the mark in tone, detail, or realism. For executive use cases like revenue planning, these elements are essential to ensure the AI produces usable and aligned results without excessive rework.

Enhanced Prompt Text

"Act as the CFO of a mid-size professional services firm. Develop a 3-year revenue growth strategy focused on increasing billable hours, expanding into new practice areas, and enhancing client retention. Structure the output using the following sections:

- **Strategic Goals:** High-level financial objectives (e.g., revenue targets, EBITDA margin improvement).
- **Key Assumptions:** Billing rates, staff capacity, expected growth by segment.
- **Investment Areas:** Capital allocation in AI technology, training, geographic expansion.
- **KPIs:** Utilization and realization rates, revenue per client facing professional, client churn rate.

Context: The firm currently generates \$50M in annual revenue with 150 consultants and 50 support staff. It serves mid-market corporate clients and has modest tech adoption. Use a professional and strategic tone suitable for a board presentation. Limit the response to 600 words, and use bullet points where appropriate.

Optional Example: Follow formatting used in investor memos or financial dashboards."

Prompt Analysis

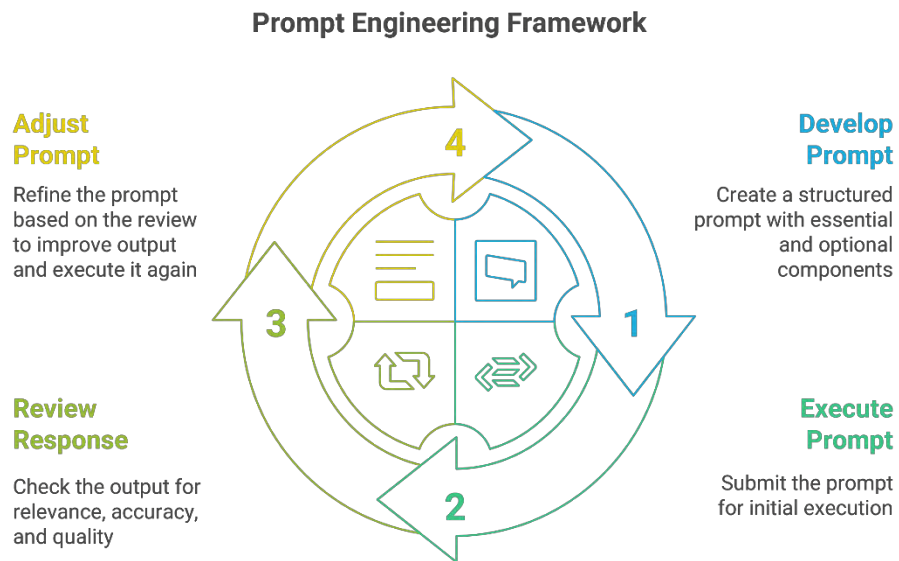
Component	Analysis	Missing or Needs Clarification?
Persona	Well-defined: "Act as the CFO of a mid-size professional services firm" sets the model's domain expertise, framing, and tone expectations. This encourages strategic thinking, financial language use, and executive framing.	✅ Strong – Persona directly informs tone, domain depth, and narrative structure.

Component	Analysis	Missing or Needs Clarification?
Tone	Clearly directed: "Professional and strategic tone suitable for a board presentation" ensures the model crafts polished, stakeholder-appropriate output.	✔ Clear – Strong alignment with executive communications.
Task	Detailed and multi-part: Specifies the time horizon (3 years), focus areas (billable hours, expansion, retention), and output structure (goals, assumptions, investments, KPIs). This clarity drives high-quality responses.	✔ Well-specified – Encourages comprehensive and relevant financial planning.
Context	Includes revenue baseline, firm size, client type, and current limitations (tech adoption). These constraints anchor the AI's assumptions in realism.	✔ Rich context – Enhances credibility and makes outputs more actionable.
Example	Suggests optional modeling after investor memos or financial dashboards. This gives the AI a frame of reference for tone and layout.	⚠ Could be stronger – Would benefit from an explicit sample excerpt or output snippet.
Format	Very well-defined: Specific output sections, bullet usage, and word limit improve clarity, readability, and usability in reports or presentations.	✔ Excellent – Encourages structured, digestible executive summaries.

This enhanced prompt shows the value of thoughtful prompt engineering. With clearly defined elements i.e.: persona, tone, task breakdown, and context; the AI is equipped to deliver focused, strategic content that aligns with the expectations of a finance executive. While the inclusion of a concrete example could further elevate the prompt, its existing structure significantly reduces ambiguity and enhances output quality for planning, reporting, and decision-making use cases.

Take Away

Crafting an effective prompt is both an art and a science. Even a well-thought-out prompt can be strengthened further by explicitly defining the audience, expected format, and desired response depth. Small adjustments create significant improvements in the quality, relevance, and professionalism of AI-generated outputs.



The following pages provide example prompts for your use. Each example shows a simple prompt followed by an enhanced version of that prompt. Make yourself comfortable editing these prompts and creating new prompts to meet your needs.

How to Use the Prompt Library

How it's Organized

All the prompts are organized by section. Within each section there are one or more prompt titles. For each prompt title there is a brief explanation about the prompt accompanied by a prompt as shown in the example below:

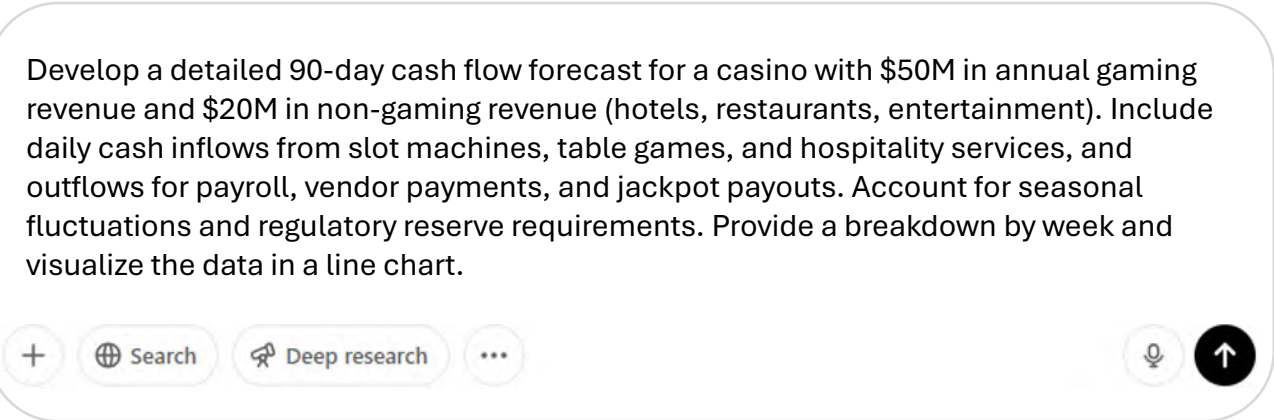
Section:	Financial Planning and Analysis
Prompt Title:	1. Cash Flow Forecasting for High-Volume Transactions (VP)
Explanation:	Casinos handle significant daily cash inflows and outflows from gaming and non-gaming operations. Accurate cash flow forecasting ensures liquidity for operations, payouts, and investments while preventing shortages.
Prompt Text:	Develop a detailed 90-day cash flow forecast for a casino with \$50M in annual gaming revenue and \$20M in non-gaming revenue (hotels, restaurants, entertainment). Include daily cash inflows from slot machines, table games, and hospitality services, and outflows for payroll, vendor payments, and jackpot payouts. Account for seasonal fluctuations and regulatory reserve requirements. Provide a breakdown by week and visualize the data in a line chart.

Copy, Paste, and Edit

The example below illustrates how to interact with the AI Tool using the provided prompt. Copy and paste the entire prompt into the window of the AI Tool you are using and customize it as needed.

What are you working on?

Develop a detailed 90-day cash flow forecast for a casino with \$50M in annual gaming revenue and \$20M in non-gaming revenue (hotels, restaurants, entertainment). Include daily cash inflows from slot machines, table games, and hospitality services, and outflows for payroll, vendor payments, and jackpot payouts. Account for seasonal fluctuations and regulatory reserve requirements. Provide a breakdown by week and visualize the data in a line chart.



Explanation of Groupings

The guide integrates the 20 VP of Finance prompts and 18 Controller prompts into a unified framework tailored to the casino industry. The six groupings align with the shared responsibilities of both roles while respecting their distinct focuses:

Financial Planning and Analysis: Combines VP prompts (cash flow, budget, tax, labor) with Controller prompts (month-end close, cycle reduction) to address forecasting and cost management.

Regulatory and Risk Management: Includes VP prompts (compliance, AML, risk, fraud, cybersecurity) and Controller prompts (internal controls, audit, SOX) to tackle the casino's regulatory and risk challenges.

Gaming Operations: Retains VP prompts for table games, slots, sportsbooks, and cage operations, focusing on core revenue-generating activities.

Hospitality and Guest Services: Includes VP prompts for food and beverage, hotel, and loyalty programs, critical for guest experience and non-gaming revenue.

Technology and Operational Efficiency: Integrates Controller prompts (expense automation, AP platforms, ERP, NetSuite, system upgrades, tech ROI) to streamline casino finance processes.

Strategic Alignment and Reporting: Combines VP prompts (revenue, capital, events, stakeholder reporting) with Controller prompts (journal entries, board packages, ASC 842, organizational strategy) to align finance with business goals.

VP of Finance and Controller Focused Prompts

Financial Planning and Analysis

This group focuses on budgeting, forecasting, tax strategies, and cost optimization to ensure financial stability and profitability across casino operations.

1. Cash Flow Forecasting for High-Volume Transactions (VP)

Casinos handle significant daily cash inflows and outflows from gaming and non-gaming operations. Accurate cash flow forecasting ensures liquidity for operations, payouts, and investments while preventing shortages.

Prompt: Develop a detailed 90-day cash flow forecast for a casino with \$50M in annual gaming revenue and \$20M in non-gaming revenue (hotels, restaurants, entertainment). Include daily cash inflows from slot machines, table games, and hospitality services, and outflows for payroll, vendor payments, and jackpot payouts. Account for seasonal fluctuations and regulatory reserve requirements. Provide a breakdown by week and visualize the data in a line chart.

2. Budget Optimization for Operational Costs (VP)

Controlling high operational costs (labor, equipment, marketing) is essential for profitability. Budget optimization identifies cost-saving opportunities without compromising service quality.

Prompt: Develop a budget optimization plan for a casino with 1,500 employees, \$10M in annual marketing spend, and \$5M in gaming equipment maintenance costs. Identify the top three areas for cost reduction (e.g., labor scheduling, vendor contracts, energy efficiency) while maintaining guest satisfaction. Provide a detailed breakdown of potential savings and implementation steps, supported by a table summarizing costs before and after optimization.

3. Tax Strategy Optimization (VP)

Casinos face complex tax obligations, including gaming taxes and sales taxes. Optimizing tax strategies minimizes liabilities while ensuring compliance.

Prompt: Create a tax optimization strategy for a casino with \$80M in gaming revenue and \$30M in hospitality revenue. Address gaming taxes, sales taxes, and corporate income taxes. Identify legal deductions, credits, or deferral opportunities compliant with state and federal regulations. Provide a breakdown of tax obligations and savings, and recommend tools for tax reporting automation.

4. Labor Cost Optimization Model (VP)

Labor is a major expense in casinos. Optimizing staffing levels improves efficiency while maintaining guest experience.

Prompt: Develop a labor cost optimization model for a casino with 2,000 employees (dealers, hospitality staff, security) operating 24/7. Analyze staffing needs based on peak and off-peak hours, using historical data showing 30% higher traffic on weekends. Propose a scheduling algorithm to minimize overtime while ensuring service quality. Include a table comparing current and optimized labor costs.

5. Cross-Functional Month-End Close Checklist (Controller)

Brings clarity to task ownership and dependencies, improving accuracy and accountability during financial close in a casino's complex, high-transaction environment.

Prompt: As the Controller, create a month-end close checklist that assigns tasks across AP, AR, GL, and FP&A teams. Include timelines, dependencies, and weekly milestones. Make sure the list is practical and reflects real-world sequencing. Avoid generic or incomplete task descriptions.

6. Monthly Close Cycle Reduction Plan (Controller)

Combines strategy and operations by identifying actionable improvements in time-sensitive processes, critical for a casino's fast-paced financial reporting needs.

Prompt: Propose a step-by-step plan to reduce the close cycle from 10 days to 5. Include automation tools, workflow changes, staffing adjustments, and early data availability tactics. Prioritize actionable changes over theoretical solutions. Exclude unrealistic assumptions like unlimited resources.

Regulatory and Risk Management

This group addresses compliance with gaming regulations, fraud prevention, cybersecurity, and risk mitigation, critical for the casino industry's heavily regulated environment.

7. Regulatory Compliance Audit Checklist (VP)

Strict gaming regulations require meticulous financial reporting. A checklist ensures compliance with gaming commissions and avoids penalties or license revocation.

Prompt: Create a comprehensive audit checklist for ensuring financial compliance with gaming regulations (e.g., Nevada Gaming Control Board or equivalent) for a casino with 1,000 slot machines and 50 table games. Include steps for financial reporting, anti-money laundering (AML) monitoring, and tax compliance. Highlight key documentation requirements and deadlines, and suggest tools for automating compliance tracking.

8. Anti-Money Laundering (AML) Monitoring System (VP)

Casinos are vulnerable to money laundering due to large cash transactions. A robust AML system ensures compliance with regulations like the Bank Secrecy Act and protects against financial crimes.

Prompt: Design a scalable anti-money laundering (AML) monitoring system for a casino processing \$1M in daily cash transactions. Include automated transaction monitoring, suspicious activity reporting, and customer due diligence processes compliant with the Bank Secrecy Act. Recommend software tools, staff training protocols, and metrics to evaluate system effectiveness, such as false positive rates and detection accuracy.

9. Financial Risk Assessment (VP)

Casinos face risks from economic downturns, regulatory changes, and consumer behavior shifts. A risk assessment helps prioritize mitigation strategies to protect financial stability.

Prompt: Conduct a financial risk assessment for a casino with \$100M in annual revenue, operating in a state with strict gaming regulations. Evaluate risks such as economic downturns, regulatory penalties, and cybersecurity threats. Rank risks by likelihood and impact, and propose mitigation strategies (e.g., diversification, insurance, compliance audits). Present findings in a risk matrix with actionable recommendations.

10. Fraud Detection Dashboard (VP)

Detecting fraud in real-time protects casino revenue and reputation. A dashboard provides actionable insights for quick response.

Prompt: Design a real-time fraud detection dashboard for a casino processing 5,000 daily transactions. Include metrics like unusual betting patterns, high-frequency cashouts, and suspicious player behavior. Recommend data visualization tools (e.g., Tableau, Power BI) and machine learning algorithms for anomaly detection. Provide a mock-up dashboard layout and sample alerts for fraud incidents.

11. Cybersecurity Investment ROI Analysis (VP)

Protecting financial and customer data is critical in an industry targeted by cyber threats. An ROI analysis ensures cost-effective cybersecurity investments.

Prompt: Evaluate the ROI of investing \$2M in cybersecurity upgrades (e.g., firewalls, encryption, employee training) for a casino handling 10,000 daily customer transactions. Estimate costs of potential data breaches (e.g., fines, reputational damage) versus benefits of enhanced security. Provide a cost-benefit analysis table and recommend specific cybersecurity tools tailored to casino operations.

12. Remote-First Internal Control Blueprint (Controller)

Aligns internal controls to modern, digital work environments, supporting SOX readiness in hybrid settings for casinos with remote finance teams.

Prompt: As Controller of a remote-first company, define practical internal control points for approvals, documentation standards, and segregation of duties. Address

digital workflows, shared system access, and audit evidence retention. Avoid outdated, office-based control assumptions.

13. COSO-Based Internal Control Evaluation Plan (Controller)

Balances structure with pragmatism, tailoring COSO's model to operational constraints in a casino's high-transaction environment.

Prompt: Using the COSO framework, draft an internal control evaluation plan for a mid-size professional services firm. Include scope, testing procedures, risk categorization, and reporting format. Tailor the plan to limited headcount and remote operations. Avoid general COSO descriptions, focus on practical application.

14. Accounting Process Walkthroughs with Fraud Controls (Controller)

Targets fraud-prone areas like cash handling in casinos, supporting risk mitigation and audit transparency.

Prompt: Document end-to-end walkthroughs for core accounting processes such as cash disbursement and payroll. Highlight control points and specific steps where fraud risk is highest. Provide suggestions for detection and prevention. Avoid theoretical risk. Use examples grounded in real-world process gaps.

15. Audit Readiness Plan with PBC Strategy (Controller)

Aligns audit prep to the casino's structure and maturity, improving outcomes for gaming commission and external audits.

Prompt: As Controller, build a detailed audit readiness plan for the upcoming annual audit. Include a tailored PBC list by audit area, timeline with internal milestones, and communications strategy with external auditors. Avoid generic audit checklists—customize to a company with \$50M–\$150M revenue.

16. SOX 404 Control Testing Matrix (Controller)

Enhances audit documentation by linking control design with testing frequency, risk level, and evidence type, critical for casino compliance.

Prompt: Create a SOX 404 control testing matrix linking each control to risk level (low/med/high), frequency (daily/monthly/annual), and required audit evidence. Include process owner and testing method (walkthrough, re-performance, etc.). Avoid vague control descriptions, make them audit-ready.

Gaming Operations

This group focuses on financial oversight of gaming floor operations, including table games, slot machines, sportsbooks, and cage operations.

17. Table Games Revenue and Cost Analysis (VP)

Table games like blackjack, poker, and roulette are significant revenue drivers but involve high labor and operational costs. Analyzing revenue versus costs helps optimize staffing and game offerings.

Prompt: Analyze the revenue and cost structure of 50 table games (20 blackjack, 15 poker, 10 roulette, 5 baccarat) in a casino generating \$15M annually from table games. Include dealer labor costs, pit boss supervision, and equipment maintenance. Identify the most profitable game type and recommend adjustments (e.g., increasing poker tables or optimizing dealer shifts) to boost net profit by 5%. Provide a table comparing revenue, costs, and net profit per game type.

18. Slot Machine Profitability Analysis (VP)

Slot machines are a major revenue driver. Analyzing their profitability helps optimize placement and game selection.

Prompt: Analyze the profitability of 1,000 slot machines in a casino, segmented by game type (e.g., classic, video, progressive) and location (e.g., high-traffic vs. low-traffic areas). Use hypothetical data showing \$10M in annual slot revenue. Identify the top-performing machines and recommend reallocation strategies to increase revenue by 10%. Provide a heatmap visualization of profitability by casino floor zone.

19. Sportsbook Profitability and Risk Management (VP)

*Sportsbooks generate revenue through wagers but carry risks from odds fluctuations and large payouts. A profitability and risk analysis ensures sustainable operations.

Prompt: Evaluate the profitability and financial risks of a sportsbook in a casino with \$5M in annual betting handle. Analyze revenue from wagers, considering a 5% hold percentage, and costs like odds management software and staff. Assess risks from large payouts or odds miscalculations. Propose strategies to mitigate risks (e.g., hedging, dynamic odds adjustments) and provide a bar chart comparing revenue, costs, and net profit across major sports seasons.

20. Cage Operations Efficiency Analysis (VP)

Cage operations handle high-volume cash and chip transactions, requiring secure and efficient processes to minimize errors and fraud. An efficiency analysis optimizes operations and reduces costs.

Prompt: Analyze the efficiency of cage operations for a casino processing \$1M in daily cash and chip transactions. Evaluate staffing levels, transaction processing times, and error rates. Propose automation solutions (e.g., cash recyclers, digital transaction tracking) to reduce costs by 10% while maintaining security and

compliance with gaming regulations. Provide a table comparing current and optimized operational metrics and a flowchart of the proposed process.

Hospitality and Guest Services

This group addresses financial management of food and beverage, hotel operations, and customer loyalty programs to enhance guest experience.

21. Food and Beverage Cost-to-Revenue Optimization (VP)

Food and beverage operations enhance guest experience and drive revenue, often through comped meals tied to player rewards. Optimizing costs relative to revenue ensures profitability.

Prompt: Develop a cost-to-revenue optimization plan for a casino's food and beverage operations, including three restaurants and two bars generating \$8M annually, with 30% of revenue from comped meals tied to player rewards. Analyze food costs, labor, and waste, and propose strategies to improve margins (e.g., menu pricing, inventory management, reducing comp overuse). Provide a table summarizing current and optimized cost-to-revenue ratios and a line chart showing projected profit improvements.

22. Hotel Revenue and Occupancy Forecasting (VP)

Hotel operations in casino resorts generate significant revenue and integrate with player rewards for room comps. Accurate forecasting optimizes pricing and occupancy.

Prompt: Create a 12-month revenue and occupancy forecast for a 500-room casino hotel with an average daily rate of \$150 and 70% annual occupancy. Account for seasonal trends (e.g., 90% occupancy during holidays) and comped rooms (20% of bookings). Propose dynamic pricing strategies to increase revenue by 10% while maintaining guest satisfaction. Provide a line chart showing monthly revenue and occupancy, and a table summarizing pricing adjustments.

23. Customer Loyalty Program ROI (VP)

Loyalty programs drive repeat business but require investment. An ROI analysis ensures cost-effectiveness and customer retention.

Prompt: Evaluate the ROI of a customer loyalty program for a casino with 50,000 active members, offering rewards like free play, dining credits, and hotel stays. Assume a \$5M annual program cost and a 20% increase in repeat visits. Calculate the incremental revenue and breakeven point. Provide a table summarizing costs, benefits, and net ROI, and suggest program enhancements based on industry trends.

Technology and Operational Efficiency

This group focuses on leveraging technology to streamline financial processes, enhance reporting, and improve operational efficiency in a casino's high-transaction environment.

24. Expense Reimbursement Automation Process Map (Controller)

Directs implementation thinking toward real bottlenecks in expense processing, critical for casinos with high employee counts and comp-related reimbursements.

Prompt: As Controller, create a process map for automating expense reimbursements using OCR and AI tools. Define each step from receipt capture to GL posting, highlight human checkpoints, and list potential failure points. Avoid generic AI descriptions and focus on practical implementation.

25. AP Automation Platform Comparison (Controller)

Anchors platform selection in casino-specific needs like traceability and integration with gaming and hospitality systems.

Prompt: Compare three cloud-based AP automation platforms suitable for finance. Evaluate based on key criteria: approval workflow, ERP integration, user experience, and audit traceability. Provide a summary table with strengths/weaknesses. Avoid vendor fluff—focus on controller-level concerns.

26. ERP Functional Requirements for GL & Reporting (Controller)

Drives clear requirements for casino ERP systems, ensuring robust general ledger and reporting capabilities for gaming and non-gaming revenue.

Prompt: As a Controller preparing for ERP implementation, draft functional requirements for GL and financial reporting. Include account structure, consolidation rules, reporting hierarchy, and real-time data needs. Avoid vague ERP terms. Be specific about finance user requirements.

27. System Migration Plan (Controller)

Prompt: Develop a phased rollout plan for migrating from System A to System B. Include: data cleansing & migration steps, cutover strategy, user training, and internal testing checkpoints. Address common pitfalls like chart of accounts misalignment. Avoid high-level timelines without tactical detail.

28. Financial System Upgrade Risk and Continuity Plan (Controller)

Ensures business continuity during system upgrades, critical for casinos where reporting delays impact compliance.

Prompt: Identify risks tied to financial system upgrades (e.g., data loss, reporting delays, compliance gaps). For each, propose specific fallback plans such as backup

procedures, parallel processing, or manual workarounds. Avoid general risk lists—use finance team–relevant scenarios.

29. Finance Tech Investment Justification (Controller)

Gauges readiness for digital transformation in casino finance operations, justifying investments in AI and modern platforms.

Prompt: Act as a Finance systems strategist and outline a sample business case and ROI model to justify investing in modern Finance platforms and adopting AI solutions for a mid-sized, growth-stage company.

Strategic Alignment and Reporting

This group focuses on long-term investments, revenue diversification, stakeholder communication, and aligning finance with business strategy.

30. Revenue Optimization Analysis (VP)

Maximizing revenue from gaming and non-gaming sources is critical in a competitive industry. This analysis helps identify high-performing areas and opportunities for growth.

Prompt: Analyze revenue streams for a casino generating 60% from gaming (slots and table games) and 40% from non-gaming (hotels, dining, shows). Identify the top three underperforming areas and propose data-driven strategies to increase revenue, such as optimizing slot machine placement, upselling hospitality services, or introducing loyalty programs. Provide estimated ROI for each strategy based on industry benchmarks.

31. Capital Expenditure Planning (VP)

Casinos require significant capital investments (e.g., gaming equipment, property upgrades). A planning framework ensures strategic allocation of funds.

Prompt: Create a 5-year capital expenditure plan for a casino planning to invest \$20M in slot machine upgrades, \$10M in hotel renovations, and \$5M in entertainment facilities. Prioritize projects based on ROI, guest impact, and regulatory requirements. Provide a Gantt chart for project timelines and a financial model showing cash flow impacts and payback periods.

32. Entertainment and Events ROI Analysis (VP)

Shows, concerts, and gaming tournaments attract visitors but require significant investment. An ROI analysis ensures events contribute to overall profitability.

Prompt: Conduct an ROI analysis for a casino hosting 12 annual events, including 4 concerts (\$500K cost each), 4 poker tournaments (\$200K cost each), and 4 slot tournaments (\$100K cost each). Assume events generate \$2M in direct revenue

and \$3M in indirect revenue (gaming, dining, hotel). Calculate ROI for each event type and recommend a mix to maximize total profit. Provide a bar chart comparing costs, revenues, and ROI, and suggest integration with loyalty programs to boost attendance.

33. Stakeholder Financial Reporting Template (VP)

Clear and transparent financial reporting builds trust with stakeholders (CFO, CEO, investors). A standardized template streamlines communication.

Prompt: Design a monthly financial reporting template for a casino to present to the CFO and investors. Include key metrics such as gaming revenue, non-gaming revenue, EBITDA, cash flow, and compliance status. Provide visualizations (e.g., bar charts for revenue, line charts for cash flow trends) and a one-page executive summary. Ensure the template is customizable for quarterly and annual reports.

34. Journal Entry Workflow(Controllor)

Explanation: Strengthens compliance and audit readiness in casinos, focusing on templates and workflows to reduce errors in high-transaction environments.

Prompt: Design standardized month-end journal entry templates (e.g., accruals, reclasses, depreciation) and outline a workflow for entry preparation, review, approval, and posting. Emphasize internal controls, audit readiness, and compliance. Avoid overly technical or ERP-specific formatting.

35. Board Package Preparation Checklist (Controllor)

Enhances decision-usefulness of financial reports for casino stakeholders, ensuring clarity for non-financial audiences like gaming executives.

Prompt: Develop a checklist for preparing quarterly Board financial reports. Include steps for account reconciliations, narrative variance analysis, and formatting for executive readability. Ensure emphasis on materiality, consistency, and visual clarity. Avoid boilerplate instructions.

36. ASC 842 Implementation Memo (Controllor)

Explanation: Helps operationalize lease accounting changes for casino properties, ensuring compliance with cross-functional alignment.

Prompt: Draft an internal memo explaining recent updates to ASC 842. Summarize key changes, implications for lease classification/reporting, and outline specific steps for implementation. Include affected departments (e.g., legal, operations). Avoid technical accounting jargon unless necessary.

37. Organizational Capability (Controller)

Uncovers where the casino must evolve to support strategic goals, aligning finance and HR capabilities with growth and regulatory needs.

Prompt: Act as a business strategist and provide a prioritized list of organizational capabilities (e.g., talent, culture, systems) that a Northeast based casino with annual revenues of [revenue] and [number] employees should strengthen to support accelerated growth, product innovation, and evolving regulatory demands.

38. Finance Value Contribution (Controller)

Reveals how finance can drive strategic value in a casino, beyond operational support, to lead transformation.

Prompt: Act as a CFO and describe 3–5 strategic initiatives Finance can lead to directly enable business growth and product innovation in a mid-sized [industry] company operating in a competitive market.

39. Business Challenge Framing (Controller)

Identifies critical business challenges in a casino where finance leadership can deliver breakthrough value.

Prompt: Act as an executive consultant and provide a list of 5–7 business-critical challenges where strategic Finance involvement has the potential to deliver breakthrough value in a [industry] company, especially in areas resistant to traditional solutions.

Wrap Up

Effective prompting is a powerful enabler of Finance excellence. Whether you're drafting policies, analyzing financials, preparing for a board meeting, aligning finance strategy to business goals, the right prompt can streamline your workflow and elevate the quality of your output.

Below is a summary of final tips to help you unlock the full potential of GenAI in your day-to-day work:

✔ Final Prompting Tips

- **Define the Persona**
Always set the perspective for the AI whether it's a CFO, Controller, AP Analyst, or Financial Analyst to align tone and expertise.
- **Be Clear About the Task**
Specify what you want the AI to do (e.g., "Draft a checklist," "Analyze Q2 financials," "Outline a policy"). A vague prompt yields vague results.
- **Add Context Where Needed**
Briefly describe your company's size, industry, or unique situation to help tailor the AI response.
- **Use Structured Formats**
Ask for outputs in bullet points, sections, tables, or other formats to ensure clarity and usability.
- **Set Tone and Audience**
Indicate the desired tone (e.g., formal, friendly, inclusive) and identify the target reader (e.g., new hire, manager, executive).
- **Iterate and Refine**
Don't hesitate to revise your prompt based on results. A second version often delivers a more precise and actionable response.
- **Avoid Sensitive Data**
Never input employee names, client information, or proprietary details into public AI tools. Use anonymized inputs unless you're operating within an approved enterprise AI environment.
- **Save and Reuse High-Impact Prompts**
Build your own library of prompts that consistently perform well across different finance scenarios.

- **Combine with Human Judgment**

AI-generated content should enhance—not replace—your expertise. Review outputs critically and refine as needed before final use.

- **Stay Curious and Experiment**

The best prompts often come from creativity and iteration. Keep testing new structures to unlock even more strategic value.

Prompting Is a Skill, Not a Shortcut

Used responsibly, AI can enhance research, drafting, and risk analysis. But the ethical and professional standards of finance remain unchanged. Treat AI as a strategic collaborator, not a legal authority.

As the tools evolve, so should your skills. Prompting is not just a technical exercise—it's a creative edge. Keep experimenting, keep refining, and let your curiosity lead the way.

Mastering these techniques takes practice, but by focusing on clarity, structure, and iterative refinement, you'll be well on your way to crafting prompts that unlock the true potential of AI. What specific prompting challenges are you facing right now? If you're ready to elevate your prompting skills today, contact our team at The Zaso Group. We're here to help you solve these challenges together!

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Resources and Contact Information



Curious about what AI can do for your business? Visit us at www.thezasogroup.com for strategies, resources, and expert insights.



Get inspired by transformative conversations on *Technology Reimagined with Ray Zaso*, now streaming on Spotify Podcasts.



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