

Executive Empress

Executive AI ERA Framework

A simple framework for getting
dramatically better results with AI



Why Most AI Results Fall Short

Most people believe better AI results start with writing better prompts.

I disagree.

Better results begin with better thinking.

That's why I created the Executive AI ERA Framework.

The Executive AI ERA Framework



Executive Objective

Reader + Risk

Aftermath

A simple framework for getting dramatically better results with AI



E = Executive Objective



Ask: What outcome are we trying to create?

- preserve a relationship
- create urgency
- decline diplomatically
- move a decision forward
- reduce confusion
- reinforce executive presence



R = Reader + Risk



Ask: Who is receiving this? What could go wrong?

Consider:

- stakeholder priorities
- sensitivities
- assumptions
- tone interpretation
- political dynamics



A = Aftermath



Ask: What happens *after* they read it?

- What response do we want?
- What confusion could this create?
- What follow-up will likely happen?
- What friction can we prevent now?

Ready to go beyond the Framework

You've learned the framework.
Now learn how to apply it.

The Executive AI Toolkit includes:

- The AI Conversation Formula
- Executive email examples
- Meeting preparation
- Difficult conversations
- Executive AI Checklist

 Get the Executive AI Toolkit



Think Downstream

Most people stop when AI gives them an answer.

Executives don't.

They ask:

- What questions will be asked?
- What decision comes next?
- What risks am I missing
- What problems could this create?

Think Downstream

Put ERA Into Practice

In the **Executive AI Leverage Lab**, you'll apply the ERA Framework to real workplace situations:

- **executive communication**
- **meeting preparation**
- **decision support**
- **stakeholder challenges**
- **strategic updates**
- **everyday AI workflows**

**You won't just collect prompts.
You'll think strategically with AI.**

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Join the Executive AI Leverage Lab

For professionals who want to think more strategically with AI

- **Real workplace scenarios**
- **Coaching and feedback**
- **Practical tools you can use immediately**
- **3 Live, interactive sessions**

Learn more: ExecutiveEmpress.com
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