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Executive Team Simulator - Setup Guide for CPOs

This is an AI-powered simulation of your executive team that helps you:

- Surface objections before you walk into the room
- Test influence strategies before presenting
- Pre-wire stakeholders with the right approach
- Understand political dynamics and coalition-building

Setup time: 30 minutes

Use it before: Every major People decision, exec meeting, or board presentation

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How to Build Your Own (Complete Setup)

STEP 1: Create the Executive Profiles Document

This is the foundation - your simulator needs to understand your executives to simulate them accurately.

1. Gather your company and executive information:

For the company:

- Crunchbase page URL (e.g., crunchbase.com/organization/your-company)
- Company LinkedIn page URL (e.g., linkedin.com/company/your-company)
- BuiltIn page URL if applicable (e.g., builtin.com/company/your-company)

For each executive:

- LinkedIn profile URL (e.g., linkedin.com/in/username)
- Download their LinkedIn profile as PDF:
 - Go to their LinkedIn profile
 - Click "More" → "Save to PDF"
 - Save with their name (e.g., "CEO_Sarah_Chen.pdf")
- Writing samples (highly recommended):
 - 2-3 recent emails they've sent
 - Slack messages from them (**get advanced and connect your company slack to Claude*)
 - Excerpts from all-hands presentations
 - Any memos or documents they've written

2. Open a NEW Claude chat (regular chat, not a Project)

3. Paste the Profile Builder Prompt below

4. Provide all the information you gathered:

- Company URLs (Crunchbase, LinkedIn, BuiltIn)
- Executive LinkedIn URLs
- Upload executive LinkedIn PDFs
- Paste writing samples

5. Copy the generated output - this becomes your text knowledge base

6: After running this prompt:

- Copy the entire output
- Save it as a document (or keep as text to paste later)
- **Keep all your source materials** - you'll upload the generated profiles, LinkedIn PDFs, and optionally your writing samples to your Project in Step 4

THE PROFILE BUILDER PROMPT

Copy and paste this entire prompt into a regular Claude chat:

None

You are building executive profiles for an Executive Team Simulator.

I will give you LinkedIn profiles (URLs or screenshots) for my executive team. Your job is to generate a complete "Executive Team Profiles" document that Claude can use to simulate realistic executive discussions.

****EXECUTIVES TO PROFILE:****

- CEO
- CTO
- [Any other key leaders]

****INPUTS I'LL PROVIDE:****

****Company information:****

1. Crunchbase page URL
2. Company LinkedIn page URL
3. BuiltIn page URL (if applicable)

****For each executive:****

1. Their LinkedIn profile URL (e.g., linkedin.com/in/username)
2. Their LinkedIn profile PDF (downloaded from LinkedIn)
3. Writing samples: 2-3 recent emails, Slack messages, all-hands excerpts, or memos
4. (Optional) Any additional context about their decision-making style I've observed

****YOUR OUTPUT:****

Generate a complete profile for each executive following this structure:

[TITLE] - [NAME]

****Background:****

- Previous roles and companies
- How long at current company
- Notable expertise or experiences
- Risk tolerance (high/medium/low - infer from background)

****Communication Style:****

- How they typically communicate (data-driven, narrative, political, direct, etc.)
- Common phrases or frameworks they use
- How they structure arguments
- Communication preferences (written memos, verbal, Slack, etc.)

****Sample Communications:****

[Include any samples I provided, or generate 2-3 realistic examples based on their profile that show their voice]

Example formats:

- "From a recent all-hands: [quote]"
- "From a recent exec Slack: [message]"
- "From a 1:1 with CHRO: [quote]"

****Decision-Making Patterns:****

- What they prioritize when evaluating decisions
- What evidence/data they typically need
- What makes them say yes vs. no
- Common objections or concerns they raise
- How they interact with other executives

****Top 3 Priorities (in order):****

1. [Primary priority]
2. [Secondary priority]
3. [Tertiary priority]

****What keeps them up at night:****

- [2-3 specific fears or concerns based on their role and background]

****COMPANY CONTEXT SECTION:****

Also generate a "Company Context" section at the top of the document with:

- Stage: [Infer from LinkedIn/fundraising info, or ask me]
- Size: [Approximate headcount - infer or ask]
- Industry: [Based on company]
- Recent context: [Any major events, funding, leadership changes]
- Current strategic priorities: [Infer from executive backgrounds and company stage, or ask me]

****INSTRUCTIONS FOR YOU:****

1. Use web search to fetch company information from Crunchbase, LinkedIn, and BuiltIn URLs
2. If I provide executive LinkedIn URLs, use web search to fetch those profiles
3. Study the LinkedIn PDFs for detailed background information
4. Analyze the writing samples to understand authentic communication styles and voice
5. Extract the most relevant information for executive simulation
6. Infer communication styles and decision patterns from all available sources
7. Generate realistic sample communications that match their actual voice (based on writing samples)
8. Make the profiles specific and opinionated - avoid generic statements

9. If critical info is missing, ask me targeted questions (max 5 total)

10. Output the complete document in markdown format ready to upload to Claude Project

****IMPORTANT RULES:****

- Do not invent specific quotes or data points - use "inferred from background" or ask me
- Do focus on patterns and styles that can be reasonably inferred
- Make profiles actionable for simulation purposes
- Keep each profile concise (1-2 pages max)
- Use realistic, professional language
- Flag any major gaps where my input would significantly improve accuracy

****READY TO START:****

I will now provide you with:

****Company Information:****

- Crunchbase URL: [paste URL]
- Company LinkedIn URL: [paste URL]
- BuiltIn URL: [paste URL]

****Executive Information:****

****CEO:****

- LinkedIn URL: [paste URL]
- LinkedIn PDF: [attach file]
- Writing samples:
[Paste 2-3 emails, Slack messages, or excerpts]

****CTO:****

- LinkedIn URL: [paste URL]
- LinkedIn PDF: [attach file]
- Writing samples:
[Paste 2-3 emails, Slack messages, or excerpts]

[Add additional executives as needed]

****Additional Context:****

[Any other relevant information about the company or executives]

STEP 2: Create Your Claude Project

1. Open Claude (claude.ai)
2. Click your profile icon (bottom left)
3. Click "Projects"
4. Click "Create Project"
5. Name it: "Executive Team Simulator" or "[Your Company] War Room"
6. When asked "What are you trying to achieve?", paste:

None

This Project simulates executive team discussions to help me prepare for leadership meetings.

I'll present People/org decisions, and the bot will simulate how my CEO, CTO, and leadership team would react - showing their concerns, objections, political dynamics, and where alignment/tension exists.

The goal is to surface objections before I walk into the room, so I can pre-wire stakeholders and craft better influence strategies.

STEP 3: Add the Custom Instructions

1. Replace <INSERT YOUR COMPANY HERE> with your actual company name.
2. Click "Set custom instructions" in your Project and paste the following ENTIRE block:
3. Click "Save"

None

You are the Executive Team Simulator for <INSERT YOUR COMPANY HERE>.

EXECUTIVE PROFILES:

You have detailed profiles in your knowledge base for: CEO, CTO, and other key leaders.

Study their communication styles, priorities, risk tolerance, and decision patterns from the uploaded documents.

WHEN USER PRESENTS A DECISION:

First, ask them to clarify their goal by choosing one of these options:

1. **Single Executive Perspective** - Deep dive on one exec's likely reaction
2. **Multi-Executive Panel** - Structured view from 2-3 selected execs
3. **Full Executive Panel** - All executives' perspectives
4. **War Room Mode** - Executives argue with each other in dialogue format

OUTPUT FORMAT RULES (for Perspectives, not War Room):

- Lead with the verdict (Support / Skeptical / Oppose)
- Keep initial reactions to 1-2 sentences maximum
- Use bullet points, not paragraphs
- Prioritize concerns by impact (highest first)

- Be direct and concise

SINGLE EXECUTIVE PERSPECTIVE:

****[EXEC NAME] - [VERDICT: Support/Skeptical/Oppose]****

****In their words:**** "[1-2 sentence reaction in their authentic voice]"

****Top concerns (ranked):****

1. [Highest impact concern]
2. [Second concern]
3. [Third concern]

****What they need to say yes:****

- [Specific data point or proof]
- [Specific commitment or mitigation]

****What they're thinking but won't say:****

[1-2 sentences on political calculation or personal concern]

****How to move them:****

[2-3 tactical bullet points]

MULTI-EXECUTIVE PANEL (2-3 execs):

****Quick read:****

- ****Support:**** [Names]
- ****Skeptical:**** [Names]
- ****Oppose:**** [Names]

****[EXEC 1 NAME] - [VERDICT]****

- Reaction: [1 sentence]
- Top 3 concerns: [bullets]
- Needs to see: [1-2 bullets]

[EXEC 2 NAME] - [VERDICT]

- Reaction: [1 sentence]
- Top 3 concerns: [bullets]
- Needs to see: [1-2 bullets]

Coalition dynamics:

- Who aligns: [brief note]
- Who conflicts: [brief note]

FULL EXECUTIVE PANEL:

Quick read:

- **Support:** [Names]
- **Skeptical:** [Names]
- **Oppose:** [Names]

Key tensions:

[2-3 bullets on where executives will clash]

[Then provide each exec's perspective using the format above, keeping each to 5-7 bullets maximum]

WAR ROOM MODE:

Create a detailed dialogue that feels like you're reading a transcript of the actual executive meeting.

- Each executive speaks in turn and responds to others

- Show interruptions, coalition-building, and political dynamics
- Surface where tension exists and where alignment is possible
- Let the conversation develop naturally - don't rush it
- Include body language cues or tone when relevant [in brackets]
- Show the full argument, not just the highlights

End with:

****Where the room landed:**** [2-3 sentence summary]

****Remaining fault lines:**** [What's still unresolved]

FOLLOW-UP CAPABILITIES:

After any mode, the user can ask for:

- Influence strategy for specific executives
- Communication artifacts (memos, openers, Q&A)
- Risk analysis
- Tactical next moves

Always be brutally realistic. Flag political dynamics. No corporate speak. Lead with the verdict (except in War Room).

STEP 4: Upload All Your Knowledge Base Materials

1. In your Project, click "Add Files"
2. Upload the generated profiles document:
 - If you saved the Profile Builder output as a file, upload it
 - If you have it as text, paste it directly
3. Upload the executive LinkedIn PDFs:
 - Click "Add content" again
 - Upload each executive's LinkedIn PDF (the ones you downloaded in Step 1)
4. Optional but helpful - Upload a writing samples document:
 - Create a simple document with the emails/Slack messages you used
 - Name it "Executive Writing Samples"
 - Upload to the Project
5. Click "Add" for each file

Your simulator now has:

- Structured executive profiles (from the Profile Builder)
- Full LinkedIn PDFs (for detailed background reference)
- Company context (from Crunchbase, LinkedIn, BuiltIn)
- Writing samples (for authentic voice matching)

Why all of this? The generated profiles give structure and actionable insights. The PDFs and writing samples provide raw data the simulator can reference for additional context and to match authentic communication styles.

STEP 5: Test It

Paste this into your Project to make sure it's working:

None

We're considering implementing a 4-day workweek pilot for the engineering team (50 people) starting in Q2.

Current context:

- Engineering attrition is at 18% (our target is 12%)
- We just committed to shipping a major product release by June
- Two competitor companies announced 4-day weeks
- Estimated cost: \$0 direct cost, potential 10-15% productivity trade-off during transition

Give me each exec's perspective.

You should see:

1. The bot asks which mode you want
2. Choose "Single Executive Perspective - CEO"
3. You get a verdict (Support/Skeptical/Oppose) and structured analysis

If that works, you're ready to use it!

How to Use It - Three Core Workflows

Workflow 1: Test a Decision Before Presenting

When: Before any major exec meeting, board presentation, or policy announcement

Prompt Template:

None

We're considering [decision/initiative].

Current context:

- [Key fact 1]
- [Key fact 2]
- [Key fact 3]
- [Why now]

Give me [CEO's / full panel / specific exec's] perspective.

Useful Follow-Ups:

None

Who is my biggest blocker and how do I move them?

None

Draft my opening statement for Thursday's exec meeting that addresses the top concerns.

None

What am I missing that could blow this up?

Workflow 2: War Room Simulation

When: You need to understand political dynamics and coalition-building

Prompt Template:

None

[Describe your decision with full context]

War Room - let them argue about this.

What You'll See: Full dialogue between executives showing who aligns, who opposes, where tension exists

Useful Follow-Ups:

None

Based on that discussion, what's my pre-wiring strategy?

None

Who do I need to talk to first and what do I say?

Workflow 3: Board Prep

When: 2-3 days before board meetings

Prompt Template:

None

I'm presenting this to the board on [date]:

[Paste your metrics or update]

1. Turn this into a 1-page executive brief
2. Tell me what questions they'll ask that I'm not prepared for

What You'll Get:

- Executive-ready brief
 - List of hard questions you haven't anticipated
 - Suggested answers
-

Example Scenarios to Try

Scenario 1: Headcount Decision

None

We're considering approving 8 engineering hires in Q4.

Current context:

- Engineering backlog is growing (3 months of work queued)
- We committed to launching our enterprise tier by Q1
- Current runway: 18 months
- CEO is asking about capital efficiency
- CTO says we can't hit commitments without these hires

Give me the CEO's perspective.

Scenario 2: Compensation Philosophy Change

None

We're proposing to change our executive bonus structure from 100% revenue-based to a balanced scorecard: 50% revenue, 25% employee engagement, 25% gross margin.

Current context:

- Last engagement survey: 62% favorable (down from 71%)
- CEO has been concerned about culture
- Current bonuses are hitting because revenue is strong
- Leadership team expects their bonuses

War Room - let them argue about this.

Scenario 3: Weekly Executive Brief

None

Turn these People metrics into a 1-page executive brief:

WEEKLY PEOPLE METRICS - Week of [Date]

HIRING & WORKFORCE

- Open roles: [number]
- Offers accepted: [number and %]
- Time-to-hire: [number] days
- Headcount: [current vs plan]

ATTRITION & RETENTION

- Voluntary attrition: [%]
- Regrettable attrition: [number and roles]
- Exit interview themes: [top 3]

ENGAGEMENT & CULTURE

- Last engagement survey: [score]
- Top concerns: [list]

PERFORMANCE

- Cycle completion: [%]
- Promotion-ready pipeline: [number]

Format:

- Week at a glance (3 bullets)
- Wins (3-5 bullets)
- Risks and mitigations (3-5 bullets)
- Decisions needed (2-3)
- Asks (2-3)

Tips for Best Results

Be Specific With Context

"Should we do a 4-day workweek?"

"Should we pilot a 4-day workweek for our 50-person engineering team starting Q2, given 18% attrition and a product launch in June?"

Include "Why Now"

Executives care about timing as much as the decision itself.

Use Real Numbers

Don't say "high attrition." Say "18% attrition vs 12% target."

Ask Follow-Up Questions

The first output is just the start:

- "What am I missing?"
- "Who do I talk to first?"
- "Draft my opening statement"
- "What's the biggest risk?"

Update Profiles Quarterly

As executives evolve or new leaders join, update profiles to keep simulations accurate.

Get Advanced:

For even deeper analysis combine with NotebookLM:

1. Run a War Room simulation in your Project
2. Copy the entire conversation
3. Upload to NotebookLM (notebooklm.google.com)
4. Ask NotebookLM:
 - "What's my riskiest assumption?"
 - "Where is the CEO most vulnerable?"
 - "What coalitions are forming?"

This lets you have a dialogue with the simulation output and stress-test your thinking.

For even more authentic executive simulations, connect your Slack to Claude to automatically pull real communication samples.

How it works:

1. In your Claude Project, click "Add content"
2. Click "Connect integrations"
3. Select "Slack" and authorize access
4. Choose which channels to include (recommend: #exec-team, #all-hands, #general)
5. The simulator can now reference real messages from your executives

What this gives you:

- Authentic communication patterns and voice
- Recent context about company priorities

- Real examples of how executives interact
- Up-to-date decision-making patterns

Pro tip: Update the Slack connection quarterly to keep the simulator current with evolving communication styles and priorities.

Privacy note: Only connect public channels or channels where sharing with an AI tool is appropriate. Avoid connecting channels with sensitive HR, legal, or confidential business information.

Troubleshooting

"The outputs are too generic"

→ Add more detail to your executive profiles. Include actual communication samples and specific examples of past decisions.

"It's not matching how my execs actually react"

→ Update profiles with more recent context. Add notes about recent decisions or priority changes.

"The War Room dialogue feels scripted"

→ Add more personality to the profiles. Include specific phrases they use and how they interact with each other.

"I'm not getting useful follow-up suggestions"

→ Be more specific about constraints: timeline, budget, political considerations, what's already been tried.

Maintenance Schedule

Monthly:

- Review if executive reactions match reality
- Add notes about recent decisions or priority shifts

Quarterly:

- Update executive profiles with new context
- Add any new executives
- Remove executives who have left

After Major Events:

- Update profiles after fundraising, restructures, or strategic pivots
 - Note how executive priorities have shifted
-

Quick Reference - Most Common Prompts

Decision Testing:

None

We're considering [decision]. Context: [3-4 key facts].
Give me [exec name]'s perspective.

War Room:

None

[Describe decision with context]
War Room - let them argue about this.

Board Prep:

None

I'm presenting [topic] to the board [date].
[Paste metrics/update]
What questions will they ask that I'm not prepared for?

Best Follow Ups:

None

- Who's my biggest blocker and how do I move them?
- Draft my opening statement for Thursday's meeting.
- What am I missing that could blow this up

What's Next

Once you're comfortable with the simulator:

1. Use it weekly - Before every major decision or exec meeting
2. Track outcomes - Note when it helped you avoid missteps or accelerate decisions
3. Refine profiles - Update as you learn more about how your executives think
4. Expand use cases - Try it for org design, policy changes, vendor decisions

The CPOs who win aren't always the ones with the best ideas. They're the ones who understand the room and influence the right people.

Questions? Issues? Want help setting this up?

Feel free to reach out. This shouldn't take you longer than 30 minutes, but I'm happy to help if you get stuck.

Feel free to slack me directly or email me at michael@door3talent.com.

Enjoy!