

– THE BRIEFING

Claude Co-Work *for CEOs.*

Build an AI Executive Office in ten minutes.

Most CEOs use AI to write emails. The real opportunity is a digital Chief of Staff that reads first, researches first, analyses first, and challenges your assumptions before you decide. This is how to build it — ten short lessons, each with the exact prompt to run.

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10 LESSONS IN THE COURSE	8 COPY-PASTE PROMPTS	6 CO-WORK LOOP STEPS	5 AI EXECUTIVE ROLES
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From chatbot *to Chief of Staff.*

For forty years, enterprise software helped executives organise work — email organised communication, CRM organised customers, ERP organised operations. AI introduces a different layer: it organises **thinking**. Yet most CEOs still use Claude like an advanced chatbot — write this email, summarise that report. Useful, but barely the surface.

The real opportunity is an **AI Executive Office**: a digital Chief of Staff, plus an executive analyst for every function, sitting above your connected systems. This is not about replacing executives. It is about giving every executive, including you, an exceptional thinking partner — available every single day.

The AI-native CEO doesn't ask, "How can Claude help me write?" They ask, "How can Claude help me think?" That single shift — from productivity to decision-making — will define the next generation of market-leading companies.

GTM BENCH REVIEW · THE GTM BENCH INSIGHT

Ten lessons, *ten minutes*.

Read top to bottom. Each lesson is a habit, not a feature — and each has an exact prompt on the next page. Build one, then the next; you do not need all ten to feel the difference.

01

Stop prompting. Start co-working. *Build a relationship, not a task list.*

Treat every conversation as an ongoing collaboration. Say “help me think through this,” not “write this” — and the context compounds.

02

Build your Company Brain. *Context is the CEO’s edge.*

One document — business, model, competitors, objectives, KPIs, terminology. Let Claude interview you to build it, then save it into a Project.

03

Connect Claude to your business. *The intelligence layer.*

Wire in email, calendar, CRM, documents, chat and projects. The point is to connect the stack, not replace it — decisions improve when information is joined up.

04

Start every day with an Executive Brief. *Clarity before inbox.*

A five-minute brief: what changed, what’s at risk, who needs you, and the three most important decisions to make today. Then schedule it.

05

Turn Claude into your Chief of Staff. *Bookend every meeting.*

Prepare before the room — attendees, history, objections, the outcome to aim for. Convert to decisions, actions and follow-ups after.

06

Build your AI leadership team. *Five seats at the table.*

Assign executive roles — Strategy, Revenue, Finance, Marketing, Operations — each a world-class analyst that has read everything and has no ego in the fight.

07

Never decide alone. *Seek disagreement first.*

Stress-test the big calls: assumptions, counter-evidence, competitor response, second-order effects. AI informs the decision; you make it.

08

Build repeatable CEO workflows. *From prompts to rhythm.*

Daily, weekly, monthly and quarterly cadences. Systems compound; one-off prompts don’t. The more repeatable the workflow, the greater the return.

09

Use Claude to think, not just write. *Writing is only the output.*

Compare strategic options, simulate a competitor’s response, pressure-test a plan, hunt the blind spot. Better thinking is the real value.

10

The CEO Co-Work Loop. *Context · Connect · Collaborate · Challenge · Commit · Compound.*

Run the six-step loop every day. The advantage compounds because Claude keeps learning your business, your style and your priorities.

The prompts *that do the work.*

Four to start with. Paste them into Claude, fill in the brackets, and keep the conversation going — the value is in the working relationship, not the single answer.

BUILD YOUR COMPANY BRAIN

"You're going to help me build a one-page 'Company Brain' you'll use as context for all our future work. Interview me one question at a time — what we do and who for, our business model, competitors, org structure, this year's objectives, KPIs and internal terminology. Then compile it into a single structured brief I can save and reuse."

THE DAILY EXECUTIVE BRIEF

"Using my connected email, calendar, CRM and project tools, give me my Executive Brief for today: what changed since yesterday; which customers or deals need me; which projects are at risk; which meetings to prepare for; any financial changes that matter. End with the three most important decisions I should make today — and the one thing most people would miss."

STRESS-TEST A DECISION

"I'm about to decide [the decision]. Before I commit, challenge me: what assumptions am I making, what evidence contradicts my thinking, what would our smartest competitor do, what would a tough investor attack, what are the second-order consequences, and if this fails in twelve months what will most likely have caused it? Argue the opposite case as strongly as you can."

PREPARE FOR A MEETING

"I have a meeting with [names] at [time]. Prepare me: who's attending and what matters to them, a summary of previous discussions, outstanding decisions, the relevant commercial context, the objections to expect, the questions I should ask, and the outcome to aim for."

THE CEO CO-WORK LOOP

Context · Connect · Collaborate · *Challenge* · Commit · Compound

The future CEO won't work alone. They'll co-work with AI every single day.