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THE BUSINESS X-RAY

What might your business not be seeing about itself?

A detailed outside-in diagnostic prompt for ChatGPT, Claude, Gemini or another capable AI assistant.

SEE → REVEAL → INVESTIGATE

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START HERE

How to use this X-Ray

1. Open ChatGPT, Claude, Gemini or another capable AI assistant with web access.
2. Go to the page marked COPY PROMPT FROM HERE.
3. Select everything from COPY PROMPT FROM HERE to STOP COPYING HERE.
4. Paste it into a new AI conversation and replace [PASTE COMPANY URL HERE] with your own website.
5. Ask the AI to work through every section and not skip straight to recommendations.

IMPORTANT

This PDF is designed so the prompt itself is visually separate from the guide. Every prompt page uses the same light-grey treatment and contains no running header or footer.

The rule that matters most: Do not confuse what AI can see with what is actually happening inside the business.

OBSERVED = directly supported by public evidence.
INFERRED = a reasonable hypothesis, but not proven.
UNKNOWN = cannot be established without asking the company.

COPY PROMPT FROM HERE ↓

You are acting as an outside-in strategic business analyst, commercial investigator and AI transformation adviser.

Analyse this company using its public website:

COMPANY WEBSITE: [PASTE COMPANY URL HERE]

Your job is NOT to produce a generic website review. Your job is NOT to tell me to "use AI more." Your job is NOT to flatter the company.

Your job is to investigate one central question:

WHAT MIGHT THIS BUSINESS NOT BE SEEING ABOUT ITSELF?

Be evidence-led, commercially minded, sceptical, practical and strategic. Do not invent internal facts. Do not assume how the company operates internally unless there is clear public evidence.

OBSERVED - directly supported by public evidence.

INFERRED - a reasonable hypothesis, but not proven.

UNKNOWN - cannot be established externally.

Use those labels throughout the analysis. If evidence is weak, say so.

01. UNDERSTAND THE BUSINESS

- Identify what the company appears to sell and the problems it claims to solve.
- Identify its main products/services, target customers, B2B/B2C/both, industries and geographies.
- Infer only where reasonable: likely revenue model, one-off vs recurring revenue, visible pricing model.
- Map how customers appear to discover, evaluate, enquire, buy or book.
- Identify key calls to action, promises, differentiators, proof points, certifications, case studies and testimonials.
- Identify meaningful gaps between what the company claims and what the site actually demonstrates.

For each major conclusion state: Evidence: ... Confidence: High / Medium / Low. Do not fill gaps with assumptions.

02. POSITIONING X-RAY

- Who is this really for?
- What does the company actually do?
- Why should a customer care?
- Why should a buyer choose it instead of an alternative?
- What outcome is being sold - and is that outcome obvious?
- What appears genuinely distinctive but is buried, under-explained or treated as ordinary?
- Where does the company sound generic, vague, jargon-heavy or interchangeable with competitors?
- Are there multiple competing messages or contradictions across pages?

Answer explicitly: (1) What does this company SAY it sells? (2) What does it appear to REALLY sell? (3) Are those two things the same? If not, explain the gap.

03. CUSTOMER X-RAY

- Reconstruct the visible journey: discovery -> understanding -> trust -> comparison -> enquiry/purchase -> support.
- Find missing information, unclear calls to action, weak trust signals, unnecessary steps, dead ends or information overload.
- Identify questions a prospective customer is likely to have but cannot easily answer.
- Look for segmentation problems: different customers being forced through the same experience.
- Separate visible friction from hypothesised internal friction.

For each issue state: Observed evidence / Possible customer consequence / What would need to be validated internally.

04. COMMERCIAL OPPORTUNITY X-RAY

- Look for conversion, pricing, packaging, cross-sell, upsell, renewals and retention opportunities.
- Look for recurring revenue, subscriptions, memberships, premium services or productised services where supported by evidence.
- Look for adjacent customer segments, geographies, use cases or channels.
- Look for underused assets: expertise, content, data, community, relationships, distribution, installed base, brand, partnerships or proprietary processes.
- Look for opportunities to make an existing strength more visible or easier to buy.

For every opportunity provide: Opportunity / Visible evidence / Why it may matter / What is still unknown / Difficulty: Low-Medium-High / Potential impact: Low-Medium-High. Do not invent ROI.

05. VALUE LEAKAGE X-RAY

- Revenue leakage - weak conversion paths, underused customers, unclear packaging, fragmented offers.
- Customer leakage - difficult contact, unclear support, weak self-service, inconsistent journeys.
- Knowledge leakage - expertise hidden in people, documents or content that customers cannot access.
- Brand leakage - capability is stronger than the message; proof is buried; differentiation is invisible.
- Digital leakage - static experiences, poor discoverability, unnecessary friction, outdated visible processes.

For each category give an outside-in leakage signal: LOW / MEDIUM / HIGH. Make clear that this is a signal, not an internal diagnosis.

06. AI OPPORTUNITY X-RAY

Only recommend AI where there is a plausible connection between evidence and an AI capability. Do not recommend AI simply because a task exists.

- Search and knowledge retrieval
- Summarisation and synthesis
- Classification and routing
- Generation and transformation
- Recommendation and personalisation
- Prediction and pattern detection
- Workflow assistance and decision support
- Document creation and customer self-service

For every AI opportunity provide: Evidence / Hypothesis / Potential intervention / Why AI rather than normal software? / Unknown / Risk / Priority: Explore now - Validate first - Low priority.

Never assume internal proposal, lead, service, reporting or data workflows without evidence.

07. NON-AI OPPORTUNITIES

- Clearer positioning or offer architecture
- Simpler processes or customer journeys
- Better segmentation, measurement or documentation
- Pricing, packaging or information architecture improvements
- Standardisation, better decision rights or basic software fixes

For each non-AI opportunity explain why this may matter more than AI.

08. WHAT THE WEBSITE CANNOT TELL US

- Sales: lead sources, qualification, proposal/quotation process, follow-up, renewal and deal-stall causes.
- Customer service: volumes, repeat enquiries, response times, escalation and where staff find answers.
- Operations: data entry, handoffs, approvals, rework, bottlenecks and disproportionate staff-time activities.
- Knowledge: SOPs, onboarding, key-person dependency and information retrieval.
- Management: reporting effort, forecasting, decision delays and information leaders wish they had sooner.
- Systems: CRM, ERP, finance, support tools, integrations and data quality.

- AI: existing usage, governance, failed pilots, successful experiments and leadership appetite.

09. THE 20 MANAGEMENT QUESTIONS

Create a prioritised list of the 20 highest-value questions you would ask this company's leadership before recommending a major AI or operating-model change.
Each question must be tailored to THIS company. For every question include: QUESTION / WHY I AM ASKING THIS. Prioritise questions that could materially change the diagnosis.

10. THE CONTRADICTION TEST

- Premium positioning vs low-trust experience
- Customer-centric language vs difficult contact
- Innovative positioning vs traditional interaction
- Deep expertise vs weak thought leadership
- Complex offer vs oversimplified explanation
- Strong proof buried below generic claims
- Global ambition vs highly local customer experience

For each contradiction state: What I observed / Why it may matter / What could explain it / What should be investigated.

11. THE HIDDEN-ASSET TEST

- Customer relationships and installed base
- Data and proprietary knowledge
- History, trust, brand and reputation
- Community, partnerships and distribution
- Specialist expertise or unusual people
- Content, processes or intellectual property
- Physical assets or geographic advantages

Ask: WHAT ASSETS MIGHT THIS COMPANY BE UNDERESTIMATING? Only use assets supported by observable evidence.

12. THE “IF I OWNED THIS BUSINESS” TEST

Imagine you became the owner tomorrow. Based only on available evidence, what are the FIVE things you would investigate first?
For each provide: WHY / EVIDENCE / QUESTION TO ANSWER / POSSIBLE UPSIDE. Do not say what you would definitely change. Say what you would investigate.

13. COMPETITIVE BLIND-SPOT TEST

- What might a more digital competitor exploit?
- What might a cheaper competitor exploit?
- What might a premium competitor exploit?
- What might an AI-native entrant design differently?
- Where might customer expectations move faster than the current experience?

Separate industry-level possibility from company-specific evidence. Do not invent competitor intelligence.

14. THE AI-NATIVE COMPETITOR TEST

Imagine someone started this exact type of business today with no legacy systems, no historical processes, AI available from day one, a smaller team, strong data discipline and modern digital infrastructure.
What might they design differently across customer acquisition, onboarding, service, knowledge, operations, decision-making, reporting, delivery, pricing and business model?

Then identify which differences represent a plausible risk or opportunity for the existing company. Do not assume everything should be automated.

15. PRIORITY MATRIX

- Rank the top 10 opportunities.
- Score each 1-5 for potential impact, evidence confidence, ease of validation, speed to test and strategic importance.
- Do not invent financial ROI.

Classify each: QUICK TEST / VALIDATE / STRATEGIC / LOW PRIORITY.

16. EXECUTIVE X-RAY

Summarise the analysis using exactly this structure:

- What this company appears to do well - maximum 5 points
- What may be under-recognised - maximum 5 points
- Where value may be leaking - maximum 5 points
- Where AI may genuinely help - maximum 5 points
- Where AI probably isn't the first answer - maximum 3 points
- What cannot be known from outside - maximum 5 points

17. THE THREE BIGGEST THINGS TO INVESTIGATE

Rank the three areas that deserve the most attention. For each provide: WHAT I SEE / WHY IT MATTERS / WHAT I DON'T KNOW / QUESTION I WOULD ASK / WHAT MIGHT CHANGE IF THE HYPOTHESIS IS CORRECT.

18. THE ONE THING

Finish with this sentence:

"The thing this company may be least able to see about itself is..."

Complete it in no more than three sentences. It must not be generic. It must be supported by evidence and reasoning from the analysis above.

19. FINAL QUALITY CHECK

- Did I invent any internal facts?
- Did I confuse inference with evidence?
- Did I recommend AI where normal software or process improvement would be better?
- Did I produce generic consultancy language?
- Did I flatter the company rather than investigate it?
- Did I make claims I cannot support?
- Did I identify strengths as well as weaknesses?
- Did I distinguish visible evidence from questions requiring internal validation?
- Did I genuinely answer: What are we not seeing?

Correct any problems before presenting the final X-Ray.

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THE OUTSIDE VIEW IS ONLY THE START

Want us to look inside?

AI can analyse what is public. It cannot see how the work actually happens.

The Human X-Ray goes deeper into the organisation - where value may be leaking, where work is unnecessarily manual, where knowledge gets trapped, where decisions slow down, and where AI may or may not be the right intervention.

FREE HUMAN X-RAY

Opening to the first 100 companies

Human-reviewed strategic diagnostic. Senior review led by Dr. Maheshika Halbeisen.

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