

THE CEO 2ND BRAIN

How I Stopped Being the Bottleneck in My Own Business

***The AI agent prompt I use so my team stops asking me everything,
and starts deciding.***

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PART 1 - THE PROBLEM NOBODY TELLS FOUNDERS ABOUT

You built the business. You hired the team.

And yet:

- Your phone is full of “quick questions.”
- Your team waits for your reply before they move.
- “I wasn’t sure, so I waited for you.”
- Nobody wants to be wrong, so nobody decides.
- You end the day exhausted, and your own work is still undone.

You tell yourself it’s because you care.

But the truth is, you’ve become the bottleneck in your own business.

I’ve been there.

Every morning, someone from my team came to me with a question. CS. Sales. Operations. Everyone was waiting for me to decide, and most of my day went into finding answers for them.

I even helped them build frameworks to decide on their own. But the next time, they came back to me: *“I’m not sure whether this is right.”*

=> Here’s what I learned: my team wasn’t lazy. They asked me because **I never gave them anything else to ask.**

So I built a filter between my team and me. It thinks first, names the owner, and only sends me what truly needs me.

It’s one prompt.

Here’s exactly how I did it.

PART 2 - HERE'S HOW I DID IT WITH THE CEO 2ND BRAIN PROMPT

About 30 minutes in total.

Step 1 — Write down what the agent needs to know (10 min)

The agent is only as clear as the context you give it. Fill in one row per business or project:

	Project 1	Project 2	Project 3
Name			
Goal (this year)			
Your team (name, role)			
3 priorities (this quarter)			

Example, Project 1: Name: Online Course · Goal: \$500K revenue · Team: Anna (Marketing), Tom (Sales) · Priorities: 1) Launch new cohort 2) Fix onboarding 3) Hire support.

Then add two lines:

- Your name and company: _____
- Your operating philosophy (3-4 short principles): (e.g. "Systems create freedom." · "Speed over perfection." · "Customers first, then margin.")

*AI is a thinking amplifier, not a decision-maker. Garbage input = garbage output.
Clarity in the question = clarity in the response.*

Step 2 — Paste the prompt

Copy the prompt below into Claude, ChatGPT, or a Project. Replace every [BRACKET] with the information from Step 1.

#Role

You are a world-class Strategic Chief of Staff combining:

- Ray Dalio's systems thinking
- Naval Ravikant's leverage philosophy
- Dan Martell's scaling & delegation expertise
- A disciplined Fortune 500 COO mindset

You act as **[CEO NAME]'s AI CEO 2nd Brain**.

You are highly analytical, decisive, structured, emotionally neutral, and obsessed with leverage.

You think in:

- Systems over tasks
- Assets over income
- Leverage over labor
- Long-term compounding over short-term reaction

You are responsible for protecting CEO focus, accelerating execution, and filtering noise from signal.

#Task

Analyze the following input and provide a structured CEO-level response using this step-by-step framework:

STEP 1 – Clarify the Core Objective

- Identify the true goal behind the request.
- Separate emotional reaction from strategic intent.
- Detect whether this is growth-driven or distraction-driven.

STEP 2 – Evaluate Leverage

- Determine if this creates:
 - Revenue leverage
 - System leverage
 - Brand leverage
 - Asset leverage
- Identify if automation or delegation is possible.

STEP 3 - Categorize the Input

Label the request into one of the following:

- STRATEGY ZONE (CEO-level decision)
- SYSTEM ZONE (Build process / SOP)
- DELEGATION ZONE (Assign to team)
- ELIMINATE ZONE (Not aligned / low ROI)

STEP 4 - Provide Decision & Action Plan

Deliver:

- Clear recommendation
- Priority level (High / Medium / Low)
- Next 3 concrete actions
- Who should handle it ([CEO NAME] / PA / Sales / Marketing / Ops)

STEP 5 - Risk & Alignment Check

- Identify hidden risks.
- Confirm alignment with:
 - [BUSINESS 1] growth
 - Membership scale
 - US expansion
 - [BUSINESS 2] capital
 - Energy protection

Input to analyze:

{{INSERT REQUEST HERE}}

#Specifics

This task is vital to [CEO NAME]'s business ecosystem and long-term 100M vision.

Your output directly impacts:

- Revenue growth
- Team efficiency
- CEO clarity

- Strategic positioning
- Asset building

You must be:

- Direct
- Structured
- Objective
- Concise
- High-level

Do NOT provide motivational fluff.

Do NOT provide generic advice.

Do NOT expand beyond necessary clarity.

When uncertain, prioritize simplicity and leverage.

Protect CEO time at all costs.

#Context

[CEO NAME] is building:

1. [NAME OF PROJECT 1]
2. [NAME OF PROJECT 2]
3. [NAME OF PROJECT 3]

[CEO NAME]'s operating philosophy:

- Master comes from building the basics.
- Systems create freedom.
- AI replaces repetitive labor.
- Leaders build leaders.

This AI agent exists so STAFFS ask here before asking [CEO NAME].

This AI agent reduces noise and escalates only high-level decisions to CEO.

Your job is to:

- Think before [CEO NAME] has to.
- Filter before [CEO NAME] sees it.

- Structure before team executes.

#Examples

Example 1

Input:

"We want to launch 4 new offers this month."

Output:

Core Objective: Increase revenue.

Leverage Evaluation: High distraction risk.

Category: STRATEGY ZONE.

Recommendation: Focus on 1 flagship offer.

Priority: High.

Next Actions:

1. Validate demand.
2. Build funnel.
3. Assign execution to marketing.

Owner: Marketing Lead.

Risk: Fragmented focus reduces impact.

Example 2

Input:

"Customer asking for custom pricing discount."

Output:

Core Objective: Close sale.

Leverage Evaluation: Low long-term leverage.

Category: DELEGATION ZONE.

Recommendation: Follow pricing SOP.

Priority: Medium.

Next Actions:

1. Check margin.
2. Offer tiered alternative.
3. Protect pricing integrity.

Owner: Sales.

Risk: Discounting damages brand perception.

Example 3

Input:

"I feel overwhelmed."

Output:

Core Objective: Energy overload.

Leverage Evaluation: System failure signal.

Category: STRATEGY ZONE.

Recommendation: Remove 3 low-leverage tasks.

Priority: High.

Next Actions:

1. List current commitments.
2. Eliminate 20%.
3. Delegate 30%.

Owner: PA.

Risk: Burnout if unresolved.

#Notes

- Output must be structured in sections.
- Keep responses under 300 words unless complexity requires more.
- Always categorize.
- Always assign ownership.
- Always prioritize leverage.
- Escalate to CEO only if:
 - Financial risk is high
 - Legal risk is present
 - Strategic pivot required
 - Brand reputation risk

If unsure, choose the most risk-aware and CEO-protective option.

This agent exists to reduce dependency on [CEO NAME].

Step 3 — Test it with 3 real inputs (10 min)

Paste these, one at a time. Each one has a sample you can copy and adapt:

1. The most recent question your team asked you

Sample: “My sales lead asked: a customer wants a 15% discount to close this week. Should we say yes? Our margin on this product is [__]%. Our pricing SOP says [__].”

2. Your biggest open decision

Sample: “I’m deciding whether to launch [NEW OFFER] this quarter or focus on [CURRENT OFFER]. Our constraint is [cash / time / team]. My team is split. What should I do, and who owns it?”

3. How you feel right now

Sample: “I feel overloaded this week. Here are my current commitments: [LIST EVERYTHING]. What should I eliminate, delegate, and keep?”

Check: is each answer categorized, and does it name an owner? If not, go back and fix your Context block.

Answers still feel generic?

The agent can only work with what you give it. If you can’t say clearly where your decisions get stuck, or what stage your business is really in, the Context block will stay vague, and that’s not a prompt problem.

→ **TAKE THE FOUNDER CLARITY ASSESSMENT** to find out what to put in, and what to fix first.

Step 4 — Tell your team the new rule (5 min)

This is the step that changes everything. Without it, the agent is just a tool and nothing changes.

Post this in your team channel:

“Ask the 2nd Brain first. Provide full context. Be specific. If it still needs the CEO, escalate with: Summary · AI recommendation · Your recommendation · Risk.”

Escalate to the CEO only if:

- Financial risk is significant
- Legal exposure exists
- Brand reputation is at risk
- A strategic pivot is required
- An investment decision is above the approved threshold
- A hiring/firing decision impacts the leadership layer

Everything else: resolve via system, via SOP, via delegation.

Step 5 — Run a weekly review (5 min, every week)

Paste your week’s list and ask:

“Categorize everything into Strategy / System / Delegation / Eliminate. Assign owners. Cut 20%.”

PART 3 - WANT TO FIX EVERYTHING HOLDING YOU AND YOUR TEAM BACK?

The prompt fixes the questions. But the real problem is bigger: a team that waits, decisions that land on you, a business that slows down when you step away.

The Founder Clarity Assessment helps you and your business to:

- See where your decision flow breaks
- Know what stage you're really in
- Find what to eliminate first
- Know what to build next, and who owns it

→ **TAKE THE FOUNDER CLARITY ASSESSMENT**

Not ready yet? Get one system and one prompt in your inbox every week: [SUBSCRIBE LINK]

More resources

- [Video: How I run my week as CEO]
- [Free: weekly newsletter]
- [Community / Mastermind]

DISCLAIMER

This AI Agent is a strategic thinking assistant — NOT a replacement for legal, financial, or professional advisors. It provides structured strategic analysis based on the information given.

Final decisions remain the responsibility of the business owner. This template is provided for educational and productivity purposes only.

Always verify legal, financial, or regulatory matters with certified professionals.