People Toolkit: AI Prompts for Founders

Get the right people doing the right work, so the business doesn't depend on you for everything.

Important: these prompts help you organise your team. They are not legal or HR advice. Before you change contracts, roles or pay, dismiss anyone, or deal with pensions and payroll tax, speak to a lawyer or HR professional who knows Nigerian employment law.

About this toolkit

Four AI prompts that help a founder organise their team: the right structure, clear job descriptions, a clear split of responsibilities, and fair performance reviews. Each prompt makes the AI act as a people adviser: it asks about your business and team first, then builds the document around them.

Who it is for: founders with a small team, usually 2 to 30 people, who find themselves doing everything, or whose staff aren't sure what is expected of them.

What each prompt comes with:

- The problem it solves, in plain words
- The prompt itself, ready to copy
- A ready-to-use Word or Excel file, created by the AI for your business
- A sample output from our fictional sample business
- A short "check before you rely on this" list
- The decisions to make from the result

Work through them in order. The structure decides who does what. Job descriptions spell out each role. The RACI matrix settles who owns each task. Appraisals check how each person is doing against what was agreed.

These prompts are not legal advice. For employment contracts, dismissals, pensions and payroll tax, speak to a lawyer or HR professional.

How to use these prompts

You don't need any technical skills: copy, paste, answer questions, then review.

1. Open an AI assistant that can create files, such as Claude, ChatGPT, Gemini or Microsoft Copilot.
2. Copy everything inside the grey prompt box and paste it into a new chat.
3. Answer the AI's questions one at a time. Describe what people actually do, not what their job title suggests.
4. Review the output with the "check before you rely on this" list.
5. Ask for changes in plain words, for example "the driver reports to the sales officer, not to me".
6. Download the Word or Excel file the AI creates and save it. If your AI tool can't create files, it will give you the text or tables to paste in yourself.

Protect your staff's privacy. Use job titles instead of names, and never paste salaries linked to named people, phone numbers, addresses, ID numbers or health details into free AI tools.

The sample business

Ewa Foods Ltd is a fictional business created by Outlier Venture Lab for illustration. Its figures are realistic but invented.

Ewa Foods makes plantain chips and pepper soup spice blend in Ikorodu, Lagos, and sells about ₦5 million a month. Besides the founder, it has six staff: a production lead, three production assistants, a sales officer and a driver. A part-time accountant does the books.

Ewa's Business Health Check rated People as Urgent and raised a red flag: the business would stop if the founder were away for two weeks. The samples below show how she fixes that.

Prompt 1: What structure does my business need right now?

Builds: an organisation structure that fits your size and budget, with what to outsource and which tasks the founder should hand over first. **Word file:** Organisation Structure.

The prompt (copy everything in the box)

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Act as an experienced people and organisation adviser who works with small businesses and early-stage founders in Nigeria and Africa.

Help me design the right structure for my business: who does what, who reports to whom, and what I should outsource. The structure must fit my current size and budget, not the business I hope to be in five years.

How to work with me:
- Ask the questions below ONE AT A TIME and wait for each answer.
- Keep your replies short: no more than 3 or 4 sentences between questions. Save explanations for the final results.
- If I'm unsure about an answer, help me think it through with one or two simple follow-up questions.

Question 1: What is my business called, and what does it do?
Question 2: Who works in the business now? For each person: their role, what they actually do day to day, and whether they are full-time, part-time, freelance or outsourced.
Question 3: What do I, the founder, spend most of my time on each week?
Question 4: Which tasks get done late, badly or not at all?
Question 5: Roughly what are my monthly sales, and what is my monthly salary budget?
Question 6: What are my growth goals for the next 12 months?
Question 7: Which work could be done by freelancers or outside firms (for example bookkeeping, social media, deliveries, cleaning, IT)?

Definitions:
- A "function" is an area of work the business needs, such as production, sales, finance or customer service, whether or not one person does it full-time.
- "Span of control" means how many people report to one person. In a small business, each manager should usually have no more than 6 to 8 direct reports.
- Recommend a new hire only if the business can afford it from current profits, or I have told you funding is coming.

Then produce, in the chat:
A. A list of the functions my business needs now, who covers each today, and any gaps.
B. A recommended structure: who reports to whom, shown as a simple indented chart.
C. What to keep in-house, what to outsource, and why.
D. Which tasks I, the founder, should hand over first, and to whom.
E. Any new roles needed in the next 12 months, with when to add them and what would trigger the hire.
F. A 90-day plan to move to the new structure.
G. A list of any assumptions you made.

Do not recommend departments, managers or hires the business doesn't need or can't afford. Do not give legal advice. Where Nigerian labour law, pensions, tax or employment contracts matter, tell me to check with a lawyer or HR professional.

WORD FILE: Also create a downloadable Word document (.docx) with the organisation chart on page 1 (as a clear table or diagram), followed by the functions table, the outsourcing plan and the 90-day plan. Name the file "[my business name] Organisation Structure". Use clear headings, simple tables and plain English. If you cannot create files, tell me clearly, then give me the full text with headings so I can paste it into Word or Google Docs.

Finish by asking me: "Which task will you hand over first, and when will you tell the person?"
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Sample output: Ewa Foods

Recommended structure

Role	Reports to	Type
Founder and managing director		Full-time
Production lead	Founder	Full-time
Production assistants (3)	Production lead	Full-time
Sales officer	Founder	Full-time
Driver	Sales officer	Full-time
Accountant	Founder	Outsourced, part-time
Social media freelancer (new)	Sales officer	Outsourced, from Q1 2027

Functions and gaps

Function	Covered by today	Change
Production and purchasing	Production lead and founder	Production lead takes purchasing up to ₦100,000 per order
Sales and supermarket accounts	Founder	Sales officer takes two supermarket accounts
Deliveries	Driver, directed by founder	Driver reports to sales officer
Collections and bookkeeping	Founder and accountant	Accountant tracks money owed and chases late payers
Social media and online orders	Founder, when she has time	Outsource to a freelancer from the existing ₦120,000 marketing budget
Quality and compliance	Production lead	No change; accountant tracks NAFDAC and CAC renewal dates

Hand over first: daily production decisions to the production lead, then the two supermarket accounts to the sales officer. These take about 15 hours of the founder's week.

Next hire: a second sales officer, but only once a third supermarket chain is signed and sales stay above ₦6 million a month for three months. No new hires before then, because the business is only just returning to profit.

90-day plan: month 1, production lead runs daily operations; month 2, sales officer takes the supermarket accounts and the accountant takes collections; month 3, the freelancer starts and the founder blocks one day a week for growth work only.

Check before you rely on this

☐ Does the structure fit what you can afford today?

☐ Does every function have someone covering it?

☐ Is anyone reporting to more than one person?

☐ Have you checked contract changes with an HR professional before changing anyone's role?

Decide from this

- Which task will you hand over first?
- What would trigger your next hire?

Prompt 2: What exactly should this person do?

Builds: a complete job description, plus a short job advert and interview questions for the role. **Word file:** Job Description.

The prompt (copy everything in the box)

```
Act as an experienced people and organisation adviser who works with small businesses and early-stage founders in Nigeria and Africa.

Help me write a clear job description for one role in my business. I want something I can use to hire, brief a new person, and review their performance later.

How to work with me:
- Ask the questions below ONE AT A TIME and wait for each answer.
- Keep your replies short: no more than 3 or 4 sentences between questions. Save explanations for the final results.
- If I'm unsure about an answer, help me think it through with one or two simple follow-up questions.
- If I have used the OVL organisation structure prompt, I can paste my results.

Question 1: What is my business called, and what does it do?
Question 2: What is the job title, and is the role full-time, part-time or contract?
Question 3: Who will this person report to, and will anyone report to them?
Question 4: Why does this role exist: what problem does it solve for the business?
Question 5: What are the main tasks, in order of importance, and roughly how much time each takes?
Question 6: How will I know this person is doing well? What numbers or results matter?
Question 7: What skills, experience and qualifications are essential, and which are just nice to have?
Question 8: Where will they work, what are the working hours, and is travel or weekend work needed?
Question 9: What is the pay range and any benefits?

Definitions:
- "Key responsibilities" are the 5 to 8 main things the person is accountable for, each starting with an action word.
- "Performance measures" are specific results with numbers or dates, which I will use in appraisals.

Then produce, in the chat:
A. A complete job description with these sections: job title; reports to; purpose of the role (2 sentences); key responsibilities; performance measures; essential and desirable requirements; working conditions; pay and benefits.
B. A short job advert (under 150 words) I can post on LinkedIn, WhatsApp or job boards.
C. Five interview questions that test the most important requirements, with what a good answer would include.
D. A list of any assumptions you made.

Use plain, fair language. Do not include requirements about age, gender, religion, ethnicity, marital status or appearance unless the law allows it for this job. Do not give legal advice. Where Nigerian labour law, pensions, tax or employment contracts matter, tell me to check with a lawyer or HR professional.

WORD FILE: Also create a downloadable Word document (.docx) with the job description, the advert and the interview questions on separate pages. Name the file "[my business name] [job title] Job Description". Use clear headings, simple tables and plain English. If you cannot create files, tell me clearly, then give me the full text with headings so I can paste it into Word or Google Docs.

Finish by asking me: "Where will you post the advert, and by what date do you want the person to start?"
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Sample output: Ewa Foods, Sales Officer (extract)

Section	Sales Officer
Reports to	Founder and managing director. The driver reports to this role.
Purpose	Grow Ewa Foods' sales to supermarkets, distributors and online customers, and make sure customers pay on time.
Key responsibilities	Manage orders and relationships with two supermarket chains; win at least three new retail outlets each quarter; plan delivery routes with the driver; follow up on unpaid invoices with the accountant; manage online and WhatsApp orders; send a weekly sales report every Monday
Performance measures	Monthly sales for assigned accounts against target; at least 90% of supermarket invoices paid within agreed terms; three new outlets each quarter; weekly report on time
Essential requirements	At least 2 years selling consumer goods to shops or supermarkets in Lagos; confident with WhatsApp, Excel or Google Sheets; able to read sales and payment reports
Desirable	OND, HND or degree in marketing or business; existing contacts with Lagos supermarket buyers
Working conditions	Based in Ikorodu with regular visits to stores across Lagos; Monday to Saturday; some extra hours in December
Pay	₦220,000 a month plus a quarterly bonus for meeting sales and collection targets

Sample interview question: "Tell me about a time a customer was late paying. What did you do, and what happened?" A good answer describes polite but firm follow-up, a record of what was owed, and keeping the relationship.

Check before you rely on this

☐ Do the performance measures have numbers or dates?

☐ Are the requirements truly essential, or just nice to have?

☐ Is the language fair, with nothing about age, gender, religion or appearance?

☐ Does the pay match what you can afford and what the market pays?

Decide from this

- Will you hire for this role or promote someone already in the business?
- Which measures will you review at the first appraisal?

Prompt 3: Who is responsible for what?

Builds: a RACI matrix showing who does each important task, who makes the final call, and who is consulted or informed, with problems flagged automatically. **Excel file:** RACI Matrix.

The prompt (copy everything in the box)

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Act as an experienced people and organisation adviser who works with small businesses and early-stage founders in Nigeria and Africa.

Help me build a responsibility (RACI) matrix for my business, so everyone knows who does each important task, who makes the final decision, and who must be kept informed.

How to work with me:
- Ask the questions below ONE AT A TIME and wait for each answer.
- Keep your replies short: no more than 3 or 4 sentences between questions. Save explanations for the final results.
- If I'm unsure about an answer, help me think it through with one or two simple follow-up questions.
- If I have used the OVL organisation structure prompt, I can paste my results.

Question 1: What is my business called, and what does it do?
Question 2: What roles are in the business (including mine and any outsourced roles)?
Question 3: What are the 10 to 15 most important recurring tasks and decisions? If I'm unsure, suggest a list based on my business and let me edit it.
Question 4: For each task: who does it now, and who should do it?
Question 5: Which tasks often get missed, done twice, or cause arguments about who was meant to do them?

Definitions:
- R = Responsible: does the work.
- A = Accountable: makes the final decision and answers for the result. Each task has exactly ONE A.
- C = Consulted: gives input before the work is done.
- I = Informed: is told about the result.

Then produce, in the chat:
A. A RACI table with tasks as rows and roles as columns.
B. Problems you spot: tasks with no R, tasks with more than one A, people with too many Rs, and tasks where the founder is still R but shouldn't be.
C. Changes I should make, starting with the most urgent.
D. A short note I can share with the team explaining the new responsibilities.
E. A list of any assumptions you made.

Do not give legal advice. Where Nigerian labour law, pensions, tax or employment contracts matter, tell me to check with a lawyer or HR professional.

EXCEL FILE: Also create a downloadable Excel file (.xlsx) named "[my business name] RACI Matrix" with these sheets:
- "RACI": tasks as rows and roles as columns, with a drop-down list (R, A, C, I, blank) in each cell, coloured automatically (for example R blue, A green, C amber, I grey).
- "Checks": formulas that count the Rs and As for each task and each role, and flag in red any task with no R, or with more or fewer than one A.
Use live Excel formulas. If you cannot create files, tell me clearly, then give me each sheet as a table I can paste straight into Excel.

Finish by asking me: "When will you share this with your team, and which change starts first?"
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Sample output: Ewa Foods, after the changes

R = Responsible, A = Accountable, C = Consulted, I = Informed. "A/R" means the same person decides and does the work.

Task	Founder	Production lead	Sales officer	Accountant	Driver
Buying plantain and spices	I	A/R		I	
Daily production and packing		A/R	I		
Quality checks	I	A/R			
Supermarket orders	C	C	A/R		I
Deliveries		C	A		R
Collecting payment from customers	I		R	A	
Online and WhatsApp orders	C		A/R		I
Monthly accounts and cash flow	A		C	R	
Paying suppliers and staff	A	C		R	
Pricing decisions	A/R	C	C	C	
NAFDAC and CAC renewals	A	C		R	
Hiring and appraisals	A/R	C	C		

Problems found before the changes: the founder was responsible for 9 of these 12 tasks. Deliveries had no one accountable, so late deliveries were nobody's problem. Collections had two people accountable, the founder and the sales officer, so each assumed the other was chasing.

After the changes: the founder does 2 tasks herself and makes the final decision on 3 others. Every task has exactly one person accountable.

Check before you rely on this

☐ Does every task have exactly one A?

☐ Does every task have at least one R?

☐ Is anyone carrying far more Rs than they have time for?

☐ In the Excel file, change one cell and check the Checks sheet updates.

Decide from this

- Which change will you make first?
- When will you walk the team through it?

Prompt 4: How is my team performing?

Builds: a fair, evidence-based appraisal for one person, with ratings, next goals, a development plan and questions for the conversation. **Word file:** Appraisal form.

The prompt (copy everything in the box)

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Act as an experienced people and organisation adviser who works with small businesses and early-stage founders in Nigeria and Africa.

Help me prepare a fair staff performance appraisal for one person in my business. I want it based on evidence, focused on the agreed goals, and useful for the person's development.

How to work with me:
- Ask the questions below ONE AT A TIME and wait for each answer.
- Keep your replies short: no more than 3 or 4 sentences between questions. Save explanations for the final results.
- If I'm unsure about an answer, help me think it through with one or two simple follow-up questions.
- If I have the person's job description, I can paste it.

Question 1: What is my business called, and what does it do?
Question 2: What is the person's role, and what period does this appraisal cover?
Question 3: What goals or performance measures were agreed for this period? If none were agreed, tell me and we will use the main duties in their job description.
Question 4: For each goal: what actually happened? Give me numbers, dates and examples where possible.
Question 5: What has the person done especially well?
Question 6: Where have they struggled, and what got in the way (including anything the business didn't provide, such as training or equipment)?
Question 7: How do they work with others: reliability, communication, teamwork?
Question 8: What do I want them to achieve in the next period, and how could they grow in the role?

Definitions:
- Rating scale: 1 = Well below expectations; 2 = Below expectations; 3 = Meets expectations; 4 = Above expectations; 5 = Outstanding.
- Every rating must be backed by evidence from my answers. If there is no evidence, say so instead of guessing.
- Overall rating = the average of the goal ratings, rounded to one decimal place.

Then produce, in the chat:
A. A goals table: each goal, the evidence, and a rating from 1 to 5.
B. Ratings for reliability, communication and teamwork, each with evidence.
C. The overall rating and a short, balanced summary (strengths first, then areas to improve).
D. Three goals for the next period, each with a measure and a date.
E. A development plan: two or three practical actions (training, coaching, new responsibility) and what the business will provide.
F. Five questions I can ask in the appraisal conversation to hear the person's side.
G. A list of any assumptions you made.

Be fair and specific. Do not comment on personality, age, gender, religion, ethnicity or private life. This appraisal is for development, not discipline: if I am considering dismissal or a formal warning, tell me to take HR or legal advice first. Do not give legal advice. Where Nigerian labour law, pensions, tax or employment contracts matter, tell me to check with a lawyer or HR professional.

WORD FILE: Also create a downloadable Word document (.docx) laid out as an appraisal form, with the tables above, space for the employee's comments, and signature and date lines for both of us. Name the file "[my business name] Appraisal [person's role] [period]". Use clear headings, simple tables and plain English. If you cannot create files, tell me clearly, then give me the full text with headings so I can paste it into Word or Google
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Docs.

CALCULATIONS: If you can run code, use it for every calculation and to build any file.
Check every total before you show it. If a figure in the chat and the same figure in the
file disagree, tell me, and treat the file's formula as correct.

Finish by asking me: "When will you hold the appraisal conversation, and how will you
prepare the person for it?"
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Sample output: Ewa Foods, Production Lead, July to December 2026

Goal	Evidence	Rating
98% of orders packed on time	96% on time; two delays caused by diesel running out	3
Cut damaged and burnt chips from 6% to 4%	Down to 4.5% by December	3
Train two production assistants to run the fryer	Both trained and working alone by October	4
Pass NAFDAC inspection with no issues	Passed in September with no corrective actions	4
Overall rating (average)		**3.5**

Working with others: reliability 4 (never missed a production day); communication 3 (the diesel shortage was reported on the day it ran out, not a week before); teamwork 4 (trained colleagues willingly).

Summary: a dependable production lead who trained the team and kept Ewa compliant. The main area to improve is warning the founder early about problems, especially supplies.

Goals for January to June 2027: run daily operations without the founder from January; bring waste down to 4% by June; send a production and stock report every Monday.

Development plan: a short supervisory skills course in Q1, paid by Ewa; 30 minutes of coaching with the founder every week for three months; authority to approve supply orders up to ₦100,000.

Check before you rely on this

☐ Is every rating backed by evidence, not impressions?

☐ Did you note where the business let the person down (for example the diesel supply)?

☐ Are the next goals specific, with numbers and dates?

☐ Have you kept discipline issues out of this appraisal and taken advice on them separately?

Decide from this

- What support will the business provide in the next six months?
- When is the appraisal conversation, and how will you prepare?

Check before you rely on any AI people output

Run through this list every time, whichever prompt you used.

☐ **It describes your real team.** Roles and tasks match what people actually do. Delete anything the AI made up.

☐ **It is fair.** Nothing refers to age, gender, religion, ethnicity, appearance or private life.

☐ **It is affordable.** Any new role or pay change fits your budget and Finance Toolkit figures.

☐ **It matches across documents.** The structure, job descriptions, RACI matrix and appraisals agree with each other.

☐ **It has been checked where the law matters.** Contracts, role changes, dismissals, pensions and payroll tax have been reviewed by a lawyer or HR professional.

☐ **It is saved and dated.** Save each file with the date in its name, and review the structure and RACI matrix at least once a year.

The AI is a fast assistant, not an HR professional. Talk to your team before you change their roles: people accept changes more easily when they understand why.

Next steps

With these four documents, everyone in your business knows what their job is, who they report to, what they own, and how they will be judged.

- **Retake the Business Health Check** in three months to see how your People score has changed.
- **Use the other toolkits.** Finance, Strategy, Marketing and Sales, Operations, and Performance follow the same format.
- **Get expert support.** Outlier Venture Lab works with founders on organisation design, financial models and fundraising. Get in touch through our website to book a session.

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