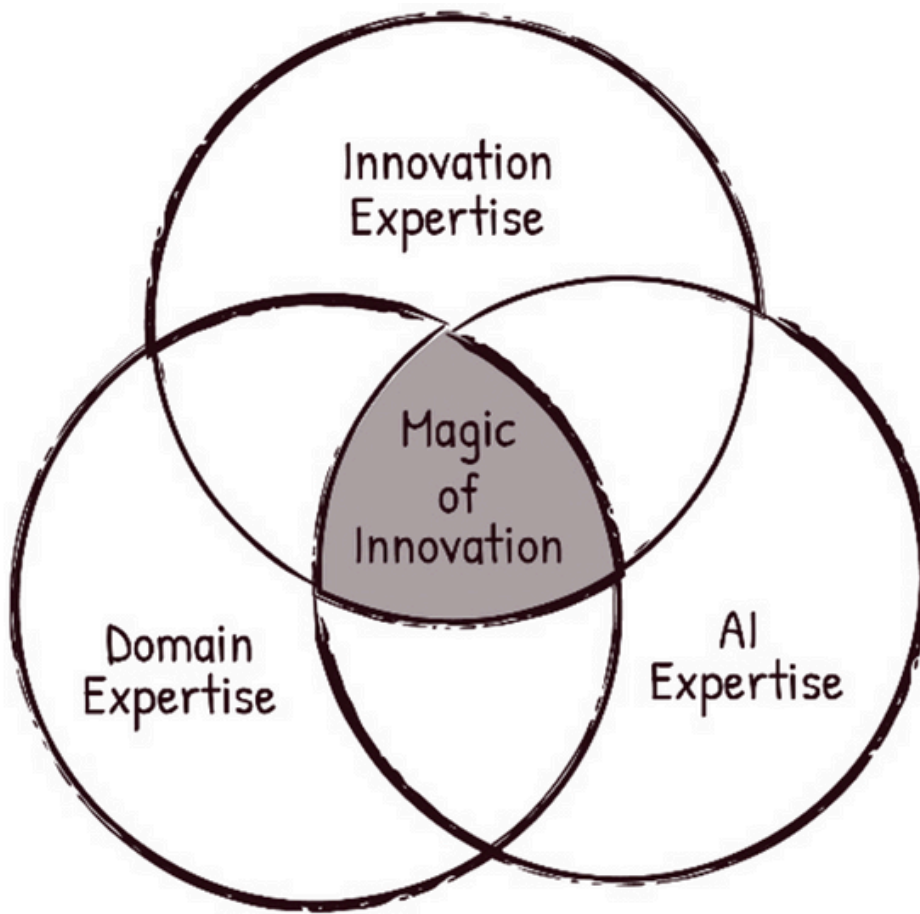


The Generative Organization Toolkit

An AI Playbook for Exponential Results

GenOrg.AI

**The Generative Organization will change the way you use AI.
We'll give you the Innovation Expertise, AI Expertise and
guidance to work better with AI**



Our Promise

Cut innovation sprints from 2.5 days to just 2.5 hours.

Get teams aligned and collaborating right away.

Unlock hundreds of quality ideas, fast.

Move from concept to action with ready-to-use frameworks.

Communicate and pitch ideas with real impact, every time.

What's Inside

20 Custom AI GPTs for instant insights

19 ready-to-use bonus prompts, innovation methods at your fingertips

3 AI-powered Miro templates for teamwork and brainstorming

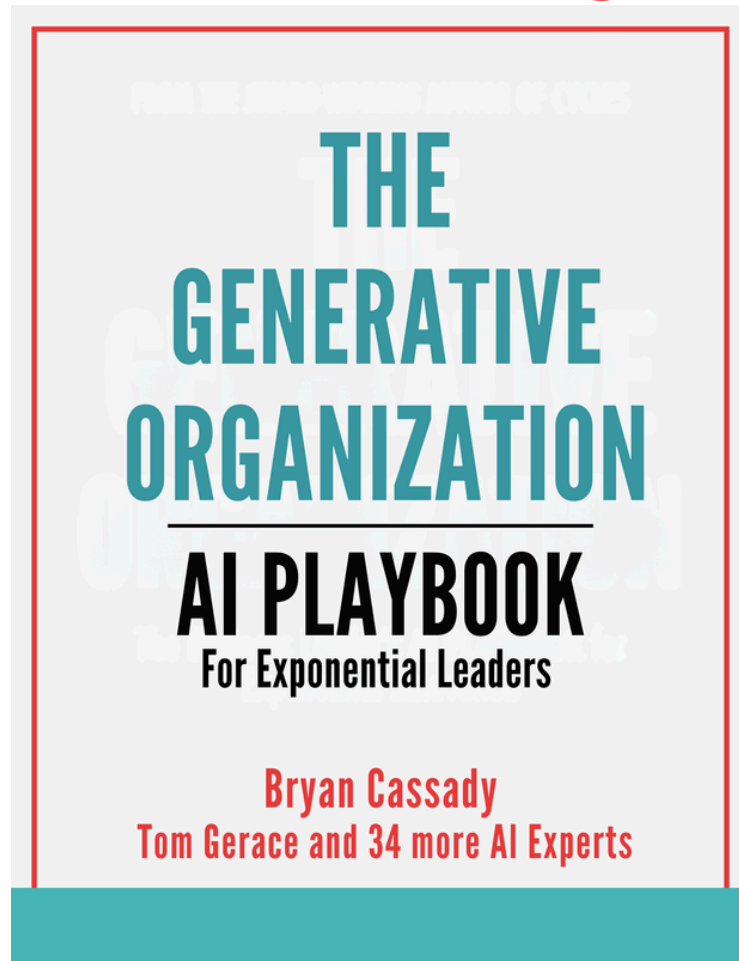
Rapid idea generation, hundreds of quality ideas in hours

Step-by-step innovation frameworks based on expert research

Early access offer and bonus content for toolkit + book purchasers

About

The Generative Organization



[BUY NOW](#)

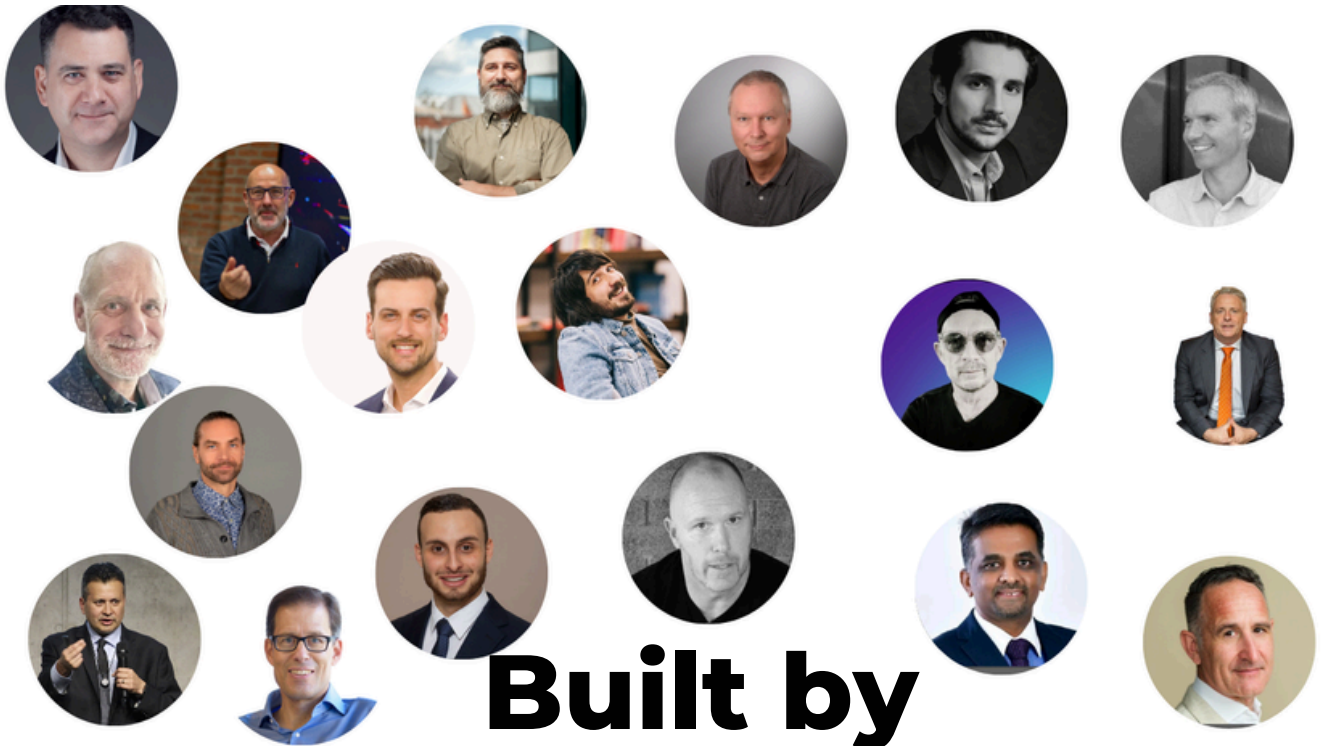
How do the most innovative companies make 10× leaps while others settle for small steps?

They become Generative Organizations where **humans and AI work together** to imagine, test, and launch ideas faster and smarter.

This practical playbook, created by innovation catalyst Bryan Cassady with 35 AI experts and feedback from over 150 reviewers, equips you with tools, prompts, and proven principles to do the same.

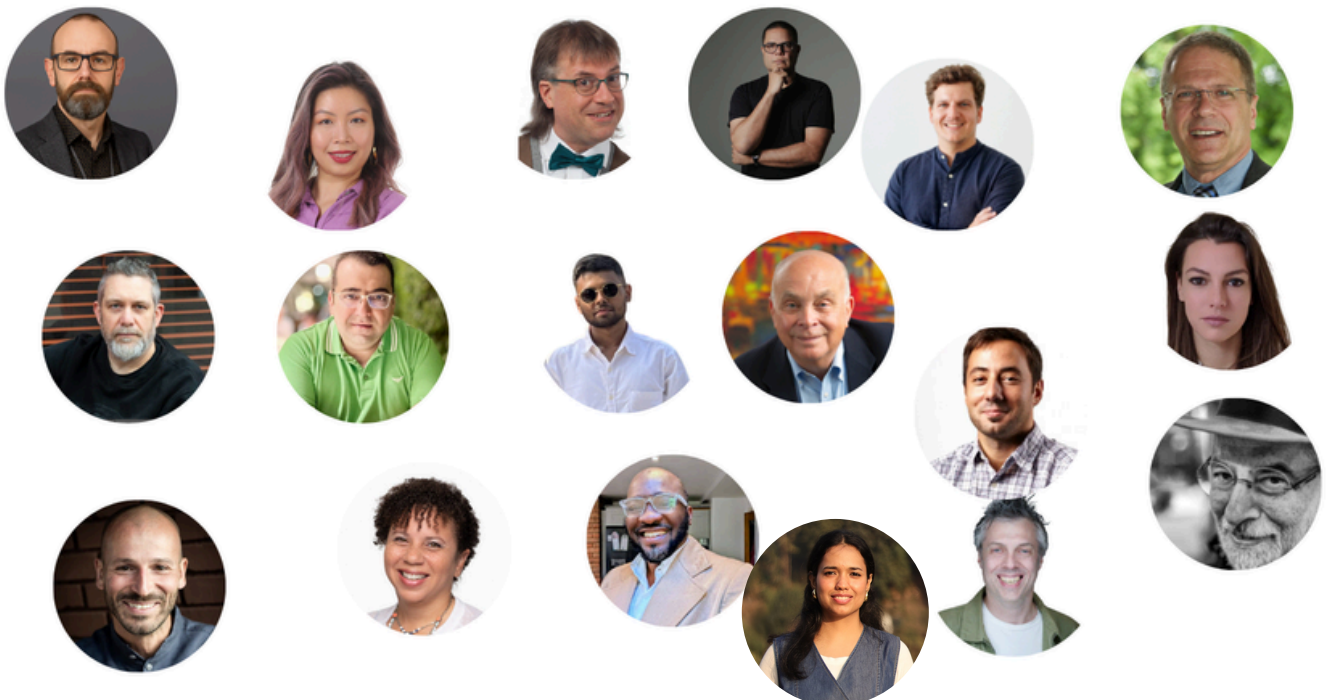
- Understand the three types of AI and focus on the one that drives breakthrough innovation.
- Use a step-by-step AI process to align, build, communicate, check, and improve ideas faster.
- Foster a culture of experimentation with smart, affordable tests that lead to greater success.

Whether you're a CEO, product lead, or founder, this book is your guide to **growing exponentially with AI** and turning working with AI into your biggest competitive advantage.



Built by
36

AI thought leaders

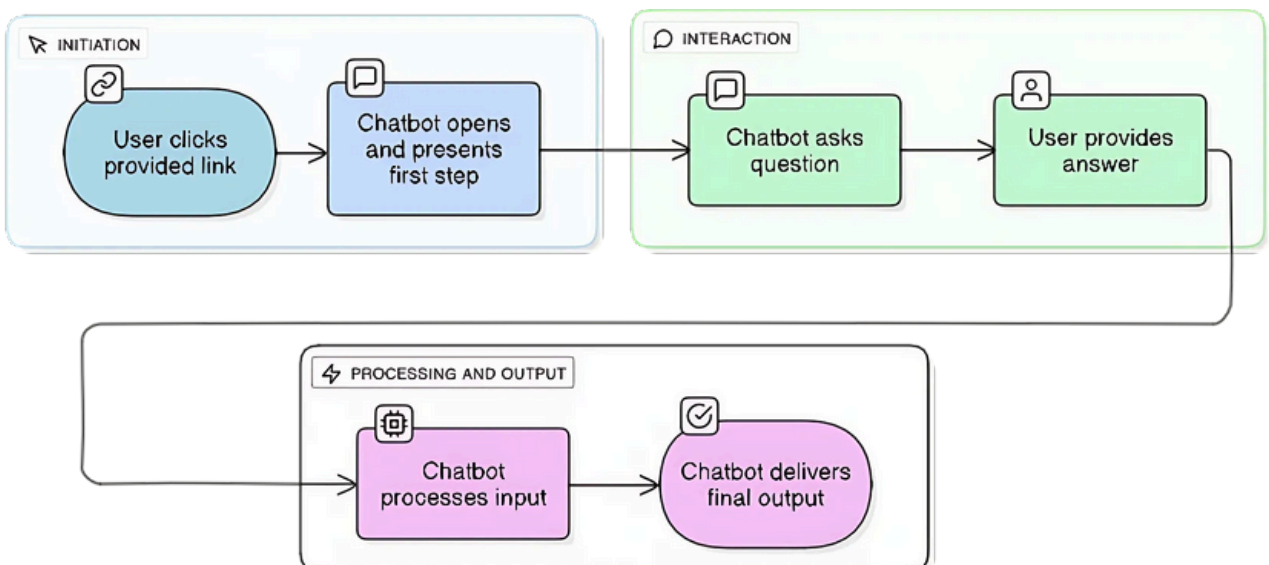


Tools You Will Find



Discover the four core innovation phases: Align, Build, Communicate & Check, and Systematically Improve. These phases use expert methods and AI prompts from **The Generative Organization** book to guide your innovation from clear missions to powerful pitches. The AI4Innovation Toolkit brings these approaches to life with easy-to-run, practical prompts.

How To use GPT + Prompt Links



A = Alignment

If you don't know where you're going... Chances are you won't get where you want to go.

Description:

Alignment is the foundation of effective growth. It is about an honest assessment of who you are. (CULTURE) It is about finding what is important (MISSION) and matching this with what the market wants (NEEDS) and plans to deliver value (fit with SKILL and BUSINESS MODELS).

Deliverable:

You should know, be able to identify 3-4 True North priorities for your company /division (True north) priorities can be:

1. Culture/skills to develop
2. Fine-tuning of the business model
3. Creation of new products/services/business methods)

Here are the chapters in the book for the Align section. You can also access the GPT prompts for this chapter from the link.

| Chapter | Objectives | GPT Links |
|-------------------------------|---|---|
| 5: Finding Your Mission | Discovering purpose at the convergence of passion and skill. | https://t.ly/Cycles20-5-GPT |
| 6: Jobs to be done | Understanding the real reasons customers choose your product. | https://t.ly/Cycles20-6-GPT |
| 7: Looking at the Big Picture | Leveraging AI for enhanced business model innovation. | https://t.ly/Cycles20-7-GPT |
| 8: The Value of Culture | Exploring how supportive cultures foster innovation. | https://t.ly/Cycles20-8-GPT |
| 9: TRUE NORTH | Anchor innovation with a steadfast True North mission. | https://t.ly/Cycles20-9-GPT |

A = Alignment

**BONUS AUTO-RUN PROMPTS That
you can try in 5 seconds**

| Name | Objective | Link |
|--------------------------|---|--|
| Aligning Mission Model | Does the current business model align with the business mission | t.ly/41 Align aligning mission model |
| Industry Innovation Edge | Innovation inspired by exploring outside our industry | t.ly/44 Align industry innovation edge |
| JTBD Target groups | Suggest different target groups to investigate on | t.ly/39 Align jtbd target groups |
| Culture Analysis | Evaluate culture change program | t.ly/48 Align culture analysis |
| JTBD Prioritization | Strategic thinking about JTBD | t.ly/30 Align jtbd prioritization |

B = Build

Generating meaningful and strategic ideas

Description:

Once you know what you want to do it is time to build ideas that have a chance to deliver on your objectives. Contrary to the belief that the ability to build ideas is limited to a select few, there are tools, techniques that can help any team build better ideas. These tools are:

- Effectuation (looking for ideas at home with the resources you have)
- Systematic search for stimulus (get out of the building)
- Diversity and willingness to bring in new people/resources.

Deliverable:

Here are the chapters in the book for the Align section. You can also access the GPT prompts for this chapter from the link.

With these tools and techniques, the process is clear but clear does not mean easy. Removal of fear and an ongoing action focus is the “secret sauce” that can pull everything together.

Here are the chapters in the book for the Align section. You can also access the GPT prompts for this chapter from the link.

| Chapter | Objectives | GPT Links |
|---|---|---|
| 10: Understanding Problems | Structuring approaches to effectively solve complex problems. | https://t.ly/Cycles20-10-GPT |
| 11: Starting with what you have | Leveraging existing resources to initiate impactful actions. | https://t.ly/Cycles20-11-GPT |
| 12. Human and Generative AI Integration | Enhancing creative thinking through AI collaboration. | https://t.ly/Cycles20-12-GPT |
| 13. The Power of Persistence | Promoting adaptability in the pursuit of goals. | https://t.ly/Cycles20-13-GPT |

B = Build

BONUS AUTO-RUN PROMPTS That you can try in 5 seconds

| Name | Objective | Link |
|----------------------------------|---|---|
| 10 Analogies | Create 10 creative comparisons to help solve a business problem. | t.ly/10-Analogies |
| 5 reasons we might fail | Identify and assess 5 potential problems for a business challenge, offering solutions and determining their effectiveness. | t.ly/5-reasons-we-might-fail |
| Identify Failure points | Create 10 new ideas for a challenge, consider potential problems, and rate each idea based on usefulness and originality. | t.ly/Identify-Failure-points |
| PPCO #1-1 | Create 50 new ideas using the PPCO method, assess them for usefulness and originality, and display them in the required format. | t.ly/PPCO-1 |
| Semantic Intuition | Create 10 new ideas for a challenge using the Semantic Intuition method. Evaluate each idea's usefulness and originality. | t.ly/Semantic-Intuition |
| Viewpoint - Famous Innovators -1 | Create 10 innovative business solutions inspired by famous innovators. Each solution will include a description, value, evaluation, and method of creation. | t.ly/Viewpoint-Famous-Innovators-1 |

Note: This table includes select bonus prompts; the full list of prompts is available in the book.

C = Communicate & Check

Clarify your ideas and gather meaningful feedback

Description:

To build bigger and better ideas, you must get effective feedback. This requires explaining your ideas clearly, truly listening (not just hearing), slowing down to ensure you’re on the right track, and most importantly, being ready to kill ideas that don’t show promise.

Deliverable:

Clear understanding of the idea among stakeholders, valuable feedback on the idea’s potential, and a decision on whether to continue or kill the idea based on progress.

Here are the chapters in the book for the Align section. You can also access the GPT prompts for this chapter from the link.

| Chapter | Objectives | GPT Links |
|---------------------------------|---|---|
| 14: AI Powered Clarity | AI-powered clarity: Bridging knowledge gaps precisely. | https://t.ly/Cycles20-14-GPT |
| 15: Good research, bad research | Improving research quality through effective feedback reception. | https://t.ly/Cycles20-15-GPT |
| 16: Will They Pay? | Maximizing revenue by understanding customer payment willingness. | https://t.ly/Cycles20-16-GPT |
| 17: The Power of Quitting | Exploring how abandoning ideas fosters genuine innovation. | https://t.ly/Cycles20-17-GPT |

C = Communicate & Check

BONUS AUTO-RUN PROMTPS That you can try in 5 seconds

| Name | Objective | Link |
|-----------------------------------|--|---|
| Target audience insights from 4Ps | A method for analyzing the market and understanding customer behavior through the lens of the 4Ps. This approach helps businesses tailor their strategies to meet the specific needs of their target audience. | t.ly/Target-insights-4Ps |
| Names #1 - 10 methods | A creative process for generating unique and memorable names for a product, brand, or service. This method includes 10 different techniques such as brainstorming, word association, and cultural references to come up with impactful naming options. | t.ly/Names-1 |
| Selling lines #1 | The first method for crafting effective selling lines or taglines that resonate with the target market. It focuses on creating concise, persuasive statements that capture the value proposition of a product or service. | t.ly/Selling-lines-1 |
| Letter to Grandma | A method to explain a complex idea or concept in simple, relatable terms. By writing it as a letter to a grandmother, the goal is to communicate the core essence of the idea clearly and understandably, ensuring accessibility to a wider audience. | t.ly/Letter-to-Grandma |
| Synthetic Expert Review | A process of simulating feedback from an expert without direct interaction. It involves using existing data, research, or technology to replicate expert insights, allowing businesses to gain valuable perspectives on their ideas or products. | t.ly/Synthetic-Expert-Review |

Note: This table includes select bonus prompts; the full list of prompts is available in the book.

S = Systematically Improve

Strengthen your innovation system for ongoing growth

Description:

Research shows that systems are essential for innovation success. A system combines people and processes aligned toward a clear, shared goal. Success depends on clarity and a commitment to continuous learning and improvement. Leading companies stand out by building on their strengths, fostering innovation ecosystems, and maintaining persistent action to evolve and grow

Deliverable:

Simplified challenges, a structured learning process, improved internal capabilities, and stronger innovation ecosystems. Enough insights to update your objectives and start the next innovation cycle

Here are the chapters in the book for the Align section. You can also access the GPT prompts for this chapter from the link.

| Chapter | Objectives | GPT Links |
|--|--|---|
| 18: Fear to Focus | Harnessing AI to conquer innovation-related fears. | https://t.ly/Cycles20-18-GPT |
| 19: Systems Approach to (W)holistic Transformation | Exploring core principles for transformative holistic innovation. | https://t.ly/Cycles20-19-GPT |
| 20: The One Thing Approach | Overcoming distractions to address innovation challenges step-by-step. | https://t.ly/Cycles20-20-GPT |
| 21: Active Learning in the Age of AI | Exploring AI's role in enhancing educational outcomes. | https://t.ly/Cycles20-21-GPT |
| 22: AI Driven Transformation | Enhancing innovation and performance with AI in flux. | https://t.ly/Cycles20-22-GPT |

S = Systematically Improve

BONUS AUTO-RUN PROMPTS That you can try in 5 seconds

| Name | Objective | Link |
|---------------------------------|--|--|
| Conquering Fear through Systems | To identify and address common fears that impede innovation within the organization. | t.ly/43 Sytematically Improve fear s ystems |
| Customer Journey Analysis | Identify opportunities risks in the customer journey | t.ly/23 Sytematically Improve custo mer journey. |
| Mom test - interview guide | Create action plan to resolve death threats | t.ly/12 Sytematically Improve mom test guide |

Bonus

Frameworks and AI Tools to Turn Ideas into Innovation

The bonus section of the book complements the main content by offering practical frameworks and tools that help accelerate innovation. It focuses on disciplined action, emphasizing iterative learning, validation, and structured methods like design sprints and the ABCS model. Readers will learn how these approaches can transform ideas into clear, impactful actions. The section also explores how AI enhances innovation by speeding up processes and supporting strategic thinking.

Beyond ideas, the bonus section provides concrete steps and workshop frameworks to help teams align and improve continuously. It includes prompts, templates, and AI-powered tools to implement innovation sprints, build shared missions, and refine business models. This material fosters collaboration, reflection, and ongoing learning to strengthen innovation capabilities. Engaging with the bonus content equips readers to effectively drive disciplined, AI-supported innovation in their organizations.

| Chapter | Objectives | Gpts Links |
|---|---|---|
| 23: Prototype / Visualize | Visualize concepts; demonstrate through imagery, not words. | https://t.ly/visualization_genorg |
| 24: Accelerate Physical Prototyping with AI | Strategic MVP prototyping sequence | https://t.ly/prototype-gpt |
| 26: Pitching | Improving pitch efficiency and effectiveness. | https://t.ly/pitch-gpt |

AI Powered

Miro Templates



Alignment



Build Ideas



Communicate/
Check



Systematically
improve



Bonus



**We have built 3 Miro Templates
you can access here :**

The True North Template guides your team to align around a clear innovation mission and shared purpose, setting the right direction for breakthrough outcomes.

Access Here : <https://t.ly/truenorth-miro>

The Build Ideas Mechanical Creativity Template harnesses AI to spark diverse, creative ideas rapidly using proven innovation methods, helping teams build better solutions.

Access Here : <https://t.ly/build-miro>

The Pitch Template supports crafting compelling, persuasive presentations by refining your message and storyline with AI-driven insights for maximum impact.

Access Here : <https://t.ly/pitch-miro>

AI4Innovation Toolkit

Market Analysis Like a McKinsey Consultant on 10 Cups of Coffee

Imagine having a digital innovation consultant ready to supercharge your team's creativity and decision-making. The AI4Innovation Toolkit brings expert-backed methods and AI-powered workflows into one practical platform, helping you innovate faster, smarter, and with more confidence.

What You'll Get:

- 365 AI-powered innovation methods, including exclusive prompts not in the book
- Custom AI GPTs designed specifically for fast, expert-level insights
- Organized, step-by-step innovation framework covering all core phases
- Centralized platform for all your innovation needs, no tool juggling
- Rapid idea generation, refinement, and validation in one place
- AI-assisted pitch creation to boost persuasion and clarity

The screenshot displays the 'The Ai4innovation toolkit' interface. At the top, the title 'The Ai4innovation toolkit' is shown in white on a teal background. Below the title, the user's email 'bryancassady@gma...' is visible. The interface is organized into a grid of tool categories, each with a small icon and a list of specific tools and their counts. The categories and their contents are: Alignment (Build Market Understanding(21), Clarify objectives(10), Write a TRUE North(GPT), True North Template - Miro ++), Build Ideas (Clarify Challenge (28), Generate Ideas (Generate ideas: Creative Combinations (41), Generate Ideas: New Perspectives (31), Generate Ideas: Other Methods (29)), TRIZ (20), Functional Analysis ® (11), Build Ideas Template - Miro ++), Communicate and Check (Improve selling concept (26), Check Ideas (6), Make Names (7), Make Selling Lines (20), Kills or continue (App-in development)), Systematically Improve (Business Analysis (63), Kills or continue (App-in development)), and Pitch (Pitch Ideas Template - Miro ++, Pitch Ideas (7), Pitch Template (App), Pitch Review (beta), Business Review (App-in development)).

| Category | Tools |
|------------------------|--|
| Alignment | Build Market Understanding(21) Clarify objectives(10) Write a TRUE North(GPT) True North Template - Miro ++ |
| Build Ideas | Clarify Challenge (28) Generate Ideas Generate ideas: Creative Combinations (41) Generate Ideas: New Perspectives (31) Generate Ideas: Other Methods (29) TRIZ (20) Functional Analysis ® (11) Build Ideas Template - Miro ++ |
| Communicate and Check | Improve selling concept (26) Check Ideas (6) Make Names (7) Make Selling Lines (20) Kills or continue (App-in development) |
| Systematically Improve | Business Analysis (63) Kills or continue (App-in development) |
| Pitch | Pitch Ideas Template - Miro ++ Pitch Ideas (7) Pitch Template (App) Pitch Review (beta) Business Review (App-in development) |

Here are all the tools you can find on AI4 Innovation Toolkit

About The Toolkit

The AI4Innovation Toolkit is designed as the ultimate digital innovation consultant, built directly on The Generative Organization book. It translates expert-backed frameworks into hands-on, practical tools that guide you through five core innovation phases: Align, Build, Communicate & Check, Systematically Improve, and Pitch.

The bonus prompts featured in the book and lead magnet are just a small subset of the toolkit's extensive library of AI-powered prompts and innovation methods. The toolkit offers full, scalable access to all these advanced tools, empowering teams and consultants to innovate better, faster, and smarter.

356
AI Tools

½ Time
3x Ideas

28
GPTs

90%
Positive Feedback

Limited Time Offer: 3-Month Beta Access



Get exclusive early access to the full AI4Innovation Toolkit, valued at \$117, for three months.

How to Qualify:

- Purchase a copy of The Generative Organization book
- Write an honest review
- Send your review to Reviews@genorg.ai

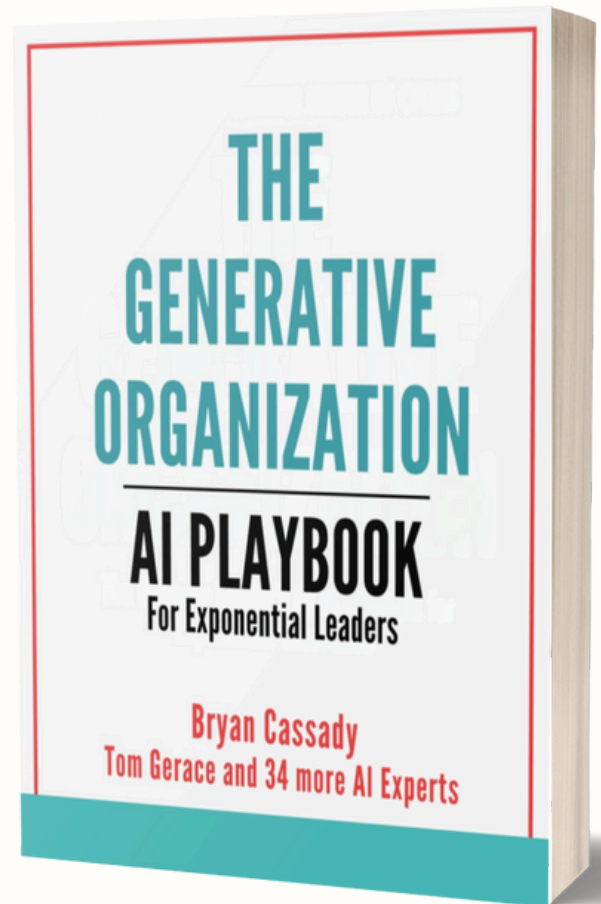
Watch Toolkit Intro

Get Book Now

The Generative Organization

Available Now

amazon



Bryan Cassady

Lead Author

You can order The Generative Organization book here: https://t.ly/GenOrg_order
(You can also scan the QR code to quickly access the order page)

Would you like to know more about company training or guided innovation sprints?
Please contact bryan@bryancassady.com

Note: You can arrange a one-to-one meeting with Bryan at this link
<https://bryancassady.youcanbook.me>