

Strategic Planning in the Age of Generative AI

Enhancing Each Phase of the AAMC GIP Strategic Planning Toolkit

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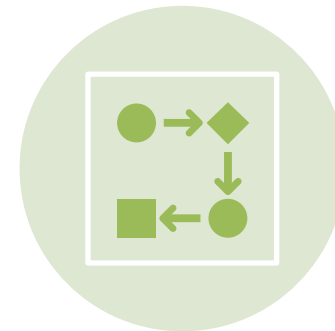


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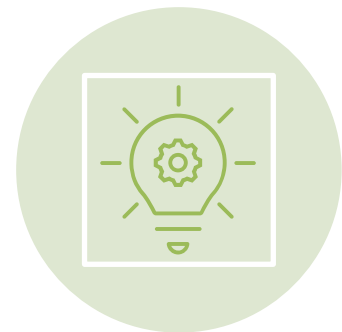
Why Use Generative AI for Strategic Planning?



Work smarter, not harder – Instantly turn scattered data, notes, or meeting summaries into organized insights and starting drafts.



Accelerate alignment – Generate first-round ideas or summaries that help diverse teams get on the same page faster.



Enhance creativity and objectivity – Surface fresh perspectives, language, and cross-industry analogies that challenge bias and spark innovation.



Strengthen communication – Produce polished narratives, talking points, and visual summaries tailored for leadership or stakeholder audiences.



Future-proof your skill set – Build fluency in tools that are quickly becoming standard in organizational strategy and planning practice.

The AAMC GIP Framework

- Four phases:
Assess → Develop → Implement → Monitor
- Aligns with best practices in academic medicine
- Each phase supported by templates and resources

[AAMC Strategic Planning Resources](#)

[Group on Institutional Planning \(GIP\) Strategic Planning Toolkit](#)



Phase 1: Assess

Toolkit Focus: Internal & External Analysis, SWOT

AI Enhancement:

- Summarize institutional data, reports, or survey feedback.
- Generate PESTLE and SWOT analyses based on data inputs.
- Identify emerging trends in academic medicine or healthcare.

Sample Prompts:

- Summarize key insights from stakeholder interviews into major themes.
- Based on this data, create a PESTLE analysis for an academic health system.
- Create a SWOT analysis based on the following institutional data.
- Summarize 5 national trends in medical education that may impact our institution.
- Highlight 5 opportunities from recent healthcare policy changes affecting academic medicine.

Phase 2: Develop

Toolkit Focus: Mission, Vision, Goals, Strategies, Metrics

AI Enhancement:

- Co-create or refine mission and vision statements.
- Translate SWOT findings into strategic priorities.
- Create measurable goals and metrics.

Sample Prompts:

- Develop a kickoff meeting agenda for the strategic planning team.
- Create a compelling vision statement that reflects innovation in academic medicine.
- Rewrite this mission statement in 20 words or fewer to make it more memorable.
- Act as an expert strategist and use this SWOT analysis to propose 3 strategic priorities with associated goals and measurable outcomes.
- Turn these broad goals into SMART objectives aligned with our mission.
- Develop key performance indicators for each goal.

Phase 3: Implement

Toolkit Focus: Implementation & Communication Plans

AI Enhancement:

- Build implementation matrices and project timelines.
- Draft communication plans tailored to stakeholder groups.
- Simulate stakeholder reactions or change-management scenarios.

Sample Prompts:

- Create a 6-month implementation plan outlining timelines, responsible parties, and milestones for each strategy.
- Write a communication plan introducing the new strategic plan to faculty and staff, emphasizing transparency and collaboration.
- Draft sample talking points for leadership town halls introducing the strategic plan.
- Simulate how different stakeholder groups (faculty, learners, clinicians) might respond to this plan and recommend key messages for each group.

Phase 4: Monitor

Toolkit Focus: Scorecards, Dashboards, Ongoing Review

AI Enhancement:

- Identify trends and risks.
- Turn raw scorecard data into executive summaries.
- Draft progress reports for leadership review.

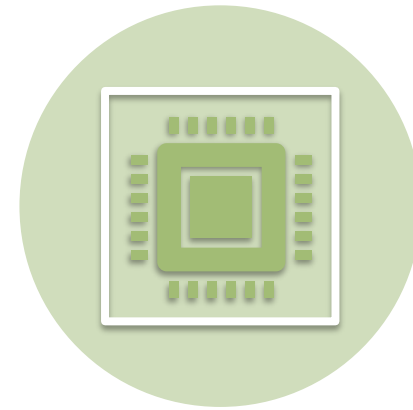
Sample Prompts:

- Suggest a dashboard framework for tracking progress toward strategic goals.
- Analyze this progress data and suggest 2 areas for mid-cycle adjustment.
- Summarize progress reports from each mission area into an executive update highlighting accomplishments, risks, and next steps.
- Summarize quarterly updates into a one-page briefing.
- Draft a quarterly update email for stakeholders.

Ethical & Quality Guardrails



ALIGN YOUR WORK WITH
UNIVERSITY GUIDELINES



VERIFY ALL OUTPUTS; AI IS
ONLY AS GOOD AS ITS INPUT



PROTECT CONFIDENTIAL
AND SENSITIVE DATA



ATTRIBUTE AI ASSISTANCE
TRANSPARENTLY

Getting Started

1

Identify one area where AI can save time in your current planning cycle (e.g., AI-assisted SWOT, communication drafts).

2

Build internal capacity through training on prompt design and sharing of prompts.

3

Use AI drafts as collaboration starters.

Key Takeaways

1. Generative AI amplifies human insight—it doesn't replace it.
2. The AAMC GIP Toolkit provides the structure; AI provides acceleration.
3. Start small: one prompt, one phase. Build from there.

“Some people call this artificial intelligence, but the reality is this technology will enhance us. So instead of artificial intelligence, I think we'll augment our intelligence.”

—Ginni Rometty, first woman to serve as the head of IBM

But Wait, There's More!

Click here for bonus material:

[Advanced Generative AI Prompts for
Strategic Planning](#)