

CDD TRAINING TOOL · SESSION 1

Business DNA Builder — Session Guide

How to complete the tool and download your documents

Session 1

What This Session Does

Purpose, outputs, and what you need

This tool captures questions about your business. When you're done, it assembles three professional AI prompts — one each for a Customer Persona, a Value Proposition, and a Brand Identity Brief. Copy each prompt into ChatGPT or Claude, get a professional result, paste it back, and download it as a text file. Three named .txt files that power every other session in the program.

CDD_CustomerPersona_[YourBusiness].txt	Who your ideal client is, what they need, and how to win them
CDD_ValueProposition_[YourBusiness].txt	One-liner, StoryBrand statement, and full capability introduction
CDD_BrandIdentity_[YourBusiness].txt	Tone of voice, taglines, visual direction, and LinkedIn headlines

Before You Start

What You Need

Get these ready before opening the tool

- A laptop or tablet — any modern browser (Chrome, Edge, or Safari)
- A free ChatGPT account (chat.openai.com) OR a free Claude account (claude.ai)
- Your ABN — 11-digit Australian Business Number
- Your NQ Contractor's Growth Code reference card (from your session materials)
- About 15–20 minutes for Tab 2 if you add project data — answers auto-save

-  **Optional but recommended:** gather these for Section F (Past Performance)
- Your last 3 completed projects: name, client, contract value, year, brief scope (1–2 sentences), outcome
 - Up to 2 client references: contact name, organisation, role, phone number, email address
 - Tip: pull project details from a previous quote, invoice, or council completion letter

■ Time breakdown: Tab 2 (A–E): 10 min · Section F: +5 min · Each AI prompt: 5–8 min · Total: ~30 min

Overview**How the Tool Is Organised**

Six tabs — work through them in order

The tool has six tabs. Tabs 3, 4, and 5 are locked until you click Generate in Tab 2.

1 Intro	2 Your Business	3 Persona	4 Value Prop	5 Brand	6 Next Steps
Tab 1 — Introduction		Read the overview, download this guide, click Start.			
Tab 2 — Your Business		Fill in Sections A–F, then click Generate My Outputs → to unlock Tabs 3–5.			
Tab 3 — Customer Persona		Copy prompt → ChatGPT or Gemini → paste result → download .txt			
Tab 4 — Value Proposition		Copy prompt → Claude or ChatGPT → paste result → download .txt			
Tab 5 — Brand Identity		Copy prompt → Claude or ChatGPT → paste result → download .txt			
Tab 6 — Next Steps		Confirm downloads. Copy your DNA block. Copy your references separately.			

Tab 2**Filling In Your Business Details**

How to answer the questions correctly

A	Section A — Your Business Business name, owner name, website, ABN, years operating. Use the name a client would search for. New: Diversity & Ownership Status — tick if your business is Indigenous-owned, Supply Nation certified, female-owned, or a social enterprise. These checkboxes change what your three AI documents produce — see callout below.
B	Section B — What You Do Select your primary sector. Enter at least one specific service — "stormwater drainage" beats "civil work".
C	Section C — How You Operate Revenue and staff counts can be approximate. Plant and equipment: quantity and type only, no dollar values.
D	Section D — Where You Stand Portals: tick every portal and Indigenous Business Registry you have an active registration on. WHS status: be honest — it directly shapes your WHS documents. New: Existing Compliance Documents — tick which ISO or management system documents you already hold. This prevents the AI from generating documents that duplicate what you have.
E	Section E — Where You're Headed Tick every client type you want to work for in the next 3 years across five groups: Tier 1 contractors, Mining & Resources, Energy & Utilities, Government & Council, and Indigenous Procurement Networks. Write your goals in plain language.

■ Generate button: Click **Generate My Outputs** → at the bottom of Tab 2. All required (*) fields must be complete before Generate will fire.

■ Two New Fields in This Update — These change what your prompts produce

Diversity & Ownership Status (Section A — optional)

Tick if your business is Indigenous-owned, Supply Nation certified, majority female-owned, or a social enterprise. When ticked, your Customer Persona gains an Indigenous procurement buyer persona, your Value Proposition leads with Supply Nation certification as a commercial differentiator, and grant research prioritises Indigenous-specific programs (NIAA, Queensland BIB, IPP set-asides) over general SME grants. Supply Nation certification is a commercial credential — not just a classification: procurement managers with mandatory Indigenous spend targets actively search the Supply Nation directory for certified businesses to engage.

Existing Compliance Documents (Section D — optional)

Tick which WHS and management system documents you already hold. This prevents the AI from producing documents that duplicate what you have — it upgrades and extends your existing framework instead.

Important: an IMS framework (a collection of numbered policy documents, e.g. IMSB001–IMSB011) is *not* the same as a full ISO 45001 Management System. A full system also includes a hazard register, risk assessment methodology, audit schedule, and improvement objectives. Tick only what you genuinely hold. If you hold an IMS, new documents will be numbered to extend your existing sequence and formatted to match your IMS document style.

Section F**Past Performance — Projects & References**

Optional but strongly recommended — transforms your Capability Statement

Section F is optional — you can click Generate without it. But adding your project data and references will significantly improve your Capability Statement, Value Proposition, and Capacity Statement.

Your Projects**List up to 5 completed projects**

Projects 1–3 shown by default — click "+ Add another" for 4 and 5

For each project: Project Name, Client / Principal, Contract Value, Year Completed, Project Type, Key Outcome, and a Scope Summary (1–2 sentences).

What your projects feed into:

- Capability Statement: Projects 1–3 populate the Project Experience section automatically
- Value Proposition: Highest-value project cited in the one-liner and achievement statements
- Capacity Statement: Delivery record used as evidence of peak capacity and concurrent delivery

Your References**Add 2 client references (a third is optional)**

For each: Contact Name, Organisation, Role/Title, Phone, Email, Project

★ **References stay private:** NOT sent to any AI tool. Stored in your DNA for manual use only. References appear in your Capability Statement as [Add manually] placeholders. Open Tab 6 → Copy References and paste your contacts in before submitting.

If you Generate without Section F

A nudge message will appear. You can go back, add projects, and click Generate again at any time.

How to Add Projects 4 and 5

Projects 1, 2, and 3 are always shown. Click the **+ Add another project** link below Project 3 to reveal Project 4. Click again for Project 5. References work the same way.

How to Add Reference 3

References 1 and 2 are always shown. Click **+ Add a third reference** below Reference 2.

Tabs 3–5

The Four-Step AI Workflow

Same process for all three documents

- 1

Copy the prompt

Click the Copy Prompt button. The prompt — with your business details inserted — copies to clipboard.
- 2

Open your AI tool

Open ChatGPT or Claude in a NEW tab. Always start a fresh conversation — never continue.
- 3

Paste and send

Paste the prompt and press Send. Wait for the full result — up to 60 seconds. Do not stop it early.
- 4

Paste result and download

Come back to the CDD tool. Paste the complete AI result. Click Download → to save your .txt file.

AI Tools

Which AI Tool to Use

Best results by document type

Tab 3 — Customer Persona	ChatGPT (free) — chat.openai.com Or Google Gemini (free) — gemini.google.com
Tab 4 — Value Proposition	Claude (free) — claude.ai Or ChatGPT (free) — start a fresh conversation
Tab 5 — Brand Identity	Claude (free) — claude.ai Or ChatGPT (free) — start a fresh conversation

■ Tip — Prompt Assembler:

If your Business DNA block has no Section F data, a yellow tip appears below the validation status on the Capability Statement and Capacity Statement prompts. Go back and add projects to remove it.

Tab 6

Next Steps — Your DNA Block & References

Two separate copy blocks — used differently

Copy DNA Block Your assembled business profile. Copy and paste into the Prompt Assembler (Tool 2) and all other CDD tools that ask for it. This DOES include your project data from Section F. This does NOT include references.	Copy References Your private reference contacts. Use in your Capability Statement and prequalification forms only. NOT for AI tools. Paste into the [Add manually] fields in your Capability Statement before submitting.
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Help**Troubleshooting**

Common issues and how to fix them

AI tool not responding	Refresh the AI tool tab and try again. Make sure you are logged in. If ChatGPT is busy, switch to Claude.
"Prompt is too long" error	Shorten your Plant & Equipment and Licences entries in Tab 2, then click Generate again.
Output is too short or incomplete	Ask the AI to continue: type "Please continue from where you left off" and send. Paste both parts together.
Download button won't activate	The result text box needs at least 100 characters. Make sure you have pasted the full AI output.
Lost my answers on refresh	Answers are saved to your browser's local storage. Try a different browser if answers didn't reload.
I can't see Tabs 3–5	Complete all required fields (*) in Tab 2 and click Generate My Outputs → first.
Capability Statement has blank project entries	Go back to Tab 2, fill in Section F (Your Projects), click Generate again.
Yellow tip on Capability Statement prompt	Your DNA block has no Section F data. Add projects in the Business DNA Builder, regenerate, and paste the updated DNA into the Prompt Assembler.
Capability Statement references show [Add manually]	This is correct. References are not sent to AI. Open your Tab 6 Copy References block and paste your contacts into those fields manually.
Diversity or IMS fields not changing my prompts	Ensure you click Generate My Outputs → again after ticking the new fields — existing prompts do not update automatically.
Big prompt text shows as a file attachment in ChatGPT	Type "Run the prompt" and press Enter. ChatGPT sometimes treats long pasted text as a file rather than a message — typing this instruction tells it to process the prompt.

Your Files**What Each Document Is For**

How to use your downloads in training and beyond

CDD_CustomerPersona_[Business].txt	Training: Modules 1 & 2	After: Tender cover letters, LinkedIn About, grant applications
CDD_ValueProposition_[Business].txt	Training: Modules 1 & 2	After: StoryBrand one-liner, LinkedIn headline, capability intro

CDD_BrandIdentity_[Business].txt

Training: Module 2

After: Blueprint Builder, LinkedIn Company Page, GBP posts

Questions? Contact your CDD consultant.

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■ Bring to your next session: Your three .txt files · This guide · Your Growth Code card