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BSB CONSULTING GROUP. NEWSLETTER

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The Technology Is Ready. Are you?

Welcome to this edition of the BSB newsletter. Our vision for this newsletter is simple: add value. To you, your teams, and our industry. We will use it to explore technology trends, help resolve common implementation challenges, and keep you current on AI and ETRM. The point isn't to talk about us, it is to create a useful resource for you.

In this issue, we look at what it actually takes to close that gap: from how BSB is approaching AI internally, to what's really driving ETRM underperformance, to the practical tools that help your team get more out of every prompt.

The technology is ready. The question is whether you are.

INSIDE BSB



BSB Heads to Houston

We're excited to share that BSB is partnering with Capspire to support our first Midstream Client in Houston, Texas.

Together, we'll be delivering a change and readiness assessment and plan, helping our client understand where they stand today and what it will take to move forward successfully.

This partnership brings together BSB's change and people expertise with Capspire's deep operational and technical knowledge. More updates to come as the work gets underway.

A Note on AI from BSB

After doing our homework, we've made a decision. BSB has chosen Claude (built by Anthropic) as our primary AI platform. We chose it for three practical reasons: it handles complex, multi-step reasoning well, which is most of what we do; it takes privacy and accuracy seriously, and it integrates directly into how we already work.

To be clear: Claude isn't here to replace our thinking. BSB has made the choice to use Claude as our coach and to help us serve our clients better. It's a tool that helps us move faster and think clearer while keeping our judgement and expertise at the forefront of our consulting.

We're not chasing a trend here. We've tested it, we use it internally, and we're confident it makes our work sharper. Contact us if you need help integrating foundational AI tools into your organization.



FROM OUR FOUNDER



The most frequent question I get asked about BSB is: What is it you actually do? Here's the truth.

I've watched organizations spend tens of millions on a new system and end up doing exactly what they did three years before. The technology goes in. The value doesn't. Five years and another upgrade later, maybe it finally shows up. The value was always right there, so close. It just never got realized.

BSB change management is the work of realizing that value. It's getting the future state crystal clear and genuinely better, not just different. It's redesigning how the business actually runs day to day, the processes and the roles, so it can carry the new system instead of buckling under it. Most importantly, it's about getting people to help create their future, be ready for it, and be convinced it's worth it.

The truth is that the return on that investment doesn't live in the software. It lives in the people you hired and trusted to run your business. Our work is to unlock the value that lives within your largest investment. Your people.

Get that right and the investment pays off. Get it wrong and you've bought an expensive version of what you already had. It's that simple. That is what drives our team and me every day, closing that gap between what companies pay for and what they actually get.

Simply put, we unlock the value you already paid for.

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BEYOND THE SYSTEM:

The Forces Reshaping Energy Trading

The Tipping Point: Why ETRM Adoption Has Skyrocketed Since 2025

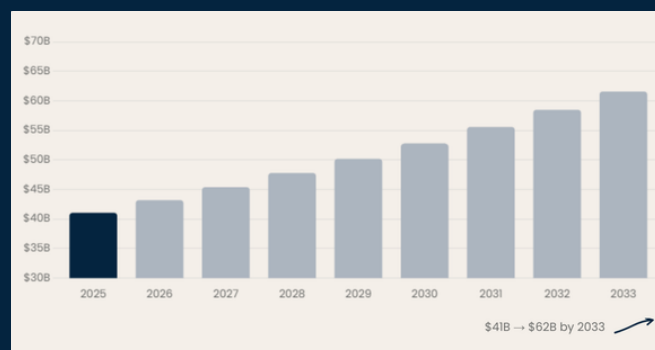
ETRM adoption has had a striking year. According to Molecule's 2025 ETRM/CTRM Transformation and Modernization Report¹, which was built from over 400 responses across 10+ industries, adoption jumped from 34% to 85% in a single year. Seventy percent of companies now have active modernization projects underway, up from just 24% in 2024. Nearly 94% have either launched or are planning an initiative.

What drove the shift? Portfolios got more complex. Renewables became the most-traded commodity for the first time, with 42% of respondents now trading environmental products. Legacy systems which are built for simpler, slower markets simply couldn't keep up. 64% of respondents say their current ETRM still doesn't support all their processes or traded commodities, and that number is growing.

The message from the data is straightforward: the market didn't decide modernization was a good idea. It decided waiting was no longer an option.

The Future of ETRM: Where The ETRM Market Will Be By 2033

The ETRM market is in a sustained growth phase according to SNS Insider². Valued at \$41.06 billion in 2025, it is projected to reach \$61.59 billion by 2033, a compound annual growth rate of 5.2%. North America leads with roughly 42% of the global market.



Three things are driving this growth. First, energy markets are getting more volatile and more complex. Renewable integration introduces unpredictable price swings and elevated imbalance risks, and trading operations that once managed a handful of commodities now navigate multi-commodity portfolios across borders, all of which creates demand for more sophisticated systems. Second, regulatory pressure is intensifying. Automated compliance monitoring is no longer optional, and ETRM platforms are being built and upgraded specifically to meet that need. Third, the shift toward renewables is creating an entirely new segment of demand. Renewables trading is expected to be the fastest-growing application area through 2033, fueled by solar and wind expansion, energy storage, and growing participation in environmental certificate markets.

The result is an industry that isn't just growing in size, it's growing in scope. The firms investing in modern ETRM infrastructure now are positioning themselves to handle a market that will look meaningfully different within the decade.

Sources:

¹ Molecule Software. (2025, October 9). Energy & commodities trading in 2025: What 400+ respondents told us about ETRM/CTRM modernization. Molecule Software Blog. <https://molecule.io/blog/energy-commodities-trading-in-2025-what-400-companies-told-us-about-etrm-ctrm-modernization/>

² SNS Insider. (2025, December 7). Energy trading & risk management market size to hit \$61.59 billion by 2033. GlobeNewswire. <https://www.globenewswire.com/news-release/2025/12/07/3201126/0/en/Energy-Trading-Risk-Management-Market-Size-to-Hit-61-59-Billion-by-2033-Report-by-SNS-Insider.html>

How To Write An Effective AI Prompt

BSB Consulting Group · Practical Skills For Everyday Work

A thoughtful prompt takes **30 seconds**

and can save you **30 minutes** of editing

AI tools are only as useful as the instructions you give them. Most people write vague prompts and get vague results then blame the tool. The fix is simple: use the **RCTF framework** every time you write a prompt.

The RCTF Framework: Four Elements Of A Strong Prompt

R	C	T	F
ROLE	CONTEXT	TASK	FORMAT
ASK YOURSELF Who should be writing this? Tell the AI who it is. This shapes its perspective, vocabulary, and expertise level. "You are a change management consultant writing for frontline employees." WITHOUT IT The AI defaults to generic. You get something that sounds like no one.	ASK YOURSELF What does the AI need to not miss the mark? Give the background it needs to make good decisions. Who's the audience? What do they already know? "We are rolling out a new HR system in Q3. Employees are nervous about the change." WITHOUT IT The AI fills blanks with assumptions. You end up rewriting the whole thing.	ASK YOURSELF What exactly do I need, and what should it do? Be specific about the action, the audience, and what the output should accomplish. "Write a 3-paragraph manager email explaining what changes and what stays the same." WITHOUT IT Vague tasks get vague output. The AI guesses the format, length, and purpose.	ASK YOURSELF How long? What tone? What should it never do? Tell the AI how to structure and present the output. Tone, length, and constraints all live here. "Plain language. Under 200 words. Professional but warm. No jargon or vague promises." WITHOUT IT You get the AI's default style, often too long, too formal, or full of filler.

See The Difference: Same Request, Two Approaches

✗ Weak Prompt

"Write a change communication"

No role. No context. No goal. No constraints. The AI fills in all the blanks and you spend 30 minutes rewriting the output.

✓ Strong Prompt

[R] You are a change management consultant. **[C]** We are moving 200 employees to a new scheduling system in Q3. Many are anxious. **[T]** Write a 150-word email for frontline employees. Reassure them and emphasize what stays the same. **[F]** Plain language. No technical terms. Professional but warm.

Close to usable on the first try. Each bracket does the work so there is no guessing required.

Common Mistakes & How To Avoid Them

No Context The AI doesn't know your org, audience, or situation. Tell it, every time.	One & Done Rarely is the first draft perfect. Ask it to revise, tighten, or try a different angle.	Wrong Framing AI generates output, it doesn't look things up. Frame requests as tasks, not questions.	Accepting Jargon If it sounds like a press release, say: "Make this sound more human."	Pro Tip End any prompt with: "Ask me if you need clarification before writing." It catches gaps you didn't notice.
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Contact Us!



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