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The AI-Augmented GTM *Playbook*

flagship playbook · a01

An operating manual for identifying, creating, capturing, measuring and compounding commercial growth

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The AI-Augmented GTM Playbook

An operating manual for identifying, creating, capturing, measuring and compounding commercial growth

EDITION 1

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P · Play
T · tool (working record)
C · claim record
Q · prompt (web)
D · diagnostic (web)
K · calculator (web)
REF · reference

module 01 · core playbook

Core Playbook

ai-augmented gtm playbook · a01 · 11 chapters in this module
edition 1 · published by kraft digital limited

core playbook · in this edition

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chapter 01 · ch01

Executive orientation

What changes, what creates value and where should I begin?

Build GTM around valuable customer interventions, sound economics, accountable decisions and reliable execution. Use AI where it demonstrably improves the quality or cost of that work. Scale only the additional value that survives comparison with the best feasible alternative.

A business can generate more content, run more campaigns and build more automation while making little commercial progress. The missing link may be a weak proposition, poor onboarding, unreliable measurement, service capacity or an owner unable to act. Start by identifying that constraint. Then choose an intervention that could change the outcome and the simplest reliable way to deliver it.

The operating model here is durable. It combines customer understanding, product, proposition, distribution, experimentation, economics, people and technology. AI is useful within particular steps. It does not establish the objective, supply a missing counterfactual or take organisational accountability. **Confidence: High in these boundaries; Medium in the potential commercial benefit of selected AI-assisted workflows.** The broad investment case for an integrated AI GTM system remains unproven. [STR §§1,46; RT §§1-12]

The smallest useful system

Choose one important problem. Name one decision owner. Establish credible facts and economics. Compare a feasible intervention with a competent conventional alternative and doing nothing. Deliver it through existing tools. Apply customer safeguards, evaluate the outcome and retain a short decision record.

One joined export, a spreadsheet, a CRM workflow and a human decision can be sufficient. No agent, custom Control Plane, permanent pod or enterprise restructure is required. A technically successful pilot may still fail its investment test. [RT §66]

How to use the product

reader journey	go to	leave with
Understand	Chapters 1–3	Objective, economic language and operating model
Diagnose	Chapter 4	Binding constraint and readiness gaps
Prioritise	Chapter 5	One feasible intervention and an alternative
Choose	Play Library and its index	A standard Play with a trigger and owner
Configure	Chapters 8–10 and Toolkit	Data, people, method, authority and controls
Execute	Chosen Play	Delivered intervention and action record
Measure	Chapter 7 and T3 (p. 96)	Scoped readout with costs and uncertainty
Learn	T3	Reusable evidence with applicability and expiry
Improve	Chapter 11 and P12 (p. 80)	Continue, change, replicate or retire

Executives can read Chapters 1, 2, 5, 10 and 11. Growth leaders should add the diagnostic and growth chapters, then choose a Play. Finance should begin with Chapter 2, T2 (p. 90) and the measurement plan. Technology leaders should read the chosen Play before Chapters 8 and 9. Practitioners can start at the problem router, open the Play and fill its linked tools.

The companion modules are Play Library, Toolkit Inventory, Prompt Library and Implementation Guide. Editorial decisions and provenance are in the Editorial Synthesis Report, Blueprint and Source and Claim Register.

Twelve operating principles

1. Fund an intervention with an available action and an accountable owner.
2. Use contribution and cash over an explicit horizon, within customer and strategic constraints.
3. Repair the binding growth constraint before optimising its downstream symptoms.
4. Compare AI with competent process repair; compare integration with the simpler workflow.
5. Keep observation, prediction, attribution and causation distinct.
6. Buy evidence when it can change a material decision at proportionate cost.
7. Choose the least complex reliable mechanism.
8. Retain human authority for strategy, major investment, pricing, novel claims and ambiguous customer consequences.
9. Enforce exact action limits outside the model and fund meaningful review.
10. Record saved time as capacity until expenditure or useful output changes.
11. Reuse scoped evidence and retire stale findings and obsolete work.

12. Make complexity, specialist roles and autonomy earn their full ownership cost.

These principles consolidate STR §46, AGT §5, OPS §3 and RT §83. They govern the Plays; they are not estimates of financial return.

The board and Finance view

question	the answer a proposal must provide
Investment	The intervention, learning cap, scarce staff time, recurring cost and exit cost
Value	Additional contribution or a specific removed/avoided expense; capacity separately
Risk	Customer, financial, method and operating exposure; limits and stop owner
Capability	The decision-specific gap and the cheapest way to close it
Timing	Setup, enrolment, outcome maturation and a dated funding decision
Evidence	Comparator, outcome, uncertainty and what would reverse the decision

For a CMO or CGO, this connects acquisition, proposition, lifecycle and investment. For a CFO, it distinguishes economics from activity and keeps opportunity cost visible. For a CTO or CDO, it identifies required data and interfaces before architecture. The practitioner's unit remains a Play: trigger, action, metric, owner and next move.

→| your next move

Pick one costly customer or operating problem, assign its owner and write what a competent conventional response would look like.

related

P01 Establish decision-specific customer economics (p. 60)

P11 Run an accountable investment and decision review

sources cited

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 126)

STR — AI-Augmented-GTM-Strategy.md (p. 126)

CH01 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §1 Executive orientation · Review 6-monthly · Edition 1 · Contents (p. 3)

chapter 02 · ch02

Customer economics

What does the system optimise, and where does value appear?

The system seeks **incremental contribution profit over a decision-appropriate horizon**, subject to cash, customer experience, brand, capacity and strategic commitments. A short-term profit estimate cannot stand in for the whole strategy. Preserve future demand and obligations whose effects mature later. [GRW §§1–7; RT §§12–19]

Define the economic unit

Choose the entity before calculating: person, account, household, subscription or transaction. A reactivated subscription is not a newly acquired customer. Reconcile opening customers plus acquisitions and reactivations, less churn and other movements, to the closing stock. Do not multiply an already retained customer stock by retention again.

Record each metric's numerator, denominator, entity, cohort, currency, period, cost scope, source, owner, freshness and version. Mark whether the estimate is observed, attributed, forecast or incremental. A change in definition is a version change, not an unexplained performance movement.

The economics tree

M02 canonical model

```
Incremental GTM contribution profit over horizon H
  = change in customer contribution versus the counterfactual
  – incremental intervention and acquisition expense not
already included
  – implementation and operating expense not already included

Customer contribution
  = net realised revenue
  – agreed variable product, fulfilment, service and payment
costs
  – returns, incentives and other agreed variable costs

Companion constraints
  cash and payback · future demand · customer harm · capacity
· strategy
```

Use one cost classification throughout the calculation. If contribution already includes an incentive or service cost, do not subtract it again. A genuinely avoided expense increases profit once. Reallocated media is still expenditure if used elsewhere. Forecast future contribution and the same realised future margin are not two benefits.

measure	meaning	decision limit
Blended CAC	Agreed acquisition expense divided by all genuinely new customers	Does not isolate the effect of paid activity
Attributed CAC	Expense divided by customers credited by a rule or platform	Is not incremental CAC; platforms can overlap
Incremental CAC	Incremental acquisition expense divided by causally incremental customers	Unstable or undefined when the effect denominator is small or spans zero
Marginal CAC	Additional expense divided by additional incremental customers in a feasible spend interval	Local to that tranche, population and period
Realised cohort contribution	Observed contribution from an acquisition cohort through an agreed age	Immature cohorts need explicit uncertainty
Contribution LTV	Expected discounted future contribution over a stated horizon	A forecast, not evidence that advertising caused the value
Payback	Time until cumulative relevant contribution recovers acquisition investment	State whether observed/forecast and discounted/undiscounted
Retention value	Contribution with treatment minus contribution under the comparator, net of extra costs	Never the whole LTV of everyone who stayed

Start with realised cohorts and cash payback. Add predicted lifetime contribution only when the forecast remains decision-useful out of time and across relevant cohorts. A short reliable horizon can be more useful than an elaborate distant prediction. For low-frequency purchases, use broad cohorts and conservative ranges. [GRW §§4-7; RT §18]

Costs and customer scope must align. Preserve the source conditions; not an additional required framework.

A consistent contribution LTV calculation

For each future period, multiply the probability of being active by expected contribution conditional on being active. Discount at a rate matching the period. Sum across the explicit horizon. Subtract the discounted expected post-acquisition costs only where they were excluded from that period contribution.

```
cLTV(H) = sum over t=1..H of
          [survival(t) × expected contribution(t | active)
           − expected additional cost(t)] / (1 + r)^t
```

The additional-cost term is unconditional expected cost for period t. Set it to zero when the contribution term already includes that cost. Acquisition cost stays outside this definition for the acquisition comparison. Use a model appropriate to the business, including nonrecur-

ring purchases where a survival model does not fit. **Editorial Resolution ER07:** this makes the source's time and cost convention explicit; it does not validate any forecast.

Compare the right alternatives

M03 canonical model

option	description	benefit to isolate
A	Current practice	Baseline
B	Repaired conventional process using existing/native tools	B–A process gain
C	B plus a bounded AI step	C–B additional AI gain
D	C plus extra coordination or autonomy	D–C additional integration or autonomy gain

It is possible for C to beat A and still be a worse investment than B. Include review, rework, maintenance, integration, support, measurement, change and exit. Price five years for a durable commitment, using local assumptions rather than adopting the Red Team's illustrative amounts. Show implementation cash, recurring cash and allocated staff opportunity cost separately. [RT §§9,13-17]

Illustration, not a benchmark: a workflow saves 20 hours each week for 46 weeks. At CU60 an hour, that is CU55,200 of capacity. It is zero cash saving unless an expense disappears or an approved expense is avoided. If redeployment produces CU30,000 additional contribution, record that outcome; do not also book the CU55,200 as cash benefit. [RT §14]

Separate B–A, C–B and D–C. Preserve the source conditions; not an additional required framework.

Make marginal thinking practical

GRW §6 illustrates a CU20,000 tranche that yields 43 incremental customers valued at CU600 contribution before media: CU25,800 less CU20,000 gives CU5,800 before any further costs. The next CU30,000 tranche produces 48 customers: CU28,800 less CU30,000 gives a CU1,200 loss. Historical average CAC can look acceptable while the next tranche destroys value.

Those customer counts and values are hypothetical. A real decision needs effect uncertainty, aligned horizons, cohort quality, cash, delivery capacity and alternatives. If incremental acquisitions plausibly include zero, present the customer-effect and profit range rather than a precise CAC ratio. "Hold the budget" is a valid decision. [RT §19]

start here

Fill T2 (p. 90) for one cohort and reconcile it with Finance.

then

compare the next feasible tranche with product, service and lifecycle alternatives.

only when ready

use validated forecasts or response models.

→| **your next move**

remove any benefit counted in more than one initiative.

related

P01 Establish decision-specific customer economics (p. 60)

P03 Acquire customers with useful downstream value

P07 Prevent profitable addressable churn (p. 72)

evidence for this chapter

6 claim records qualify this chapter. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C01 Contribution and cash govern investment (p. 118)

C06 Separate process, AI and coordination gains (p. 118)

C07 Hours saved become financial savings (p. 119)

C08 Five-year ownership and exit cost (p. 119)

C09 Observed, predicted and incremental customer value (p. 119)

C54 Avoided incentives and cLTV notation (p. 124)

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CH02 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §2 Customer economics · Review 6-monthly · Edition 1 · Contents (p. 3)

chapter 03 · ch03

The GTM Growth System

How does the machinery work, and who decides?

The GTM Growth System

M01 canonical model

The canonical model is **Sense** → **Understand** → **Decide** → **Activate** → **Measure** → **Learn** → **Optimise**. Each stage has a human owner or an owned service. A loop closes when outcomes inform a later decision; it does not require autonomous execution. [STR §7; SYS §18; RT §§9,40]

stage	what happens	minimum evidence or output	economic purpose
Sense	Detect customer, market or operating change	Dated signal and source	Recognise an opportunity or avoidable loss
Understand	Check facts, needs and constraints	Diagnosis, alternatives and uncertainty	Avoid solving the wrong problem
Decide	Select a feasible action or no change	Named owner, rationale, limits	Allocate money and capacity
Activate	Deliver the approved intervention	Action version, delivery or receipt	Change a customer outcome or work cost
Measure	Compare outcomes and reconcile expense	Scoped estimate and guardrails	Determine commercial consequence
Learn	Adjudicate what is reusable	Finding, limits, owner and review trigger	Reduce repeat error and investigation
Optimise	Repeat, revise, expand or stop	Next decision and revised Play	Improve subsequent economics

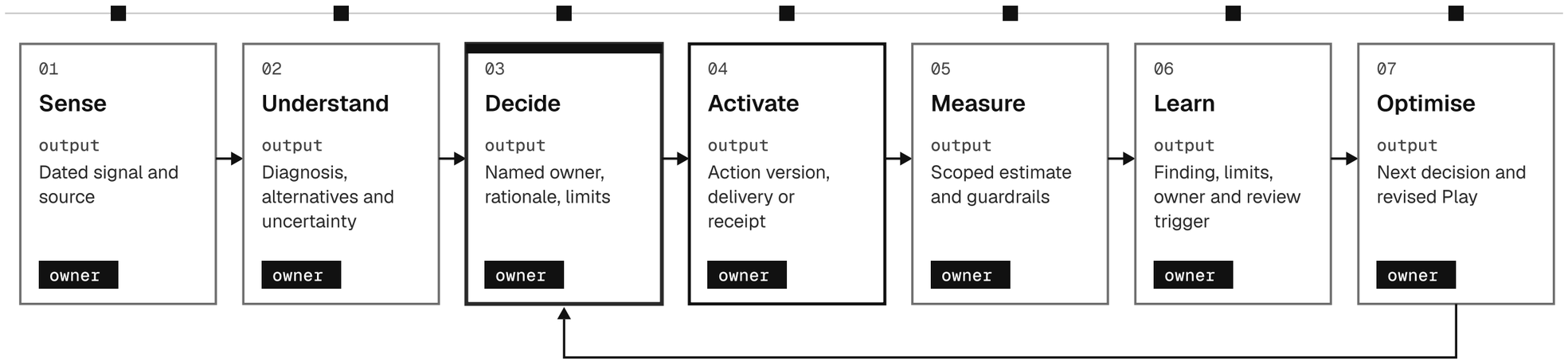
Different decisions use different clocks. A stock or contact-permission check may be time critical. Cohort review may be monthly; positioning changes less often. Faster cycling can contaminate experiments and overreact to noise. Use the required decision latency, not “real time” as a general aspiration.

canonical model drawing
M01 The GTM Growth System: fold-out (p. 19). Its text version is printed with the drawing.

Seven logical responsibilities; not seven products. Preserve the source conditions; not an additional required framework.

The GTM Growth System

M01 canonical model



A loop closes when outcomes inform a later decision;
it does not require autonomous execution.

Sense → Understand → Decide → Activate → Measure → Learn → Optimise. Each stage has a human owner or an owned service.

Seven logical responsibilities; not seven products. Preserve the source conditions; not an additional required framework.

text version

Each stage has a human owner or an owned service.

1. Sense — What happens: Detect customer, market or operating change. Minimum evidence or output: Dated signal and source.
2. Understand — What happens: Check facts, needs and constraints. Minimum evidence or output: Diagnosis, alternatives and uncertainty.
3. Decide — What happens: Select a feasible action or no change. Minimum evidence or output: Named owner, rationale, limits.
4. Activate — What happens: Deliver the approved intervention. Minimum evidence or output: Action version, delivery or receipt.
5. Measure — What happens: Compare outcomes and reconcile expense. Minimum evidence or output: Scoped estimate and guardrails.
6. Learn — What happens: Adjudicate what is reusable. Minimum evidence or output: Finding, limits, owner and review trigger.
7. Optimise — What happens: Repeat, revise, expand or stop. Minimum evidence or output: Next decision and revised Play.
8. A loop closes when outcomes inform a later decision; it does not require autonomous execution.

Decisions and methods

decision	evidence	human owner	method and ai role	action and measurement
Which market or proposition?	Customer needs, demand, competition, delivery and economics	GTM/Product leader	Human judgement; optional source synthesis	Approved proposition or market test; contribution and strategic coverage
Which customer intervention?	Eligibility, need, service history, treatment evidence	Lifecycle/Service owner	Rules first; validated models if useful	Repair, guidance, offer or no contact; net assigned-population contribution
Which acquisition signal?	Cohort value and outcome quality	Performance owner with Finance	Deterministic joins; optional calibrated prediction	Native value feed; incremental cohort contribution
How much investment?	Tranche effects, costs, constraints and uncertainty	Budget owner with required Finance authority	Scenario calculation; optional narrative support	Feasible transfer; portfolio contribution and cash
Should we scale or stop?	Mature readout and full operating cost	Accountable commercial owner	Independent method review; AI may explain signed results	Replicate, revise or close; subsequent observed outcomes

Use the **Rule / Model / AI / Agent / Human** router. Rules handle exact criteria and repeatable calculations. Statistical models estimate risks or outcomes and must be validated. Generative AI interprets unstructured context and drafts inspectable work. An agent selects permitted next steps and tools dynamically; it needs a separate advantage over a fixed workflow. Humans retain ambiguous and consequential judgement. These are choices within a task, not a maturity ladder. [SYS §8; AGT §§1-5]

The operating records are deliberately small: **T1** (p. 86) intervention and investment card; **T2** (p. 90) economics and benefits ledger; **T3** (p. 96) decision, experiment and evidence record; **T4** (p. 102) action authority and operating contract; **T5** (p. 108) delivery and retirement plan. Use existing systems or linked sections of one document. Do not create five new applications.

→| **your next move**

Follow one recent recommendation to its actual action and outcome. If it stopped at a dashboard, identify whether authority, treatment, capacity or evidence was missing.

related

P02 Remove the dominant growth constraint (p. 64)

P11 Run an accountable investment and decision review

M01 The GTM Growth System (p. 17)

evidence for this chapter

3 claim records qualify this chapter. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C03 Seven-stage GTM loop (p. 118)

C26 SQL, rules and native execution first (p. 121)

C56 Closed loop guarantees improvement (p. 125)

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RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 126)

STR — AI-Augmented-GTM-Strategy.md (p. 126)

SYS — AI-Augmented-GTM-Systems-Architecture.md (p. 126)

CH03 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §3 The GTM Growth System · Review 6-monthly · Edition 1 · Contents (p. 3)

chapter 04 · ch04

Diagnose the constraint and readiness

Is the problem demand, product, economics, execution or evidence?

Start with the commercial problem and verify the measurement before explaining movement. A tracking change can resemble a demand collapse. A change in cohort mix can resemble deteriorating execution. Use customer evidence to distinguish these from an actual product, proposition or service failure. [GRW §72; OPS §§4,51-53]

Problem to Play router

problem or signal	check first	likely route once supported
CAC rises	Definitions, duplicate customers, outcome lag and attribution changes	P01 (p. 60) if economics or tracking is unreliable
CAC rises with higher click cost	Intent mix, competition, saturation and incremental response	P03 acquisition quality; P04 (p. 68) acquisition incrementality
Traffic arrives but fewer valuable actions complete	Device errors, eligibility, promise/price clarity, traffic quality and service capacity	P02 (p. 64) remove the dominant constraint; P05 proposition learning
Signups do not experience value	Onboarding steps, setup failures and product/service needs	P06 first value activation
Customers leave or require incentives	Churn cause, addressability, treatment history and net offer economics	P07 (p. 72) addressable retention
Growth is limited by demand or awareness	Real customer need, proposition, reach and distribution	P09 evidence, then P03 or P05; preserve longer horizons
Customers could gain more useful value	Unmet needs, suitability, capacity and cannibalisation	P08 relevant expansion
More reporting yields few actions	Decision ownership, authority and delivery capacity	P11 accountable investment review
Repeated work is expensive or slow	Accepted-work baseline, review cost and process defects	P10 (p. 76) one workflow redesign
A successful pilot cannot be reused	Transferability, support, training and old-work retirement	P12 (p. 80) replicate and retire

Treat this as a diagnostic route, not a claim that one symptom proves a cause. Inspect demand, awareness, traffic, audience quality, proposition, pricing, conversion, activation, product, capacity, retention, expansion, measurement, execution and economics. Rank the loss that is both material and addressable. Optimising downstream of the binding constraint often offers limited value; increasing traffic to broken onboarding can increase waste.

One capability map

capability domain	what must exist for the selected decision	play and working record
Strategy, proposition and opportunity	A customer problem, strategic boundaries and a feasible choice	P02 (p. 64), P05, P09, P11; T1 (p. 86)
Market and customer intelligence	Relevant, attributable evidence with limits	P09; T1 and T3 (p. 96)
Customer economics	Agreed cost, cohort, value and horizon	P01 (p. 60); T2 (p. 90)
Acquisition and distribution	Eligible demand, proposition, channel access and quality feedback	P03, P04 (p. 68); T1–T3
Conversion, experience and activation	Visible friction and a deliverable repair or useful intervention	P02, P06; T1 and T4 (p. 102)
Lifecycle, retention and expansion	Need states, legitimate contact and available treatments	P07 (p. 72), P08; T1, T2 and T4
Creative and brand	Substantiated concepts, approved assets and learning capacity	P05; T3 and T4
Measurement, experimentation and learning	Appropriate comparison, valid readout and evidence reuse	P04; every Play's T3
Data and technology	Relevant identities, outcomes, quality and working interfaces	P01, P10 (p. 76), P12 (p. 80); T4 and T5 (p. 108)
Automation and selective AI	Stable workflow or justified interpretation step with evaluation	P10; T4
Operations, people and governance	Decision rights, funded capacity, safeguards and support	P11, P12; T4 and T5

Assess readiness by dimension

M04 canonical model

For each relevant capability write **Current evidence → Required for this Play → Gap → Owner → Next action**. Classify gaps as Blocking, Value limiting, Scale limiting or Optional. Do not average them. Strong creative skill cannot cancel absent contact permission; strong data cannot supply missing treatment authority.

Use three configuration terms consistently. **Basic** means manual or native execution with decision-specific facts and oversight. **Connected** means repeatable, traceable handoffs used across relevant systems. **Advanced** means a separately justified specialist model, shared ser-

vice or bounded dynamic workflow. These describe configurations, not organisational worth. Experimental is an evidence status, not a higher maturity level.

Small firms can keep one owner, ordinary tools and a specialist adviser. Mid-market firms may share scarce method and operations capacity. Enterprises need stronger boundaries where data, permissions or consequences cross domains. Size alone does not justify a hub, graph, streaming estate or permanent pods.

→| your next move

Fill T1 (p. 86)'s constraint view and T5 (p. 108)'s readiness view for one Play. Repair only the gaps that block that decision.

No aggregate score. Preserve the source conditions; not an additional required framework.

related

P01 Establish decision-specific customer economics (p. 60)

P02 Remove the dominant growth constraint (p. 64)

P09 Turn customer and market evidence into a decision

evidence for this chapter

2 claim records qualify this chapter. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C02 Repair the binding growth constraint (p. 118)

C48 Maturity measures AI and autonomy intensity (p. 123)

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CH04 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §4 Diagnose the constraint and readiness · Review 6-monthly · Edition 1 · Contents (p. 3)

chapter 05 · ch05

Prioritise and choose

What should we do now, prepare, test or avoid?

An opportunity is an evidence-backed possibility for changing a valuable decision. An alert merely says something moved. Turn the alert into a customer, an intervention, an owner and a comparison before funding it. [SYS §10; RT §§5,16]

The priority screen

M05 canonical model

First remove prohibited, unaffordable and unexecutable actions. Then compare commercial value, applicability, evidence and feasibility qualitatively. Frequency is useful only where each decision has improvement headroom. A high-volume activity already performed well can be a poor investment.

priority	use when	required next decision
Do now	A material supported repair or intervention is ready, owned and proportionate	Execute with an appropriate readout
Prepare	Value is plausible but a relevant blocking prerequisite is missing	Fund only the specific gap, with a cap and date
Experiment	Uncertainty is material and a feasible comparison can inform the choice	Approve a bounded learning tranche
Avoid	No available action, adequate comparator wins, risk is unacceptable or cost cannot be justified	Reject or retire; state what evidence could reopen it

Do not multiply five subjective scores and interpret the product as ROI. Use ranges and a written trade-off. Protect committed budgets, brand and future demand, essential service, cash limits and valid experiments. Check whether people, not just money, can move. [GRW §§39,48-51; RT §§19,23,71]

Qualitative choices, not ROI multiplication. Preserve the source conditions; not an additional required framework.

Choose the next feasible tranche

Present the smallest usable investment amount, its expected net contribution range, time to benefit, confidence, delivery capacity and reversal cost. Compare acquisition with activation, retention, product,

sales and service only where horizons and resource rights can be made comparable. Keep a no-change option.

If the choice reverses under plausible customer value or response assumptions, buy information or use a smaller reversible step. When choices remain incomparable, the budget owner makes the strategic trade-off explicitly. An optimiser cannot manufacture budget mobility or eliminate uncertainty.

The Play Library provides access by business problem, customer stage, decision, capability, readiness and function. Its ranking is an editorial starting order, not a funding instruction. P01 (p. 60)'s minimum economic setup can be part of the chosen intervention; it need not become a separate transformation project.

→| your next move

Use T1 (p. 86) to compare one intervention, one repaired conventional alternative and no change. Put the most important uncertainty beside the proposed commitment.

related

P11 Run an accountable investment and decision review

M05 Priority screen (p. 27)

evidence for this chapter

2 claim records qualify this chapter. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C12 Precise next-dollar optimisation (p. 119)

C58 Priority score products imply investment rank (p. 125)

sources cited

GRW — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 126)

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CH05 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §5 Prioritise and choose · Review 6-monthly · Edition 1 · Contents (p. 3)

chapter 06 · ch06

Execute growth interventions

Which intervention changes the customer's experience and commercial outcome?

A **Play** is a repeatable commercial intervention with defined triggers, evidence, inputs, workflow, decision rights, measurement and learning. A campaign idea, prompt or technology feature is not a Play. Every Play includes a basic version, an advanced option, a scale rule and a stop rule.

Acquisition and proposition

Acquire customers whose incremental contribution can justify acquisition and servicing cost. Trace relevant intent through proposition, verified conversion, activation and cohort quality. Preserve native platform delivery where it supports the objective; improve the quality of the information supplied to it. An advertiser can own economic definitions without building an auction engine. [STR §§12,16; GRW §§8–24]

P03 starts with source-to-customer-to-contribution linkage and a narrow intent or value-signal intervention. P04 (p. 68) tests whether material attributed acquisition is incremental. P05 tests a meaningful proposition, concept or proof point. Use P02 (p. 64) first when the true problem is a broken form, unclear price, unavailable product or delivery constraint.

Demand creation and demand capture have different lags. Branded search and direct visits can be useful indicators of future demand but are not themselves causal proof. Do not require every brand investment to pass a short-window click ROAS hurdle. AI-generated content volume cannot replace distinctive customer value and substantiated claims.

Activation

Define the first event in which a customer experiences product value, separately from a signup or administrative completion. Find where people fail to reach it. Repair product and service friction before adding reminders. A useful onboarding message is one possible treatment, not the default diagnosis. P06 connects Product, Lifecycle and Service under one accountable outcome owner. [STR §13; GRW §28]

The activation milestone may predict retention without causing it. Track later cohort contribution and complaints so a cosmetic activation gain does not masquerade as growth.

Retention and offers

Ask whether the cause of churn is addressable and whether an available treatment changes the outcome. A high-risk customer may be impossible to retain profitably; a low-risk customer may accept a discount while behaving exactly as before. Compare service recovery, product repair, education, an authorised offer and no treatment. P07 (p. 72) makes total assigned-population contribution the economic outcome. [STR §14; GRW §§18-21,29-31]

Apply mandatory eligibility and contact suppression consistently. Test economic suppression only where legitimate. Never randomise customers into a prohibited contact condition to estimate its commercial value. Keep discount leakage and service workload inside the value calculation.

Expansion and customer value

P08 covers usage, cross-sell, upsell, win-back and referral as variants of one question: which relevant intervention adds net account value? Require a genuine customer need and suitable product. Include cannibalisation, switching, repeat churn, capacity, fulfilment, rewards and fraud where relevant. Referral codes record attribution; they do not prove the referred customer would otherwise be absent. [STR §15; GRW §§32-36]

In complex B2B, use account-level evidence, sales and customer-success judgement, longer outcome horizons and careful treatment assignment. AI may prepare verified account research; volume-led autonomous outbound is not the operating model. In transactional businesses, separate frequency, units, price and unit contribution. In regulated contexts, keep qualified human review for consequential offers and claims.

Intelligence and execution cost

P09 turns a bounded customer or market question into cited evidence and an actionable brief. P10 (p. 76) redesigns one repeated workflow and tests whether AI adds value after process repair. Either can be useful without causing a new customer intervention; then judge it on accepted-work quality, time and real cost, and do not invent a revenue benefit.

→| your next move

Open the selected Play and complete its trigger, customer, available treatment, owner and measurement fields before configuring any tool.

related

P02 Remove the dominant growth constraint (p. 64)

P03 Acquire customers with useful downstream value

P05 Learn which proposition and creative concept works

evidence for this chapter

1 claim record qualifies this chapter. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C19 Activation means customer experienced value (p. 120)

sources cited

GRW — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 126)

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CH06 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §6 Execute growth interventions · Review 6-monthly · Edition 1 · Contents (p. 3)

chapter 07 · ch07

Measure and learn

Did it change outcomes, and what is safe to reuse?

Begin with the decision the evidence must inform. Specify the outcome, population, comparison, assignment unit, cost scope, horizon and decision rule before exposure. Then determine whether enough independent observations can mature in time. The measurement design is part of the intervention, not a reporting task added afterwards. [GRW §§37-47; RT §§20-23]

Separate the estimate from its identification

M06 canonical model

label	permitted interpretation	what it does not establish
Observed	A recorded outcome occurred	The intervention caused it
Attributed	A crediting rule assigned the outcome	What would happen without the intervention
Forecast	A model predicts an outcome	That the prediction is calibrated or the outcome incremental
Modelled	A model produced an estimate	Causal validity merely through sophistication
Incremental effect	A difference against a counterfactual is estimated	Validity without a stated design and assumptions
Causal	A design and its assumptions identify an intervention effect	Transfer to every population, period or policy

A modelled effect can be causal under an adequate design. An observed Finance-reconciled number can still lack a causal interpretation. Record both **what was estimated** and **how it was identified**. [RT §20; ER10]

Attribution is not causality. Preserve the source conditions; not an additional required framework.

Choose proportionate evidence

Use random assignment when the treatment, population and sample support it. Assign at account, household or geography level when individual assignment would create contamination. Analyse all assigned eligible units by default, rather than just converters or exposed users. Check assignment integrity, missing outcomes, interference, concurrent changes, outcome delay and the predeclared analysis rule.

For material media, consider a valid platform holdout or geographic design with the method owner. For low-volume B2B, a user-level A/B test may never become informative. Use customer research, larger units, staged changes or qualified observational analysis when appropriate, and state what remains uncertain. Do not withhold an obvious defect repair or required safeguard merely to run an experiment.

Adaptive allocation and causal estimation serve different purposes. Bandits may be appropriate for some mature, frequent decisions but do not replace sample, logging or valid analysis. Do not adopt them as a universal upgrade.

Reconcile measurement views

view	useful for	main limitation
Platform signals	Delivery, pacing and native optimisation	Configured objectives and attribution do not equal enterprise incrementality
First-party funnel and cohorts	Actual customer progression, quality and value	Observed differences can reflect mix and selection
Attribution	Journey credit and diagnostics	Does not establish the counterfactual
Experiments	Scoped treatment effects	Precision, interference, maturation and transfer limits
MMM or other aggregate models	Portfolio scenarios and lagged response	Identifying variation, controls and assumptions may be weak
Finance	Amounts, cost definitions and cash	Cannot identify causality alone

When views disagree, compare definitions, denominators, windows, populations and assumptions. Do not average them into a synthetic truth or pick the most flattering result. MMM requires adequate history and variation plus specialist validation; an available tool is not evidence that the local model is identifiable. [GRW §§44–47]

A worked retention readout

Illustrative arithmetic only. Assume a valid randomised comparison with the stated eligibility and outcome horizon: 5,000 eligible accounts receive a treatment and 5,000 receive the comparator. At the fixed horizon, 4,550 treated and 4,450 control accounts remain. Retention is 91% versus 89%: an estimated 2 percentage-point effect.

That implies **100 additional retained accounts among the 5,000 treated**. If their additional contribution over the stated follow-up horizon is CU300 each, the estimated contribution before treatment cost is CU30,000. If CU28,000 covers the actual 5,000-treatment deployment and is excluded from that contribution, the point-estimate net is CU2,000.

A future rollout treating 10,000 comparable accounts projects 200 additional retained accounts and CU60,000 before treatment cost only if the effect transports. Its costs must be priced for that rollout. Neither

calculation demonstrates statistical precision or justifies scale without uncertainty and guardrails.

Editorial Resolution ER08: GRW §41 moves from the original treatment group to a per-10,000 projection without a clear cost basis. This example separates the trial estimate from the rollout and labels the cost assumption. Prefer direct contribution per assigned account when it can be observed, reducing reliance on a value-per-retained-customer approximation.

Retain useful learning

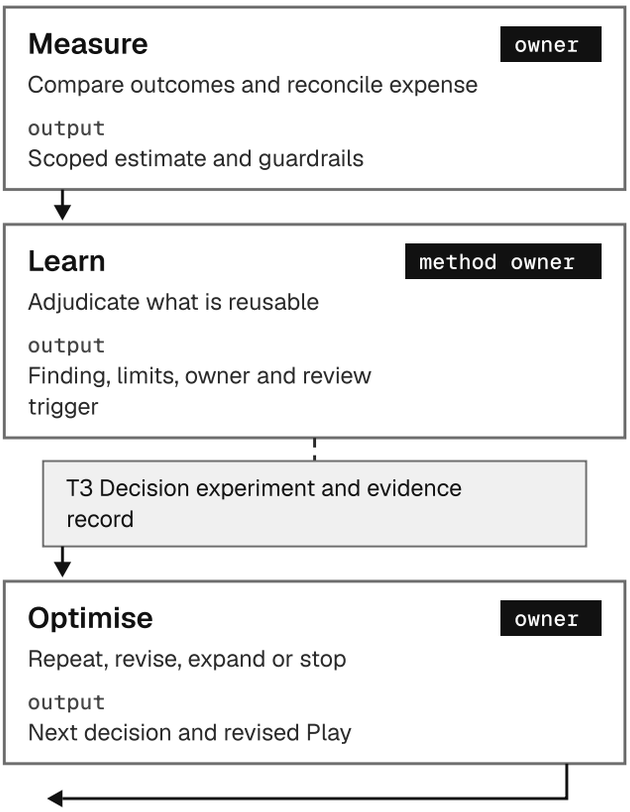
T3 (p. 96) stores a fact, finding, hypothesis, decision or learning with its source, population, method, outcome, uncertainty, owner and review trigger. Keep nulls, contradictions, cancellations and invalidated tests. A human method owner approves evidence promotion; a summarising model cannot make its own interpretation authoritative. [SYS §9; OPS §38]

A useful learning statement says: "For this population, under this treatment and horizon, the evidence supports this conclusion within these limits; use it for this decision until these conditions change." Review when product, price, customer mix, channel or policy shifts. Start with linked records and ordinary search. Measure whether subsequent decisions actually use them before adding specialised memory technology.

start here	then	only when ready
T3 (p. 96)'s measurement plan.	a signed readout with scale, validate, revise or stop.	reusable response models or shared experimentation infrastructure.

→| your next move

remove causal language from any conclusion whose design cannot support it.



A loop closes when outcomes inform a later decision; it does not require autonomous execution.

A human method owner approves evidence promotion; a summarising model cannot make its own interpretation authoritative.

text version

1. Measure — What happens: Compare outcomes and reconcile expense. Minimum evidence or output: Scoped estimate and guardrails.
2. Learn — What happens: Adjudicate what is reusable. Minimum evidence or output: Finding, limits, owner and review trigger. Recorded in T3 Decision experiment and evidence record.
3. Optimise — What happens: Repeat, revise, expand or stop. Minimum evidence or output: Next decision and revised Play.
4. A loop closes when outcomes inform a later decision; it does not require autonomous execution.

related

P04 Validate incremental acquisition (p. 68)

D03 Measurement readiness

M06 Estimate and identification (p. 33)

evidence for this chapter

7 claim records qualify this chapter. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C13 Attribution estimates causality (p. 119)

C14 Experiments inform material choices (p. 119)

C15 Every decision should be experimentally validated (p. 120)

C16 Bandits replace A/B tests (p. 120)

C17 Measurement triangulation (p. 120)

C42 Minimal decision and evidence memory (p. 122)

C55 Retention worked example projection (p. 125)

sources cited

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CH07 · item 1.0.1 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §7 Measure and learn · Review 6-monthly · Edition 1 · Contents (p. 3)

chapter 08 · ch08

Configure the system

What data, technology and controls do we actually need?

Translate the selected problem into a capability, a decision, required information and then technology. One reference architecture serves both small and advanced organisations; the difference is which responsibilities require shared services. [SYS §§3-9,29-34; RT §§25-32]

```
Customer, market, product and commercial signals
                      ↓
Relevant trusted records and agreed economic definitions
                      ↓
Analysis and interpretation → feasible intervention card
                      ↓
Accountable decision and current authority checks
                      ↓
Manual or native workflow execution through existing systems
                      ↓
Delivery records, outcomes, costs and proportionate evalu-
ation
                      ↓
Reviewed evidence → next decision

Across the path: customer safeguards, named ownership, trace-
ability and stop
```

One concrete minimum deployment

M07 canonical model

The business owner selects an onboarding problem. Product and Finance reconcile a permitted export of account, activation and contribution records. An analyst records the diagnosis and comparison in a controlled document or spreadsheet. Product approves a repair or narrow test. The existing product release process or lifecycle platform delivers it. The analyst joins assignment and outcome records, Finance checks the value, and the owner writes a continue/change/stop decision.

An optional assistant can summarise already authorised feedback. It has no permission to change the customer record or publish a treatment. The workflow continues if the assistant is unavailable. This is a deployment pattern, not a claim of observed results.

Advanced additions need separate justification. Preserve the source conditions; not an additional required framework.

What each responsibility needs

responsibility	minimum	add only when justified
Data and economics	Authoritative source records, relevant joins, agreed metrics and freshness	Shared analytical services when several funded workflows reuse them
Intelligence	Query, cohort analysis and customer research	Calibrated predictions, uplift or optional generative interpretation
Decisions	Named owner, alternatives, authority and a linked record	Shared decision service for recurring cross-system conflicts
Execution	Existing manual/native workflow with appropriate checks	Durable adapters for repeated machine writes and reconciliation
Measurement	Feasible comparison, outcome join and Finance review	Shared assignment infrastructure or specialist aggregate models
Learning	Searchable decision and evidence records	Specialised retrieval only when ordinary search is inadequate

Preserve different entities and authoritative records: person, account, subscription and consent are not interchangeable. Unknown identity or stale permission blocks a dependent customer-specific action. Validate only the data the chosen decision needs; do not require an enterprise migration for a safe, useful drafting step. [SYS §§4–7; RTB J]

canonical model drawing
M07 Minimum and optional advanced configuration: fold-out (p. 41). Its text version is printed with the drawing.

Minimum and optional advanced configuration

M07 canonical model

responsibility	minimum	add only when justified
Data and economics	Authoritative source records, relevant joins, agreed metrics and freshness	Shared analytical services when several funded workflows reuse them
Intelligence	Query, cohort analysis and customer research	Calibrated predictions, uplift or optional generative interpretation
Decisions	Named owner, alternatives, authority and a linked record	Shared decision service for recurring cross-system conflicts
Execution	Existing manual/native workflow with appropriate checks	Durable adapters for repeated machine writes and reconciliation
Measurement	Feasible comparison, outcome join and Finance review	Shared assignment infrastructure or specialist aggregate models
Learning	Searchable decision and evidence records	Specialised retrieval only when ordinary search is inadequate

Advanced additions need separate justification.

Preserve the source conditions; not an additional required framework.

Solid: minimum. Dashed behind a gate bracket: add only when justified.

text version

1. Data and economics: Minimum — Authoritative source records, relevant joins, agreed metrics and freshness; Add only when justified — Shared analytical services when several funded workflows reuse them.
2. Intelligence: Minimum — Query, cohort analysis and customer research; Add only when justified — Calibrated predictions, uplift or optional generative interpretation.
3. Decisions: Minimum — Named owner, alternatives, authority and a linked record; Add only when justified — Shared decision service for recurring cross-system conflicts.
4. Execution: Minimum — Existing manual/native workflow with appropriate checks; Add only when justified — Durable adapters for repeated machine writes and reconciliation.
5. Measurement: Minimum — Feasible comparison, outcome join and Finance review; Add only when justified — Shared assignment infrastructure or specialist aggregate models.
6. Learning: Minimum — Searchable decision and evidence records; Add only when justified — Specialised retrieval only when ordinary search is inadequate.

Advanced additions and their prerequisites

addition	fix first	entry evidence	when to defer
Predicted customer value	Customer linkage, contribution definitions, cohort history	Temporal calibration, useful cohort discrimination and prospective decision benefit	Forecast is unstable or does not improve a choice
Uplift or next-best-action model	Available treatments, assignment, sufficient outcomes	Valid treatment evidence and out-of-sample policy benefit	Only a few treatments or sparse effects; rules suffice
Portfolio models and MMM	Comparable horizons, variation, cost and budget rights	Identifiable response ranges and feasible decisions	No independent variation or resources cannot move
Shared coordination service	Clear local rights and existing workflow baseline	Recurring friction or policy inconsistency exceeds ownership cost	A responsibility table and native tools suffice
Knowledge graph	Clean linked records, valuable recurring questions, curator	Valuable queries outperform SQL/full-text baseline after maintenance cost	Relationships exist but no query advantage is demonstrated
Vector retrieval	Permissioned corpus and source truth	Better retrieval against ordinary search with scope and stale-data tests	Exact records or financial calculations are the need
New real-time infrastructure	A latency requirement and reliable native event handling	Measured delay loss exceeds the additional cost and risk	Decision is daily, weekly or slower
Bounded agent	A fixed-workflow baseline and evaluation	Dynamic investigation improves accepted work net of controls	Tools and steps are already known

The **Control Plane** is optional technical shorthand for shared policies, approvals, monitoring and coordination. It does not prescribe a custom portal. Build only a valuable residual gap after testing existing/native capability. Compare control, portability, integration, maintenance, vendor maturity and exit alongside licence price. [RT §§26,29-32]

→| **your next move**

Map the chosen Play's requirements to existing systems, owners and failure procedures. Use T5 (p. 108)'s build/buy view only for a demonstrated gap.

related

P10 Redesign and test one AI-assisted workflow (p. 76)

P12 Replicate useful work and retire operating debt (p. 80)

M07 Minimum and optional advanced configuration (p. 39)

evidence for this chapter

4 claim records qualify this chapter. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C10 Individual predicted cLTV for acquisition (p. 119)

C11 Individual uplift and treatment optimisation (p. 119)

C39 A custom Control Plane is foundational (p. 122)

C41 Real-time architecture (p. 122)

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CH08 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §8 Configure the system · Review 6-monthly · Edition 1 · Contents (p. 3)

chapter 09 · ch09

AI and automation

Why AI here, and why would an agent be better than a fixed workflow?

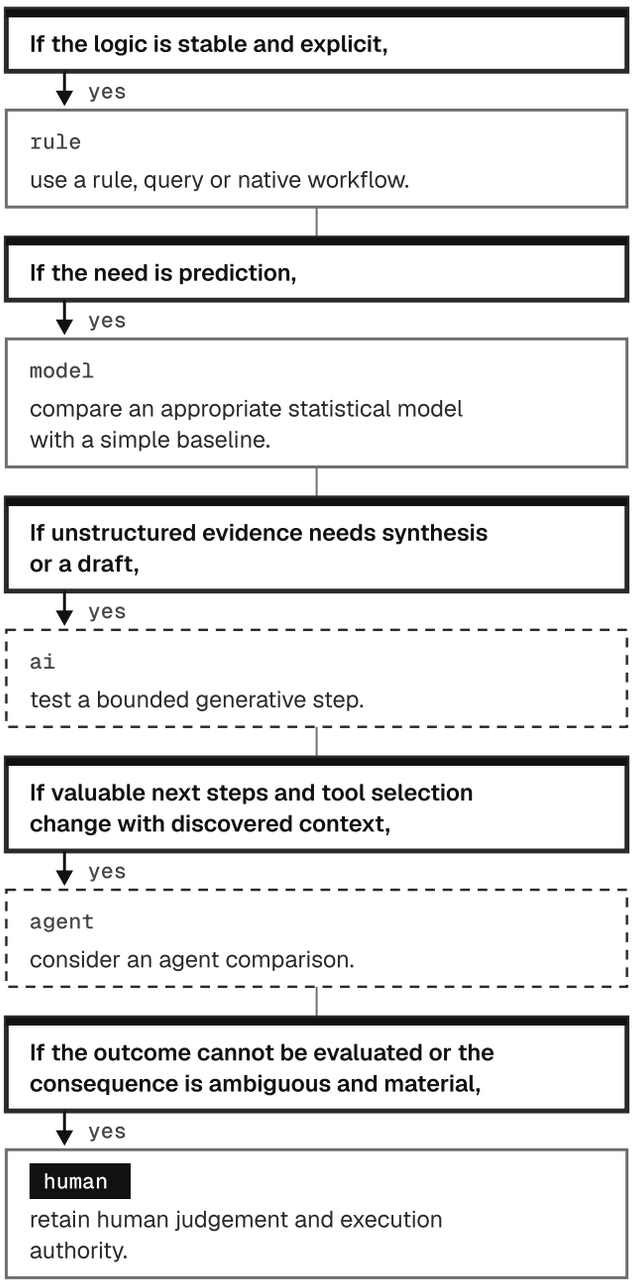
AI belongs where interpretation, production or a genuinely variable investigation is a valuable bottleneck. It must improve accepted work, decision usefulness or total operating cost after checking and correction. The statement “AI can do it” is insufficient. [AGT §§1-5,56-61; RT §§33-40]

Select the mechanism

M08 canonical model

1. If the logic is stable and explicit, use a rule, query or native workflow.
2. If the need is prediction, compare an appropriate statistical model with a simple baseline.
3. If unstructured evidence needs synthesis or a draft, test a bounded generative step.
4. If valuable next steps and tool selection change with discovered context, consider an agent comparison.
5. If the outcome cannot be evaluated or the consequence is ambiguous and material, retain human judgement and execution authority.

Manual → standardise → deterministic automation → optional AI step → justified agent → separately justified authority expansion is a dependency sequence, not a compulsory destination.



Manual → standardise → deterministic automation → optional AI step → justified agent → separately justified authority expansion is a dependency sequence, not a compulsory destination.

Dashed: an optional AI or agent step.

text version

1. Rule: If the logic is stable and explicit, use a rule, query or native workflow.
2. Model: If the need is prediction, compare an appropriate statistical model with a simple baseline.
3. AI: If unstructured evidence needs synthesis or a draft, test a bounded generative step.
4. Agent: If valuable next steps and tool selection change with discovered context, consider an agent comparison.
5. Human: If the outcome cannot be evaluated or the consequence is ambiguous and material, retain human judgement and execution authority.

Mechanisms within tasks, not a ladder. Preserve the source conditions; not an additional required framework.

When AI is the wrong tool

Use deterministic software for Finance arithmetic, canonical metric retrieval, customer identity, consent enforcement, assignment, caps and exact approved transactions. Use qualified human judgement for strategy, major investment, pricing, novel claims and complex customer consequences. Native platforms may already provide bidding, routing and campaign execution. A low-volume task may be cheapest to leave manual.

Generative AI can assist customer theme extraction, comparison of market evidence, performance hypotheses, creative drafts and signed-result briefing. It cannot infer a causal answer just because its explanation is plausible. It cannot certify legal compliance. The Prompt Library is limited to six such workflows; calculations and production authority remain elsewhere.

What an agent changes

An agent selects permitted next steps or tools in pursuit of a bounded task, using feedback. A scheduled prompt, report generator or fixed chain of known calls is not an agent merely because it runs unattended. Remove dynamic selection: if quality remains comparable, use the fixed workflow.

No Play requires an agent. A justified candidate starts read-only, with purpose-scoped data, allowed tools, a version, owner, limits and a stop condition. Multiple agents need evidence that isolation, context or independent review improves end-to-end work enough to cover handoff and operating cost. Agreement among similar models is not independent evidence.

Authority belongs to actions

mode	permitted role	required boundary
Assist	Draft or interpret	Human validates before use
Recommend	Assemble options and an evidence-backed proposal	Named owner decides
Human-approved execution	Prepare and perform an exact authorised action	Approval bound to action/version, current-state recheck
Bounded autonomy	Execute an explicitly delegated action	Demonstrated value, empirical reliability, limits, monitoring and stop
Human-only authority	Own the consequential judgement	AI may support evidence but cannot approve

Test normal, missing, conflicting, stale and malicious inputs. External documents are data, not instructions. Keep credentials outside model context; validate arguments, destination, identity, current permission and cumulative exposure outside the model. Record what actually happened. A send cannot be unsent even if later sends can be stopped.

Offline evaluation tests task quality and controls. Historical replay must use only what was known at the time and cannot reveal every counterfactual. Shadow mode has no external writes. A small production canary needs a cap, operator, comparison and rehearsed stop. Assess task correctness, decision usefulness, commercial effect and full cost separately. Zero failures in a small test is not proof of zero risk. [AGT §§56–61; RT §38]

Autonomy has a separate economic test: additional value from faster action plus realised review savings, less extra evaluation, monitoring, recovery and expected loss. Compare the same intervention with and

without the approval step. Do not attribute all workflow redesign benefits to autonomy. Model self-confidence never grants permission.

→| your next move

Use P10 (p. 76) and T4 (p. 102) to compare one fixed workflow with a bounded AI variant. Keep authority unchanged while testing work quality and cost.

related

P09 Turn customer and market evidence into a decision

P10 Redesign and test one AI-assisted workflow (p. 76)

D04 AI and automation readiness

evidence for this chapter

9 claim records qualify this chapter. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C26 SQL, rules and native execution first (p. 121)

C27 A default portfolio of five agents (p. 121)

C30 Agent for audience, measurement or campaign publishing (p. 121)

C32 Autonomous strategic and material budget authority (p. 121)

C33 Bounded dynamic tool use (p. 121)

C34 Removing human approval creates value (p. 121)

C36 Model self-confidence grants permission (p. 122)

C37 External content is data and action authority is separate (p. 122)

C57 Legal compliance certified by model (p. 125)

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AGT — AI-Agent-and-Automation-Operating-Architecture.md (p. 126)

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CH09 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §9 AI and automation · Review 6-monthly · Edition 1 · Contents (p. 3)

chapter 10 · ch10

Operate with human accountability

Who owns this on Monday, and what existing work stops?

Start within current functions. Map the work, decision, authority and capacity before considering reporting lines. Shared definitions and controls can coexist with local customer knowledge, craft and execution. A central standard does not require a central approval queue for every campaign. [OPS §§16-26; RT §§41-48]

Three accountability cards

accountability	purpose and decisions	human work	ai-assisted or automated work	skills and success measures
Commercial owner	Own customer outcome, intervention and scale/stop decision within actual authority	Trade-offs, budget/delivery negotiation, customer judgement	Evidence briefs, scenario explanation and routine follow-up	Commercial judgement; net contribution, customer guardrails and executed decisions
Finance and method partners	Own cost definitions and credible inference respectively; challenge the readout	Scope, counterfactual, uncertainty, benefit recognition	Queries, tested calculations and optional readout drafting	Finance/measurement competence; reconciled economics and valid decisions
Operations and technical owner	Own reliable delivery, permissions, support and retirement	Release/incident judgement, maintenance and recovery	Native workflows, monitoring, exact checks and receipts	Workflow/security capability; reliability, cost, review burden and recovery

These are accountabilities, not a prescription for three new jobs. A small team may combine responsibilities, with independent challenge where exposure requires it. Suppliers can contribute skills but cannot assume the client's business accountability. Creative, Product, Sales and Service retain their craft and domain decisions.

T4 (p. 102) records who recommends, decides, executes and approves each consequential action. Where several approvals are needed, specify them and still name the final accountable decision owner. Give reviewers enough time and evidence to reject a proposal. Include absence cover. If review volume exceeds capacity, reduce scope or redesign the workflow; do not rely on ceremonial approval.

A decision-led cadence

cadence	work and output	avoid
Daily where needed	Exceptions, broken delivery, current safeguards and containment	Reopening strategy on ordinary noise
Weekly	One-page outcome, diagnosis, alternatives, action, owner and readout	Slide production without a decision
Monthly or at a mature readout	Finance reconciliation, benefit realisation and feasible tranche choices	Moving budgets during valid experiments without a method decision
Quarterly or on material change	Strategic assumptions, evidence reuse, ownership cost and retirement	Adding new forums without closing old ones

Cadences are configurable. A small firm can combine reviews. Every new recurring review replaces existing work or has an explicit capacity cost. Train through the selected workflow: practitioners verify evidence, managers practise real decisions, operators rehearse failures and Finance checks actual benefits.

Incentives matter. Reward customer quality, useful execution and honest evidence; do not pay analysts for positive tests or teams for agent counts. An agency saving requires compatible commercial terms. A sponsor demonstrates support by resolving a real resource conflict, not merely signing a charter.

Persistent pods, shared platforms or a Centre of Enablement require a durable backlog, funded authority and a net reduction in coordination burden. If no existing work can stop and no additional capacity is available, shrink the programme.

→| your next move

Name the decision owner, the people with actual budget and delivery authority, the reviewer and the stop owner. Record allocated time and the work displaced.

related

P11 Run an accountable investment and decision review

P12 Replicate useful work and retire operating debt (p. 80)

evidence for this chapter

4 claim records qualify this chapter. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C35 Human approval is sufficient safety (p. 122)

C44 Federated organisation as universal default (p. 123)

C45 Pods, CoE and new job titles (p. 123)

C46 One owner and genuine resource authority (p. 123)

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CH10 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §10 Operate with human accountability · Review 6-monthly · Edition 1 · Contents (p. 3)

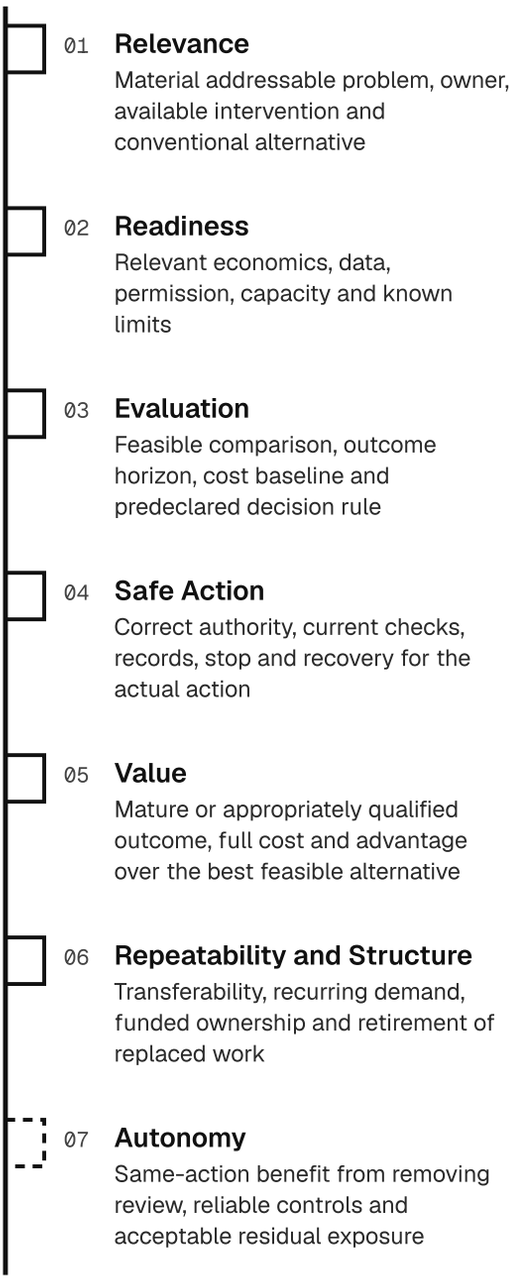
chapter 11 · ch11

Implement through evidence gates

What happens in 90 days and what earns the next tranche?

The roadmap is a sequence of decisions, not a technology purchase schedule. The Implementation Guide contains the full phase contracts and resource template. Each gate returns **Continue**, **Fix first** or **Stop**. [OPS §§55-67; RT §§48,76,81]

named gate	evidence required before continuing
Relevance	Material addressable problem, owner, available intervention and conventional alternative
Readiness	Relevant economics, data, permission, capacity and known limits
Evaluation	Feasible comparison, outcome horizon, cost baseline and predeclared decision rule
Safe Action	Correct authority, current checks, records, stop and recovery for the actual action
Value	Mature or appropriately qualified outcome, full cost and advantage over the best feasible alternative
Repeatability and Structure	Transferability, recurring demand, funded ownership and retirement of replaced work
Autonomy	Same-action benefit from removing review, reliable controls and acceptable residual exposure



Each gate returns Continue, Fix first or Stop.

The roadmap is a sequence of decisions, not a technology purchase schedule.

Dashed gate: Autonomy is separately justified, not a destination.

text version

Each gate returns Continue, Fix first or Stop.

1. Relevance: Material addressable problem, owner, available intervention and conventional alternative.
2. Readiness: Relevant economics, data, permission, capacity and known limits.
3. Evaluation: Feasible comparison, outcome horizon, cost baseline and predeclared decision rule.
4. Safe Action: Correct authority, current checks, records, stop and recovery for the actual action.
5. Value: Mature or appropriately qualified outcome, full cost and advantage over the best feasible alternative.
6. Repeatability and Structure: Transferability, recurring demand, funded ownership and retirement of replaced work.
7. Autonomy: Same-action benefit from removing review, reliable controls and acceptable residual exposure.

One selective starting plan

M09 canonical model

Days 0–14: choose one problem and reject weak alternatives. Days 15–45: establish economics and a baseline, repair relevant foundations and agree the measurement and action contract. Days 46–90: run one feasible comparison or controlled release. Optional AI adds one bounded comparison, not five parallel pilots.

At day 90, continue within the learning cap, simplify or stop. An outcome that takes a year cannot be proved in 90 days. Months 3–6 may be needed to mature evidence and standardise a useful workflow. Months 6–12 can test transfer to another population and earn reusable services. Months 12–24 can justify structural or specialist investment where workload and economics support it. None of those dates automatically releases funding or action authority.

Track commercial contribution, customer consequences, accepted-work cost, evidence quality, reviewer load, reliability, adoption and retired work. Licences, prompts, training attendance and agents launched are activity measures, not transformation outcomes.

Dates are review windows, not guaranteed results. Preserve the source conditions; not an additional required framework.

Ten things to stop doing

1. Equating platform ROAS with enterprise profit.
2. Treating attribution or a fluent AI explanation as causal evidence.
3. Scaling cheap acquisition without downstream cohort quality.
4. Booking unused saved hours as cash.
5. Funding AI against a deliberately unrepaired baseline.
6. Using agents for exact rules and arithmetic.
7. Starting more pilots than reviewers and operators can support.
8. Building graph, streaming or Control Plane infrastructure without a decision-specific case.
9. Launching experiments without useful sample, a horizon and a decision rule.
10. Keeping duplicate reports, integrations and meetings after their replacement works.

Ten things to establish first

1. One material customer or commercial constraint.
2. An available intervention and a named decision owner.
3. One reconciled economic metric and horizon.
4. A competent conventional alternative.
5. Relevant outcome linkage and customer safeguards.
6. A feasible measurement plan with uncertainty visible.
7. Exact authority and a stop procedure.
8. A staff and review-capacity plan.
9. A short decision and evidence record.
10. A dated value review with a retirement option.

These are requirements for a selected workflow, not ten enterprise workstreams. [RT §§65–76]

→| **your next move**

Commit to one bounded intervention, its full cost ceiling and a decision date. Do not commit to the advanced architecture.

related

P10 Redesign and test one AI-assisted workflow (p. 76)

P12 Replicate useful work and retire operating debt (p. 80)

M09 Implementation evidence gates (p. 54)

sources cited

OPS — AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md (p. 126)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 126)

CH11 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §11 Implement through evidence gates · Review 6-monthly · Edition 1 · Contents (p. 3)

Play Library

Select one Play from the actual constraint. The order below is an editorial route through dependencies, commercial relevance, applicability, evidence and feasibility; it is not an empirical universal ranking or an ROI score. Economic and method confidence does not establish local uplift. P01 can be the minimum economics step within another Play, rather than a separate programme.

play library · in this edition

P01	Establish decision-specific customer economics Foundational · editorial rank 1	60
P02	Remove the dominant growth constraint Growth · editorial rank 2	64
P04	Validate incremental acquisition Measurement · editorial rank 3	68
P07	Prevent profitable addressable churn Growth · editorial rank 5	72
P10	Redesign and test one AI-assisted workflow Automation · editorial rank 9	76
P12	Replicate useful work and retire operating debt Transformation · editorial rank 12	80

> Before funding, use T1 to return Do now, Prepare, Experiment or Avoid. A safety, authority, economics or evidence veto overrides rank. No more than one AI experiment is implied by this library.

All 12 Plays are listed in the Play index (p. 127).

play · p01

foundational · all stages · editorial rank 1 of 12

Establish decision-specific customer economics

Incompatible customer, cost and outcome definitions make an investment decision unreliable.

decision

Which economic interpretation and investment limit are defensible for this intervention?

readiness

Basic

01 Fit

when to use this play

A material choice depends on CAC, contribution, payback or customer quality that cannot be reconciled.

when not to use it

The selected decision already has sufficient economics, or a full data rebuild would delay an unrelated safe improvement.

why it should work	Comparable costs and cohorts expose misleading acquisition or benefit claims and enable a better choice.
basic version	**One Finance-reviewed cohort and a controlled worksheet attached to the chosen intervention.**

02 Prepare

required maturity

Basic. Ready if Finance and the source owner can inspect relevant records. Not ready if the economic entity or source access is unresolved; narrow the scope first.

Check readiness for P01 (D02)

inputs	One decision, customer entity, dated cohort, net revenue, agreed variable costs, acquisition expense, outcome lag and source definitions.
audience or customer	The selected acquisition cohort or account population; no customer contact is required.
human role	Finance owns definitions and reconciliation; the commercial owner owns the changed decision; an analyst explains missing data and uncertainty.
systems required	Existing Finance, CRM or commerce exports and a controlled spreadsheet or query; versioned source links.
guardrails	Permissioned data, no double counting, no false customer joins, no silent definition changes.

> **How to configure a Play**
>
> Copy the relevant Play and fill T1–T5 only to the depth needed. Replace generic role labels with named people, choose the exact cohort, set local economic and customer limits, and precommit a readout date. A blank decision threshold does not authorise execution. Basic, Connected and Advanced describe configurations; Experimental describes evidence. Every AI step is optional and evaluated against a simpler baseline.

03 Do the work

intervention	Replace competing definitions with one versioned metric contract and reconciled cohort view.
workflow	1. Name the decision. 2. Define entity, period and cost scope. 3. Trace a record sample. 4. Reconcile totals. 5. Separate observed, forecast and incremental estimates. 6. Apply the result to the decision. 7. Record limits and owner.
ai role	Optional assist Optional explanation of signed definitions or anomaly hypotheses; no arithmetic authority or inferred missing costs.
automation role	Queries, formulas, deduplication, reconciliation and scheduled quality checks.
agent role	None required or recommended for the calculation.
failure modes	Enterprise data programme by stealth perfecting metrics no owner will use immature cohorts treated as complete.

04 Measure and decide

measurement	Compare decision readiness, reconciliation errors and operating effort before and after; trace any commercial gain to the subsequent intervention separately.
primary commercial metric	Net value of a demonstrably changed decision or removed reporting expense; otherwise report foundation cost, not invented ROI.
leading indicators	Resolved definition conflicts, traceable cohort coverage and time to an authorised decision.
experiment	A customer experiment is unnecessary for arithmetic repair. Validate sampled records and run the old and corrected view for a limited reconciliation period.

scale when

Reuse only when another funded decision needs the same definition and the maintenance owner can support it.

stop / reassess when

Stop expansion if reconciliation cannot support the decision or maintenance exceeds demonstrated use; retain necessary financial controls.

05 Learn and progress

learning	Store metric scope, sources, unresolved gaps, version and the actual decision it supported.

practical tool

T2 (p. 90) economics and benefits ledger; T3 (p. 96) records the resulting decision.

T2 Economics and benefits ledger (p. 90) · T3 Decision experiment and evidence record (p. 96) · K01 CAC and tranche comparison

---

→| next action

reconcile one cohort before changing investment.

Open T2 Economics and benefits ledger (p. 90)

can repair this prerequisite for…

P03 Acquire customers with useful downstream value — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.

P04 Validate incremental acquisition (p. 68) — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.

P07 Prevent profitable addressable churn (p. 72) — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.

P08 Grow relevant customer and account value — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.

P10 Redesign and test one AI-assisted workflow (p. 76) — Only when the selected intervention depends on unresolved customer-cohort economics. For workflow cost or other non-customer economics, use the relevant T2 view; P01 is not a prerequisite.

P11 Run an accountable investment and decision review — Only when the selected intervention depends on unresolved customer-cohort economics. For workflow cost or other non-customer economics, use the relevant T2 view; P01 is not a prerequisite.

06 Optional depth

Advanced version

Prerequisites: see Required maturity (p. 60).

Shared economic services and validated forecasts only after recurring demand, dependable joins and prospective model usefulness.

evidence for this play

1 claim record qualifies this Play. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C01 Contribution and cash govern investment (p. 118)

P01 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 03-Play-Library.md §P01 Establish decision-specific customer economics · Review 6-monthly · Edition 1 · Contents (p. 3)

play · p02

growth · demand through retention · editorial rank 2 of 12

Remove the dominant growth constraint

A product, proposition, price-clarity, journey or service bottleneck prevents valuable demand becoming customer value.

decision

Which addressable bottleneck deserves the next unit of delivery capacity?

readiness

Basic

01 Fit

when to use this play

Verified leakage, complaints or operating constraints explain a material loss and an owner can change the cause.

when not to use it

The apparent loss is tracking error, the cause is unsupported, or the proposed repair cannot be delivered.

why it should work	Removing the binding constraint increases useful completion or retained value without simply purchasing more traffic.
basic version	**One verified defect and a documented release/readout using existing tools.**

02 Prepare

required maturity

Basic. Ready if the affected path, credible customer evidence and a repair owner exist. Not ready if the diagnosis is only a dashboard correlation.

Check readiness for P02 (D02)

inputs	Journey steps, error and service records, customer interviews or feedback, cohort economics, capacity and feasible repairs.
audience or customer	Customers or prospects affected by the specific defect, proposition gap or capacity limit.
human role	Product or Service owns delivery; the commercial owner prioritises value; research and measurement challenge the diagnosis.
systems required	Existing analytics, product/service records, issue tracker and release process.
guardrails	Service reliability, accessibility, accurate prices/claims, customer trust and downstream quality.

> **How to configure a Play**
>
> Copy the relevant Play and fill T1–T5 only to the depth needed. Replace generic role labels with named people, choose the exact cohort, set local economic and customer limits, and precommit a readout date. A blank decision threshold does not authorise execution. Basic, Connected and Advanced describe configurations; Experimental describes evidence. Every AI step is optional and evaluated against a simpler baseline.

03 Do the work

intervention	One material repair to the product, experience, proposition or service; pricing changes retain commercial approval.
workflow	1. Verify measurement. 2. Locate economic leakage. 3. Inspect customer and operating evidence. 4. Compare direct repairs with more acquisition. 5. Choose one change. 6. Release appropriately. 7. Evaluate downstream quality and record the next decision.
ai role	Optional assist Optional clustering of permitted feedback and drafting of a repair brief with source references.
automation role	Funnel/error queries, eligibility and release monitoring.
agent role	None needed; unusual investigations may be assessed under P10 (p. 76) separately.
failure modes	Changing many variables optimising a superficial click substituting reminders or discounts for a persistent product failure.

04 Measure and decide

measurement	Track affected eligible users through completion, activation and agreed contribution horizon; separate release effects from simultaneous changes.
primary commercial metric	Incremental contribution net of repair, delivery and support cost, or explicitly qualified observed improvement.
leading indicators	Error reduction, task completion, time to first value and support contacts.
experiment	Test uncertain alternatives where feasible. Fix obvious defects without withholding a necessary repair; use staged monitoring with causal limitations stated.

scale when

Expand a safe repair or tested treatment when the mechanism and economics apply to the next affected population.

stop / reassess when

Rollback on material regression; stop optional investment if the suspected constraint is unsupported or a cheaper repair dominates.

05 Learn and progress

learning	Record the cause, affected population, repair, outcome, uncertainty and conditions for reuse.
practical tool	T1 (p. 86) constraint view and T3 (p. 96) measurement plan. T1 Intervention and investment card (p. 86) · T3 Decision experiment and evidence record (p. 96) · T4 Action authority and operating contract (p. 102)

→| next action

inspect the largest economically meaningful drop-off with its delivery owner.

Open T1 Intervention and investment card (p. 86)

06 Optional depth

Advanced version

Prerequisites: see Required maturity (p. 64).

Segment-specific experience changes only when distinct needs and incremental benefit cover maintenance and measurement cost.

evidence for this play

2 claim records qualify this Play. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C02 Repair the binding growth constraint (p. 118)

C15 Every decision should be experimentally validated (p. 120)

P02 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 03-Play-Library.md §P02 Remove the dominant growth constraint · Review 6-monthly · Edition 1 · Contents (p. 3)

play · p04

measurement · acquisition and investment · editorial rank 3 of 12

Validate incremental acquisition

Material media or partner spending receives credit for outcomes that may have happened without it.

decision

Keep, reduce, increase or redesign a defined acquisition tranche?

readiness

Method and sample ready

01 Fit

when to use this play

A budget decision could change and a feasible holdout or other defensible comparison can detect a useful effect.

when not to use it

No budget choice is available, spillover invalidates the design, or the learning cost exceeds its decision value.

why it should work	An appropriate counterfactual separates credited activity from changed customer outcomes.
basic version	**One material question and one qualified, affordable comparison; use honest limited inference when no useful test is feasible.**

02 Prepare

required maturity

Basic commercial records plus qualified method support. Ready with usable units, variance and outcome horizon. Not ready when sample or identification cannot inform the choice.

P01 Establish decision-specific customer economics (p. 60) — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.
Check readiness for P04 (D02)

inputs	Business question, eligible units, historical variance, assignment/exposure records, all-channel outcomes, contribution, spend and concurrent changes.
audience or customer	A legitimate, separable user, account or geographic population; evaluate all assigned eligible units.
human role	Measurement owns method; budget owner authorises exposure and subsequent allocation; Finance reconciles the economic outcome.
systems required	Existing channel/CRM experiment capability or an appropriate specialist design, first-party outcome data and T3 (p. 96) register.
guardrails	Customer treatment, strategic floors, essential coverage, cash, test collisions and protected commitments.

> **How to configure a Play**
>
> Copy the relevant Play and fill T1–T5 only to the depth needed. Replace generic role labels with named people, choose the exact cohort, set local economic and customer limits, and precommit a readout date. A blank decision threshold does not authorise execution. Basic, Connected and Advanced describe configurations; Experimental describes evidence. Every AI step is optional and evaluated against a simpler baseline.

03 Do the work

intervention	A predeclared holdout, suppression or spend-level contrast on the selected activity.
workflow	1. Specify the investment decision. 2. Assess power/identification and interference. 3. Register protocol, limits and readout. 4. Verify assignment. 5. Run without uncontrolled changes. 6. Mature outcomes. 7. Review effect, cost and uncertainty. 8. Decide and retain the record.
ai role	Optional assist Optional protocol completeness or signed-readout drafting; cannot choose significance or calculate authoritative effects.
automation role	Assignment, integrity checks, cost joins and validated statistical analysis.
agent role	None for methodological authority or budget execution.
failure modes	Repeated peeking, only analysing converters, platform outcomes replacing business outcomes, and extrapolating one lift factor everywhere.

04 Measure and decide

measurement	Use a scoped estimand, intention-to-treat where appropriate, effect interval and total net contribution on the declared horizon.
primary commercial metric	Estimated incremental contribution net of media, testing and additional operating costs.
leading indicators	Assignment integrity, enrolment, contamination, delivery contrast and outcome completeness; not interim success claims.
experiment	This Play is the experiment. Select randomised individual/account/geo design where valid; document assumptions for quasi-experimental alternatives.

scale when

Apply results only to comparable tranches/populations; expand within uncertainty and revalidate after material changes.

stop / reassess when

Stop or suspend for harm, invalid assignment or irreparable contamination. At the planned readout, declare inconclusive rather than inventing precision.

05 Learn and progress

learning	Store full protocol, nulls, deviations, effect interval, cost, applicability and the actual budget decision.

practical tool

T3 (p. 96) experiment and measurement plan; T2 (p. 90) tranche decision.

T3 Decision experiment and evidence record (p. 96) · T2 Economics and benefits ledger (p. 90) · K01 CAC and tranche comparison

→| next action

ask the method owner whether the smallest useful effect is detectable in time.

Open T3 Decision experiment and evidence record (p. 96)

improves

P03 Acquire customers with useful downstream value — Check acquisition incrementality before a material scaling claim.
When: The decision concerns acquisition and causal effect remains uncertain.

06 Optional depth

Advanced version

Prerequisites: see Required maturity (p. 68).

Reusable holdout infrastructure, portfolio test coordination or calibrated aggregate models when volume and decisions justify them.

evidence for this play

2 claim records qualify this Play. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C13 Attribution estimates causality (p. 119)

C14 Experiments inform material choices (p. 119)

P04 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 03-Play-Library.md §P04 Validate incremental acquisition · Review 6-monthly · Edition 1 · Contents (p. 3)

play · p07

growth · retention · editorial rank 5 of 12

Prevent profitable addressable churn

Customers leave for potentially fixable reasons, while blanket offers subsidise customers whose behaviour would not change.

decision

Who should receive which useful intervention, including no treatment?

readiness

Basic; uplift Advanced

01 Fit

when to use this play

A meaningful at-risk cohort has an addressable cause and an available, legitimate treatment.

when not to use it

The cause cannot be changed, required service must not be withheld, or an incentive merely conceals a persistent product failure.

why it should work	A suitable repair or treatment may change retention enough to cover its full cost; no treatment can be the best choice.
basic version	**One meaningful cohort, a simple approved rule and proportionate comparator.**

02 Prepare

required maturity

Basic eligibility and treatment comparison. Ready with identity, cause, permission, outcome history and delivery capacity. Not ready for uplift modelling without adequate treatment evidence.

P01 Establish decision-specific customer economics (p. 60) — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.
Check readiness for P07 (D02)

inputs	Account state, churn definition, cause evidence, contribution horizon, service/offer history, eligibility, contact policy, treatments and costs.
audience or customer	Eligible accounts with an addressable need; assignment respects account relationships and contact boundaries.
human role	Lifecycle or Customer owner decides; Service/Product delivers; Finance values contribution; measurement approves inference and Pricing approves offers.
systems required	Existing CRM/service and billing records, approved treatments and an outcome comparison.
guardrails	Complaints, fair offers, essential service, contact limits, margin and operational load.

> **How to configure a Play**
>
> Copy the relevant Play and fill T1–T5 only to the depth needed. Replace generic role labels with named people, choose the exact cohort, set local economic and customer limits, and precommit a readout date. A blank decision threshold does not authorise execution. Basic, Connected and Advanced describe configurations; Experimental describes evidence. Every AI step is optional and evaluated against a simpler baseline.

03 Do the work

intervention	Service recovery, product repair, guidance or an approved offer selected for the cause.
workflow	1. Verify risk and cause. 2. Separate mandatory service from optional treatment. 3. Compare alternatives and no action. 4. Approve economics and policy. 5. Assign eligible accounts. 6. Deliver and log. 7. Mature outcomes. 8. Review net treatment value and revise.
ai role	Optional assist Optional summarisation of permitted service evidence; predictive risk remains distinct from causal treatability.
automation role	Eligibility, current consent, contact caps, assignment, approved CRM delivery and cost/outcome joins.
agent role	None required; no autonomous invented discounts or pricing.
failure modes	Risk mistaken for preventability whole customer LTV booked as saved discount leakage extrapolated effect valued at pilot cost.

04 Measure and decide

measurement	Compare contribution per assigned eligible account over a sufficient horizon; include treatment costs for everyone treated and delayed churn.
primary commercial metric	Incremental retained contribution net of all extra treatment, service and system costs.
leading indicators	Cause resolution, delivery success, appropriate engagement and early service recovery; none substitutes for mature retention.
experiment	Account-level optional-treatment comparison where legitimate; never withhold required service. Preserve treatment/control denominators and cost scope.

scale when

Expand only where net effect and uncertainty justify the next treatment tranche and the cause remains comparable.

stop / reassess when

Stop on harm, negative economics, invalid measurement or unresolved service failure; route mandatory repair to its owner.

05 Learn and progress

learning	Cause-by-treatment evidence, no-action performance, total cost, effect interval, customer consequences and expiry triggers.
practical tool	T2 (p. 90) retention economics, T3 (p. 96) measurement plan and T4 (p. 102) contact contract. T2 Economics and benefits ledger (p. 90) · T3 Decision experiment and evidence record (p. 96) · T4 Action authority and operating contract (p. 102) · K02 Net intervention value

→| next action

identify one preventable churn cause and a non-discount repair.

Open T2 Economics and benefits ledger (p. 90)

curated next play

P12 Replicate useful work and retire operating debt (p. 80) — Mature evidence, support capacity and an old-work retirement plan exist.

06 Optional depth

Advanced version

Prerequisites: see Required maturity (p. 72).

Validated heterogeneous treatment models and bounded selection among proven treatments; test benefit over cohort rules.

evidence for this play

4 claim records qualify this Play. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C09 Observed, predicted and incremental customer value (p. 119)

C11 Individual uplift and treatment optimisation (p. 119)

C20 Churn risk identifies preventable churn (p. 120)

C21 Offers, suppression and no contact (p. 120)

P07 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 03-Play-Library.md §P07 Prevent profitable addressable churn · Review 6-monthly · Edition 1 · Contents (p. 3)

play · p10

automation · operating work · editorial rank 9 of 12

Redesign and test one AI-assisted workflow

A recurring workflow consumes material effort, delays useful decisions or produces avoidable errors.

decision

Should this task remain human, use rules/native tools, add AI, or justify dynamic tool use?

readiness

Basic; execution Connected

01 Fit

when to use this play

The work has enough volume or value, inspectable outputs and a credible conventional improvement baseline.

when not to use it

Do not add an AI comparison when stable native automation suffices, volume is too low, the output cannot be evaluated or scarce review capacity is absent. The mechanism-selection step may still conclude with human work or deterministic automation.

why it should work	Process repair removes unnecessary work; selective AI may improve unstructured steps; each additional layer must earn its cost.
basic version	**One draft/synthesis step and human review, or deterministic automation when it wins.**

02 Prepare

required maturity

Basic for draft assistance; Connected for system execution. Ready with baseline, reviewer and allowed data. Not ready for actions without a tested authority/stop contract.

P01 Establish decision-specific customer economics (p. 60) — Only when the selected intervention depends on unresolved customer-cohort economics. For workflow cost or other non-customer economics, use the relevant T2 view; P01 is not a prerequisite.
Check readiness for P10 (D02)

inputs	Observed task samples, accepted-output standard, current process A, repaired process B, costs, errors, permissions and staff capacity; candidate AI C only if an additional comparison is justified.
audience or customer	Internal workflow users; external customers only through an independently approved intervention and execution contract.
human role	Functional owner owns work and capacity realisation; Finance checks benefit; Operations owns reliability; reviewers have authority and time.
systems required	Current workflow and approved model access if justified; no custom orchestration required for a fixed task.
guardrails	Data access, grounded output, exact authority, no model arithmetic, workload limits, manual fallback and independent stop.

> **How to configure a Play**
>
> Copy the relevant Play and fill T1–T5 only to the depth needed. Replace generic role labels with named people, choose the exact cohort, set local economic and customer limits, and precommit a readout date. A blank decision threshold does not authorise execution. Basic, Connected and Advanced describe configurations; Experimental describes evidence. Every AI step is optional and evaluated against a simpler baseline.

03 Do the work

intervention	One redesigned workflow. Retain a sufficient human or deterministic mechanism; add a bounded comparison of B with C only when justified. Keep consequential authority unchanged during initial evaluation.
workflow	1. Observe tasks. 2. Remove redundant steps. 3. Establish B. 4. If B is sufficient, record the mechanism decision and move to adoption and retirement; otherwise define one justified AI step and evaluation. 5. Compare accepted quality/time/cost. 6. Test edge and failure cases. 7. Decide. 8. Retire replaced work only after reliable adoption.
ai role	Workflow under test A specified interpretation or production step whose output a human can verify; no open-ended commercial goal.
automation role	Stable routing, arithmetic, checks, state, logs and exact approved actions.
agent role	Optional only when dynamic tool selection beats the fixed process; one candidate with bounded tools, data, time and cost.
failure modes	◇ Comparing AI with broken A only ◇ counting draft speed instead of accepted work ◇ savings not realised ◇ duplicate processes never retired.

04 Measure and decide

measurement	Separate B–A, C–B and any later D–C; include rework, rejected outputs, review, integration, support and incidents.
primary commercial metric	Incremental realised operating savings or useful contribution net of full added cost; capacity reported separately.
leading indicators	Accepted-work yield, end-to-end time, error by risk slice, review minutes and queue age.
experiment	Matched or randomised comparable tasks with blinded quality review where feasible; production actions need offline, shadow and capped canary evidence.

scale when

Retain or adopt a sufficient conventional improvement after its quality, cost and realisation checks. Adopt an AI addition only if C beats B on the declared quality/cost standard and a benefit owner can realise value; expand authority through a separate gate.

stop / reassess when

Stop or fall back for unacceptable error, policy breach, review overload, no additional benefit or no maintainable owner.

05 Learn and progress

learning	Task boundary, mechanism, evaluation slices, accepted-work economics, failure cases, version and realisation decision.
practical tool	T4 (p. 102) work design/agent card, T2 (p. 90) benefits and T5 (p. 108) retirement. T2 Economics and benefits ledger (p. 90) · T3 Decision experiment and evidence record (p. 96) · T4 Action authority and operating contract (p. 102) · T5 Delivery and retirement plan (p. 108) · K02 Net intervention value

next action

sample the full workflow including review and correction.

Open T2 Economics and benefits ledger (p. 90)

curated next play

P12 Replicate useful work and retire operating debt (p. 80) — Mature evidence, support capacity and an old-work retirement plan exist.

06 Optional depth

Advanced version

Prerequisites: see Required maturity (p. 76).

Bounded dynamic investigation after baseline superiority; autonomy requires a separate same-action delay/review-value comparison.

evidence for this play

5 claim records qualify this Play. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C06 Separate process, AI and coordination gains (p. 118)

C07 Hours saved become financial savings (p. 119)

C23 Generative production can reduce accepted-work cost (p. 120)

C26 SQL, rules and native execution first (p. 121)

C28 Read-only customer, market or performance assistance (p. 121)

P10 · item 1.0.1 · CONTENT-RC1 1.0.2 · Source: 03-Play-Library.md §P10 Redesign and test one AI-assisted workflow · Review 6-monthly · Edition 1 · Contents (p. 3)

play · p12

transformation · implementation and scale · editorial rank 12 of 12

Replicate useful work and retire operating debt

Useful pilots remain isolated while old reports, processes and tools continue consuming capacity and cost.

decision

Repeat, adapt, maintain, simplify or retire the workflow and its predecessor?

readiness

Proven workflow first

01 Fit

when to use this play

A workflow has credible value and reliable operation, with another justified user or an obsolete predecessor to retire.

when not to use it

The result is immature, economics fail against the best alternative, or no owner can support the second context.

why it should work	Controlled replication reuses proven work; deliberate retirement realises savings and limits operating complexity.
basic version	**One second user or population, explicit support and closure of one obsolete report/handoff/tool.**

02 Prepare

required maturity

Basic proof and a funded owner; Connected for shared services. Ready with transfer assumptions and a fallback. Not ready merely because a pilot demo succeeded.

Check readiness for P12 (D02)

inputs	Signed readout, costs, source/target population differences, workflow version, control tests, support roster, old-work inventory and export/exit needs.
audience or customer	The next team or eligible population and the people responsible for ongoing operation.
human role	Business owner owns value and acceptance; Operations owns transition and fallback; Finance verifies expense action; functional managers release capacity.
systems required	Existing workflow, documentation, access and work-tracking tools; shared service only with funded recurring users.
guardrails	Continuity, recoverability, preserved records, lawful retention, absence cover and no forced transfer of invalid evidence.

> **How to configure a Play**
>
> Copy the relevant Play and fill T1–T5 only to the depth needed. Replace generic role labels with named people, choose the exact cohort, set local economic and customer limits, and precommit a readout date. A blank decision threshold does not authorise execution. Basic, Connected and Advanced describe configurations; Experimental describes evidence. Every AI step is optional and evaluated against a simpler baseline.

03 Do the work

intervention	One bounded replication and a dated retirement of genuinely replaced work.
workflow	1. Review proof and transfer limits. 2. Price replication and ongoing support. 3. Assign owner/cover. 4. Train through actual work. 5. Run a capped release. 6. Verify quality and economics. 7. Retire the predecessor safely. 8. Review continued use and cost.
ai role	Optional assist Optional documentation and training drafts grounded in the approved workflow; no evidence promotion or deletion authority.
automation role	Version distribution, monitoring, access revocation, archive/export checks and review reminders.
agent role	No new agent required for replication; inherited agent permissions are re-evaluated for the target context.
failure modes	Scaling before outcomes mature permanent dual run new titles without workload treating training attendance as competence.

04 Measure and decide

measurement	Compare target-context quality, outcomes, cost and adoption; verify old expense/process closure rather than counting deployment alone.
primary commercial metric	Net realised value after replication, support, transition and retirement cost, with no duplicate benefit booking.
leading indicators	Useful active use, task competence, incident/review load, completed retirement and reduced duplicate work.
experiment	Small target-context comparison or staged rollout appropriate to risk; rehearse fallback and verify replacement before ending dual run.

scale when

Repeat again only when transferability and economics hold and service ownership can support the next unit.

stop / reassess when

Revert or retire on failed transfer, unowned maintenance, native replacement superiority, low useful demand or negative ongoing value.

05 Learn and progress

learning	Record adaptation, local validation, support cost, benefits actually realised, decommissioning and reasons for retirement.

practical tool

T5 (p. 108) delivery and retirement plan with T2 (p. 90) realisation ledger.

T2 Economics and benefits ledger (p. 90) · T3 Decision experiment and evidence record (p. 96) · T5 Delivery and retirement plan (p. 108)

→| next action

identify exactly what old work ends if the new workflow is adopted.

Open T2 Economics and benefits ledger (p. 90)

06 Optional depth

Advanced version

Prerequisites: see Required maturity (p. 80).

Reusable platform services, persistent teams or dedicated roles only when recurring demand and net coordination value justify them.

evidence for this play

1 claim record qualifies this Play. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C49 Retire old work and fund maintenance (p. 123)

P12 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 03-Play-Library.md §P12 Replicate useful work and retire operating debt · Review 6-monthly · Edition 1 · Contents (p. 3)

Toolkit

Five working artefacts hold the operational record. Their specialised views are sections of the same record, not separate registers or new software requirements. Copy only the fields needed for the selected Play. Link all five with one intervention ID and record owner, version and review date. An empty field is an unresolved input, not implied approval.

toolkit · in this edition

T1	Intervention and investment card Choose a feasible owned intervention.	86
T2	Economics and benefits ledger Compare scoped economics and realisable benefits.	90
T3	Decision experiment and evidence record Plan, review and retain decision evidence.	96
T4	Action authority and operating contract Assign work, authority and operating controls.	102
T5	Delivery and retirement plan Plan delivery, replication and retirement.	108

tool · t1

Intervention and investment card

Decide whether a customer or operating problem merits an intervention and what the next action is.

Views: Copyable GTM System Canvas (p. 86) · Constraint diagnostic (p. 88) · Priority matrix (p. 88)

Interpretation: Attractive potential without authority or measurement is not execution-ready.

before you fill Five working artefacts hold the operational record. Their specialised views are sections of the same record, not separate registers or new software requirements. Copy only the fields needed for the selected Play. Link all five with one intervention ID and record owner, version and review date. An empty field is an unresolved input, not implied approval.

when to use At selection, a material scope change or a recurring investment review.

inputs Relevant commercial facts, customer evidence, constraints and at least one feasible alternative.

method Diagnose the binding constraint, compare alternatives, apply vetoes, then choose a priority.

output An owned action or a specific evidence gap.

limitations This organises judgement; it does not create causal effects, validate forecasts or supply missing local costs. [STR §§9,21; GRW §§39,72; RT §§65–66]

→| next action

Configure the selected Play through T2 (p. 90)–T5 (p. 108).

used by

P02 Remove the dominant growth constraint (p. 64)
P05 Learn which proposition and creative concept works
P06 Improve the first value experience
P08 Grow relevant customer and account value
P09 Turn customer and market evidence into a decision
P11 Run an accountable investment and decision review

Copyable GTM System Canvas

T1 · copyable-gtm-system-canvas

Intervention ID / version / owner / date:

OUTCOME: Commercial outcome, economic horizon and customer guardrails:

CUSTOMER: Population, need, affected relationship and exclusions:

SIGNAL: What is observed, source/date, reliability and what remains unknown:

DECISION: What can the named owner actually choose or change?

INTERVENTION: Proposed action, available alternatives and no change:

CHANNEL: Existing product, service, sales, media or lifecycle route:

MEASUREMENT: Outcome, comparator, method owner and decision date:

LEARNING: What question will the result answer; where will it be recorded?

PEOPLE: Decision, budget, delivery, Finance and method owners:

AI: Specific optional task, why useful, simpler baseline and reviewer:

TECHNOLOGY: Existing systems, required joins and any demonstrated gap:

STRATEGIC BOUNDARIES: Positioning, future demand, commitments and exclusions:

NEXT ACTION: Do now / Prepare / Experiment / Avoid; owner and due date:

guidance · not part of the record

The eleven canvas fields also form the minimum strategy one-pager for this intervention. They do not replace an enterprise strategy. An opportunity brief adds evidence links, estimated value range, costs, expiry and the decision that new information could change.

Constraint diagnostic

T1 · constraint-diagnostic

Commercial symptom and verified metric:

Candidate constraint | Evidence for | Evidence against | Addressable action | Owner

Demand / awareness / traffic / audience quality:

Proposition / pricing / conversion:

Activation / product / service / operational capacity:

Retention / expansion:

Measurement / execution / economics:

Binding constraint selected and reason:

What evidence would reverse the diagnosis?

What downstream optimisation should wait?

guidance · not part of the record

First rule out instrumentation or definition changes. Do not interpret a missing signal as proof of a customer cause. If several constraints interact, choose the narrowest useful test or repair and preserve the alternatives.

Priority matrix

T1 · priority-matrix

Option | Economic value range | Applicability/frequency | Evidence | Feasibility | Risk

Conventional repair:

Proposed intervention:

Optional AI addition:

No change:

Hard vetoes: prohibited / no owner / no action / no capacity / unaffordable / unmeasurable claim

Decision: Do now / Prepare / Experiment / Avoid

Reason and most important uncertainty:

Preparation or learning cap:

Reopening condition if rejected:

guidance · not part of the record

30-minute exercise: Spend five minutes agreeing the decision, ten checking the constraint, ten comparing alternatives and five assigning the next action. The facilitator asks what would change if the AI step were removed. If the group cannot identify an available intervention, stop the prioritisation exercise and return to the problem.

sources cited

GRW — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 126)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 126)

STR — AI-Augmented-GTM-Strategy.md (p. 126)

T1 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 04-Toolkit-Inventory.md §T1 Intervention and investment card · Review 6-monthly · Edition 1 · Contents (p. 3)

tool · t2

Economics and benefits ledger

Value an intervention consistently and distinguish process, AI and coordination gains.

Views: Metric and cohort worksheet (p. 91) · Tranche and customer quality comparison (p. 92) · Comparative five-year ownership view (p. 93) · Benefit realisation template (p. 94)

Interpretation: A positive result versus current practice may still lose to process repair.

before you fill Five working artefacts hold the operational record. Their specialised views are sections of the same record, not separate registers or new software requirements. Copy only the fields needed for the selected Play. Link all five with one intervention ID and record owner, version and review date. An empty field is an unresolved input, not implied approval.

when to use Before funding, at a mature readout and before scale.

inputs Agreed customer/cost scope, observed cohorts or scoped effects, horizon, uncertainty, actual costs and feasible alternatives.

method Reconcile, calculate with deterministic tools, separate cash from capacity, compare incremental options and test downside assumptions.

output Finance-reviewed economics and a benefit realisation action.

limitations No worksheet creates a counterfactual or makes speculative LTV bankable. [GRW §§1-7,48-51; OPS §43; RT §§12-19]

→| next action

Fund a bounded tranche, investigate a material uncertainty, simplify or stop.

calculator views

K01 CAC and tranche comparison
K02 Net intervention value

used by

P01 Establish decision-specific customer economics (p. 60)
P03 Acquire customers with useful downstream value
P04 Validate incremental acquisition (p. 68)
P07 Prevent profitable addressable churn (p. 72)
P08 Grow relevant customer and account value
P10 Redesign and test one AI-assisted workflow (p. 76)
P11 Run an accountable investment and decision review
P12 Replicate useful work and retire operating debt (p. 80)

Metric and cohort worksheet

T2 · metric-and-cohort-worksheet

Metric ID / version / Finance owner:

Customer entity / cohort / currency / tax treatment:

Horizon and cohort age / data cutoff / outcome lag:

Numerator / denominator / inclusions / exclusions:

Acquisition cost scope and allocation convention:

Contribution costs already included:

Costs explicitly outside contribution:

Source records / quality and reconciliation checks:

Estimate type: observed / attributed / forecast / incremental effect

Identification method and assumptions if incremental:

Uncertainty, missing data and sensitivity:

guidance · not part of the record

calculation	formula and use
Period contribution	Net revenue less agreed variable costs and incentives, each once
Cohort CAC	Agreed acquisition expense / genuinely new cohort customers
Incremental CAC	Incremental acquisition expense / identified incremental new customers
Next-tranche marginal CAC	Additional expense / additional incremental customers between feasible spend levels
Contribution LTV	Sum discounted expected future contribution, less only excluded expected future costs, using the Chapter 2 convention
Net intervention value	Incremental contribution less incremental costs not already included
Retention approximation	Treatment-control rate difference × number actually treated × additional contribution per retained account, less excluded treatment costs
Payback	First time cumulative relevant contribution covers acquisition investment, with observed/forecast and discount convention explicit

Prefer direct contribution per assigned eligible account to an approximate retention-rate-times-value calculation when data supports it. Keep trial treatment count separate from a projected rollout. If the incremental-customer denominator plausibly spans zero, report effects and economic ranges instead of a precise CAC ratio.

Tranche and customer quality comparison

T2 · tranche-and-customer-quality-comparison

Option / cohort / tranche:

Comparable horizon and customer definition:

Observed quality: activation, retained contribution, returns, service cost:

Forecast value and out-of-time validation, if used:

Incremental customer/treatment effect and interval or range:

Incremental expense and extra delivery/system cost:

Net contribution: downside / base / upside:

Cash timing and payback:

Minimum feasible amount / upper cap / capacity / strategic commitments:

Alternative use of the same money and staff:

Decision, owner and condition that reverses it:

guidance · not part of the record

A CAC/LTV comparison is acceptable only when cost scope, horizon, causal status and customer entity align. Use cohort aggregates first; a forecast ratio alone does not authorise scale.

Comparative five-year ownership view

T2 · comparative-five-year-ownership-view

guidance · not part of the record

Create a column for A current practice, B repaired conventional work, C B plus AI, and D C plus additional integration or autonomy. Each row contains local amounts and sources, not an assumed industry benchmark.

Year 0: configuration/build, relevant data repair, evaluation, procurement,

security, training, transition and dual run

Years 1–5: licences, infrastructure, model use, maintenance/API changes,

review/rework, measurement, support, incidents and retraining

Exit: export, migration, contract exit, retained records and retirement

Staff capacity/opportunity cost: separately identified by role and year

Adoption and outcome-maturation assumptions:

Benefit rows: non-overlapping incremental contribution and realised cash savings

Cash-flow convention, Finance discount rate and tax/working-capital treatment:

No-change and downside scenarios:

guidance · not part of the record

For each option calculate net benefit as incremental contribution plus realised savings minus costs not already included. If calculating cash NPV, use signed net cash flow by year and the Finance-approved discount convention; year 0 is undiscounted. Report B–A, C–B and D–C separately. Allocate shared cost transparently and count it only once. Do not count an incident allowance both as cost and as a second expected-loss deduction.

Benefit realisation template

T2 · benefit-realisation-template

Benefit ID / intervention ID / owner / Finance reviewer:

Current process cost / new process cost, including review and rework:

Accepted output standard and observed volume:

Capacity saved: hours, role, period and evidence:

How capacity will be used: remove expense / avoid approved expense /

named redeployment / unmonetised capacity

Revenue effect, causal status and horizon:

Contribution or margin effect, net of variable costs:

Risk/quality effect and evidence (do not monetise without a defensible basis):

Implementation cost / recurring cost / exit cost:

Cash action: exact budget, contract or approved-hire change and date:

Payback and uncertainty:

Overlapping benefits excluded:

Forecast / observed / realised status and review date:

Stop or restatement condition:

guidance · not part of the record

60-minute workshop: Finance defines scope for ten minutes; the owner maps A–D for ten; the team prices costs and benefits for twenty; it challenges downside adoption and double counting for fifteen; the final five assigns the expense or delivery action. If inputs are missing, commission those inputs rather than manufacturing ROI.

evidence for this tool

5 claim records qualify this tool. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C01 Contribution and cash govern investment (p. 118)

C06 Separate process, AI and coordination gains (p. 118)

C07 Hours saved become financial savings (p. 119)

C08 Five-year ownership and exit cost (p. 119)

C12 Precise next-dollar optimisation (p. 119)

sources cited

GRW — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 126)

OPS — AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md (p. 126)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 126)

T2 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 04-Toolkit-Inventory.md §T2 Economics and benefits ledger · Review 6-monthly · Edition 1 · Contents (p. 3)

tool · t3

Decision experiment and evidence record

Connect a question to valid evidence and an actual decision.

Views: Measurement plan and experiment brief (p. 97) · Signed readout and performance review (p. 98) · Reusable learning object (p. 99)

Interpretation: An inconclusive result is not proof of no effect; a statistically detectable effect is not automatically worth buying.

before you fill

Five working artefacts hold the operational record. Their specialised views are sections of the same record, not separate registers or new software requirements. Copy only the fields needed for the selected Play. Link all five with one intervention ID and record owner, version and review date. An empty field is an unresolved input, not implied approval.

when to use

Before an uncertain intervention, at its readout and when reusing a result.

inputs

Business question, outcome, population, design, economics and source evidence.

method

Predeclare the decision contract, validate execution, analyse through tested methods and sign the interpretation.

output

Continue, validate, revise or stop plus a scoped reusable record.

limitations

Weak sample, contamination and untestable assumptions may prevent a causal conclusion. [GRW §§37-47; SYS §9; RT §§20-23,28]

→| next action

Execute the approved decision and update its linked Play.

used by

P01 Establish decision-specific customer economics (p. 60)
P02 Remove the dominant growth constraint (p. 64)
P03 Acquire customers with useful downstream value
P04 Validate incremental acquisition (p. 68)
P05 Learn which proposition and creative concept works
P06 Improve the first value experience
P07 Prevent profitable addressable churn (p. 72)
P08 Grow relevant customer and account value
P09 Turn customer and market evidence into a decision
P10 Redesign and test one AI-assisted workflow (p. 76)
P11 Run an accountable investment and decision review
P12 Replicate useful work and retire operating debt (p. 80)

Measurement plan and experiment brief

T3 · measurement-plan-and-experiment-brief

Decision ID / experiment ID / version / owner / method reviewer:

BUSINESS QUESTION and decision the result will change:

PRIMARY OUTCOME and economic horizon:

BASELINE: value, definition, date and uncertainty:

HYPOTHESIS and commercial mechanism:

TREATMENT: exact version, population, eligibility and delivery:

COMPARATOR: status quo, repaired process or explicit no-treatment condition:

ASSIGNMENT UNIT and method:

ESTIMAND: whose effect over what horizon, usually all assigned eligible units:

LEADING INDICATORS and why they are informative:

ECONOMIC METRIC and Finance cost convention:

ATTRIBUTION LIMITATION: what platform/journey credit cannot establish:

INCREMENTALITY METHOD and identifying assumptions:

FEASIBILITY: useful effect, variance, sample/power or identification limits:

DURATION: enrolment, outcome maturation and planned readout:

INTEGRITY: spillover, missingness, sample ratio, concurrent changes, compliance:

GUARDRAILS and immediate safety stops:

ANALYSIS: tested method/code, multiplicity and interim-review rule:

DECISION RULE: local scale/validate/revise/stop thresholds fixed before exposure:

COST AND CAPACITY: learning cap, analyst/reviewer and delivery time:

guidance · not part of the record

Choose randomised individual/account assignment if valid; geographic or other designs if exposure and spillover require them; qualified observational analysis when experimental identification is infeasible. Explain limitations. Do not delay necessary safeguards or obvious repairs to manufacture a control.

Signed readout and performance review

T3 · signed-readout-and-performance-review

What was delivered versus planned, with assignment and outcome completeness:

Primary outcome, effect estimate and interval/range:

Economic result, full costs, cash consequence and guardrails:

Estimate basis: observed / attributed / modelled / forecast (record the applicable basis):

Identification: descriptive association / causal estimate / unresolved; method and assumptions:

Deviations, contamination, alternative explanations and limitations:

Contradictory platform, cohort, experiment, aggregate and Finance evidence:

Reconciliation: entity, metric, denominator, period, spend and assumptions:

Decision: continue / validate / revise / stop; owner and exact action:

Why this beats the available alternative or why the conclusion is unresolved:

Next readout and what evidence would reverse the decision:

Method sign-off / Finance sign-off / accountable decision owner:

Reusable learning object

T3 · reusable-learning-object

Evidence ID / linked decision and Play version:

Type: fact / finding / hypothesis / decision / learning

Claim and exact population, product, treatment, geography and horizon:

Source, source date and reproducible result:

Method, sample, effect, uncertainty and limitations:

Confidence: High / Medium / Low; in which proposition?

Applicability / exclusions / conflicting findings:

Reviewer, review date and effective date:

Expiry or retest trigger; supersedes/contradicts references:

Next decision that used this evidence and resulting change:

---

guidance · not part of the record

30-minute readout: The method owner explains what can be concluded; Finance reconciles costs; the decision owner chooses an action. If evidence is immature, record the next review within the learning cap. Preserve negative and invalid results. An AI draft is never self-promoted to authoritative evidence.

evidence for this tool

3 claim records qualify this tool. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C14 Experiments inform material choices (p. 119)

C17 Measurement triangulation (p. 120)

C42 Minimal decision and evidence memory (p. 122)

sources cited

GRW — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 126)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 126)

SYS — AI-Augmented-GTM-Systems-Architecture.md (p. 126)

T3 · item 1.0.1 · CONTENT-RC1 1.0.2 · Source: 04-Toolkit-Inventory.md §T3 Decision experiment and evidence record · Review 6-monthly · Edition 1 · Contents (p. 3)

tool · t4

Action authority and operating contract

Choose a work mechanism and define who or what can cause an effect.

Views: Human and AI work matrix (p. 103) · Decision rights and human gate (p. 103) · Agent and tool card for a justified candidate (p. 104) · Closed-loop readiness (p. 106) · Autonomy readiness (p. 106)

Interpretation: Approval is meaningful only when the reviewer can inspect and reject the actual change.

before you fill	Five working artefacts hold the operational record. Their specialised views are sections of the same record, not separate registers or new software requirements. Copy only the fields needed for the selected Play. Link all five with one intervention ID and record owner, version and review date. An empty field is an unresolved input, not implied approval.

when to use	Before workflow change, customer contact, machine writes or expanded authority.	inputs	Actual tasks, volume, data, action risk, permissions, review capacity and evaluation.
method	Prefer the simpler reliable mechanism; separate recommend, decide and execute; enforce hard limits and rehearse failure.	output	A usable operating contract or a veto.
limitations	No checklist eliminates residual harm or establishes legal compliance. Qualified owners must define applicable policy. [AGT §§1-5,20-32,56-61; RT §§33-40]		

→| next action

Test controls and operate within the permitted mode.

used by

P02 Remove the dominant growth constraint (p. 64)
P03 Acquire customers with useful downstream value
P05 Learn which proposition and creative concept works
P06 Improve the first value experience
P07 Prevent profitable addressable churn (p. 72)
P08 Grow relevant customer and account value
P10 Redesign and test one AI-assisted workflow (p. 76)
P11 Run an accountable investment and decision review

Human and AI work matrix

T4 · human-and-ai-work-matrix

work	frequency and volume	variability	reasoning need	risk	ai role	recom-mended mechan-ism	owner and baseline
Metric calculation	Fill locally	Stable	Exact arithmetic	Financial error	None	Tested query/ formula	Finance
Feedback synthesis	Fill locally	Unstructured	Interpretation	Misrepresentation/ privacy	Optional cited draft	Human or bounded AI step	Insight
Eligibility and contact	Fill locally	Known policy	Deterministic	Wrongful contact	None	Native rules and current checks	Lifecycle/ Policy
Novel strategy or price	Fill locally	High ambiguity	Judgement	Material	Evidence support only	Human-only authority	Commercial
Variable investigation	Fill locally	Context-de-pendent tools	Dynamic selection	Scope-specific	Optional agent after proof	Fixed runbook first	Business/ Operations

guidance · not part of the record

Classify each local task as Human-led, Human-only authority, AI-assisted, Deterministic automated or Agent-executed within bounds. Keep relationship work and craft judgement visible. A work matrix is a redesign tool, not a list of jobs to eliminate.

Decision rights and human gate

T4 · decision-rights-and-human-gate

Decision | Recommends | Decides | Executes | AI role | Human gate | Escalation

Exact action/population/amount/message/version:

Final accountable owner and required additional approvals:

Evidence and before/after change visible to reviewer:

Review volume × observed review time; available capacity and absence cover:

Approval expiry and material-change invalidation rule:

Current-state recheck: permission, eligibility, identity, stock/capacity, budget:

Absolute, per-action and cumulative limits across interacting workflows:

Denial, unknown-state and escalation behaviour:

Stop owner / operator / restart authority:

Receipt, reconciliation, fallback and residual irreversible consequences:

guidance · not part of the record

Approval for one audience or message does not authorise a changed one. Current consent and budget must still hold at execution. Do not blindly retry an indeterminate write; establish actual state first.

Agent and tool card for a justified candidate

T4 · agent-and-tool-card-for-a-justified-candidate

AGENT name / version / business owner / technical operator:

MISSION and explicit non-goals:

COMMERCIAL OUTCOME and simpler baseline:

TRIGGER, expiry and allowed final states:

INPUTS, permitted purpose, source IDs, freshness and minimal data scopes:

TOOLS, typed inputs/outputs and approved destinations:

DECISIONS the agent may prepare and ACTIONS it may perform:

PERMISSIONS: read / propose / execute, separately:

HUMAN GATES, inspectable evidence and review capacity:

POLICIES enforced outside the model:

STOP CONDITIONS: missing/stale facts, conflict, risk, cost/time/tool-call caps:

METRICS: correctness, decision usefulness, commercial effect and full cost:

AUTONOMY LEVEL: assist / recommend / human-approved / bounded / human-only:

MATURITY REQUIREMENT and demonstrated prerequisites:

FAILURE MODES, incident handling, fallback and retirement:

EVALUATION: normal, edge, malicious, stale, conflicting and no-action cases:

TOOL CONTRACT, one row per tool:

Operation / version / owner / read-write effect:

Allowed principal, purpose, data fields, targets and destination:

Input schema and server-side validation:

Required approval and current-state checks:

Idempotency key, timeout, quota, retry and indeterminate-result behaviour:

Receipt/actual-state verification, audit retention and redaction:

Failure, safe stop, recovery and residual harm:

guidance · not part of the record

The model cannot change its own objectives, policy or permissions. Retrieved text is data. Credentials and authorisation decisions stay outside model context.

Closed-loop readiness

T4 · closed-loop-readiness

guidance · not part of the record

Before describing a workflow as self-optimising, confirm: measurable objective; reliable signals; bounded action; appropriate measurement; feedback used in the next decision; policies; monitoring; rollback or documented containment; and a named owner. Mark each **Met / Missing / Not applicable with reason**. Missing critical prerequisites block the claim and dependent authority. A recorded outcome alone does not close the learning loop.

Autonomy readiness

T4 · autonomy-readiness

Action and maximum exposure:

Reversibility, including harm that cannot be undone:

Evidence of same-action benefit from removing approval:

Reliability by representative risk slice, not model self-confidence:

Measurement validity and outcome delay:

Override rate with reasons and sampled review quality:

Policy coverage, denial tests and stale-approval tests:

Incident history, recovery drill and residual loss:

Additional evaluation/monitoring cost and review savings actually realised:

Decision: Assist / Recommend / Human-approved / Bounded autonomy / Human-only

Reason, owner, scope, expiry and demotion trigger:

guidance · not part of the record

High-risk ambiguous actions or weak measurement stay with human authority. Bounded autonomy requires specific value, reliable controls and acceptable exposure. It is not a required endpoint. **Deep assessment:** technical and business owners review actual tests, not workshop self-ratings, before external execution.

evidence for this tool

8 claim records qualify this tool. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C21 Offers, suppression and no contact (p. 120)

C33 Bounded dynamic tool use (p. 121)

C34 Removing human approval creates value (p. 121)

C35 Human approval is sufficient safety (p. 122)

C36 Model self-confidence grants permission (p. 122)

C37 External content is data and action authority is separate (p. 122)

C38 Receipts, idempotency and unknown execution states (p. 122)

C56 Closed loop guarantees improvement (p. 125)

sources cited

AGT — AI-Agent-and-Automation-Operating-Architecture.md (p. 126)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 126)

T4 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 04-Toolkit-Inventory.md §T4 Action authority and operating contract · Review 6-monthly · Edition 1 · Contents (p. 3)

tool · t5

Delivery and retirement plan

Turn the selected intervention into a maintained service or a closed experiment.

Views: Readiness and capability gap heatmap (p. 108) · Build buy configure or integrate (p. 109) · Role and team design card (p. 110) · Delivery retirement and scorecard template (p. 111)

Interpretation: Dates are review windows; they cannot mature outcomes faster.

before you fill	Five working artefacts hold the operational record. Their specialised views are sections of the same record, not separate registers or new software requirements. Copy only the fields needed for the selected Play. Link all five with one intervention ID and record owner, version and review date. An empty field is an unresolved input, not implied approval.

when to use	At mobilisation, phase review, replication and retirement.	inputs	Selected Play, readiness gaps, capacity, implementation options, costs and gate evidence.
method	Resolve blocking dependencies first, price the smallest adequate option, assign continuing ownership and set closure rules.	output	A funded sequence with Continue/Fix first/Stop decisions.
limitations	A plan does not prove people or budgets are available; verify the commitment. [OPS §§51-67,79-80; RT §§32,48,76]		

→| next action

Deliver the next approved dependency or retire the initiative.

used by

P10 Redesign and test one AI-assisted workflow (p. 76)
P12 Replicate useful work and retire operating debt (p. 80)

Readiness and capability gap heatmap

T5 · readiness-and-capability-gap-heatmap

Target Play and configuration: Basic / Connected / Advanced

Dimension | Current evidence | Required for Play | Gap type | Owner | Next action

Strategy and customer understanding:

Economics and outcome linkage:

Data, identity and permission:

Measurement and experimentation:

Acquisition, activation or lifecycle execution:

Automation and optional AI:

Operating model, authority and reviewer capacity:

Governance, reliability and recovery:

Skills, adoption and learning:

Funding, support and retirement:

Gap types: Blocking / Value limiting / Scale limiting / Optional

guidance · not part of the record

Use colours only as a visual aid to these explicit labels. No overall maturity score. “Advanced” requires evidence for the chosen capability, not a high score elsewhere. When this view feeds D02, complete the versioned fixed prerequisite set for the selected Play/configuration. Do not omit or downgrade a blocking condition such as current permission; supplemental gap rows add detail without replacing source requirements.

Build buy configure or integrate

T5 · build-buy-configure-or-integrate

guidance · not part of the record

Compare existing/manual, configure native, buy missing capability, integrate lightly and build the residual gap. For each option record **differentiation, data fit, delivery speed, vendor maturity, integration, total cost, control, portability and maintenance**. Add permission boundaries, actual licensed capability, exit and support.

Required decision and acceptance task:

Option | Meets task? | Native proof | Gaps | Five-year cost | Owner | Exit

Existing/manual:

Configure native:

Buy missing capability:

Integrate existing capabilities:

Build documented residual gap:

Chosen option: Buy / Configure / Integrate / Build (or keep existing/manual)

Why simpler options fail the acceptance task or economics:

What would reverse the decision?

guidance · not part of the record

For centralisation, share standards, scarce methods and cross-team controls where useful; embed customer context and local execution. Require measured recurring coordination demand before a new shared team. For real time, state the valuable latency requirement and test native event handling first. For personalisation, require meaningful need differences, available treatments and net benefit above variant maintenance. These are option tests within T5, not new architecture frameworks.

Role and team design card

T5 · role-and-team-design-card

Accountability, not proposed title:

Purpose / outcomes / decisions and actual authority:

Human judgement and relationship work:

AI-assisted work / automated work / external support:

Skills demonstrated in real tasks:

Volume, allocated time, cover and specialist bottlenecks:

Metrics: commercial, quality, reliability and burden:

Existing work that stops or transfers:

Dedicated role or persistent team justified? Evidence and funding:

Delivery retirement and scorecard template

T5 · delivery-retirement-and-scorecard-template

Phase / selected outcome / accountable owner / review date:

Prerequisites and named gate evidence:

Actions, dependencies, staff-days and cost by existing role:

Available capacity and competing commitments:

Work displaced; specialist and review bottlenecks:

Measurement: contribution, customer, accepted-work cost, evidence, reliability:

Decision gate: Continue / Fix first / Stop; predeclared local thresholds:

Support owner, absence cover, maintenance and vendor-change review:

Old process/tool/report/meeting to retire, date and closure owner:

Replacement acceptance and fallback before retirement:

Records/export/retention, access removal and contract action:

Actual cash or capacity realisation and Finance verification:

guidance · not part of the record

60-minute planning workshop: Confirm the Play and blocking gaps; allocate actual capacity; test the smallest implementation option; set the next gate; name one retirement. If no work can stop and no capacity can be added, reduce scope. A deep assessment is warranted for customer-impacting automation or material platform investment; it uses system tests, quotes and operational evidence.

evidence for this tool

4 claim records qualify this tool. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C08 Five-year ownership and exit cost (p. 119)

C45 Pods, CoE and new job titles (p. 123)

C48 Maturity measures AI and autonomy intensity (p. 123)

C49 Retire old work and fund maintenance (p. 123)

sources cited

OPS — AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md (p. 126)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 126)

T5 · item 1.0.1 · CONTENT-RC1 1.0.2 · Source: 04-Toolkit-Inventory.md §T5 Delivery and retirement plan · Review 6-monthly · Edition 1 · Contents (p. 3)

chapter 12 · ch12

Reference and stewardship

What can I rely on, what is advanced and what needs refreshing?

Controlled vocabulary

term	definition and what it is	what it is not
GTM	The work of identifying, reaching, serving and growing customers through a viable proposition and economics	Marketing channels alone
Growth	Improvement in economically useful customer and commercial outcomes over a stated horizon	More activity or revenue at any cost
Customer value	Value experienced by the customer; use “customer contribution” for enterprise economics	An unqualified synonym for revenue LTV
Signal	A dated observation potentially relevant to a decision	A verified explanation
Opportunity	An evidenced possibility for a feasible intervention to create value	An alert or idea without an owner and action
Decision	An accountable choice among alternatives under constraints	A recommendation or a dashboard
Activation	Delivery of an intervention; “customer activation” means first experienced product value	Automatically an email or a signup
Play	A repeatable commercial intervention with trigger, workflow, rights, measurement and learning	A prompt, tactic or vendor feature
Experiment	A planned comparison designed to inform a stated uncertainty and decision	Any campaign change
Incrementality	Difference caused by an intervention relative to an explicit counterfactual	Credited or correlated outcomes
Contribution LTV	Expected discounted customer contribution over a declared horizon and cost scope	Guaranteed value or a treatment effect
Marginal CAC	Additional expense per additional incremental customer in a defined tranche	Historical average CAC
Lifecycle	Governed customer relationship states and transitions	An email schedule
Next-best-action	Choice among eligible useful treatments, including no action, under evidence and constraints	Necessarily individual AI optimisation
Automation	Software performs specified repeatable work	Necessarily AI or autonomous judgement

term	definition and what it is	what it is not
Agent	A bounded system selects permitted next steps and tools dynamically using feedback	A scheduled prompt or fixed workflow
Autonomy	Delegated authority for a defined action without per-action approval	A whole agent's unlimited mandate
Orchestration	Sequencing, state and recovery across workflow steps	A strategic brain
Control Plane	Optional technical shorthand for shared controls and coordination	A required custom product
GTM memory	Reviewed evidence and decision records with context, ownership and expiry	An unlimited AI database or automatic truth
Closed loop	Evaluated outcomes feed the next decision under an objective and controls	Proof of improvement or maximum autonomy
Optimise	Improve a declared objective within constraints; may include stopping	Constant automated adjustment

Evidence and claim language

Use **High**, **Medium** or **Low** confidence in a specified proposition, not in an entire programme. For Qualified or Rejected historical claims, state confidence in the editorial narrowing or rejection and its supported boundary; never attach it implicitly to the rejected headline. "Unknown" identifies an unestablished local quantity. Accepted claims survive the editorial challenge; accepted-with-conditions claims require their stated prerequisites. Qualified claims have narrower scope. Advanced methods require additional capability. Experimental ideas need capped validation. Unresolved questions stay visible. Rejected ideas do not reappear as recommendations.

Evidence indicates a conclusion only within its method and population. Evidence suggests a direction when material uncertainty remains. Early evidence may justify testing, not a broad promise. Source inheritance does not create independent corroboration. Architectural feasibility and high confidence in an accounting identity do not establish commercial ROI.

Two cases that teach a bounded lesson

Booking.com and experiment-linked machine learning. The problem was turning model development into business improvements. The supplied research describes a primary practitioner paper about successful deployed ML applications and their experimental validation. The useful mechanism is connecting each model to an outcome and a decision. The reported outcome is production precedent across roughly 150 successful applications, not a denominator of all attempts or a pooled profit return. Evidence is a primary technical account, with selection and scale limits. Learn to evaluate the decision effect; do not infer that modern agent orchestration, a small firm or every ML project will achieve the same result. Booking.com KDD paper <https://www.kdd.org/kdd2019/accepted-papers/view/150-successful-machine-learnin

g-models-6-lessons-learned-at-booking.com>. Source treatment: OS §11; RT §§7,50–51. Publication: 2019 (year precision); Tier 2 practitioner evidence; not independent commercial evidence.

Unilever and product-image production. The problem was the cost and speed of imagery production. The company described a digital-twin and AI workflow that reduced production time and cost. The mechanism is a changed asset-production process, not an autonomous commercial strategy. The company-reported outcome illustrates a potential expense or throughput benefit; it does not isolate pure model causality, demonstrate incremental sales or provide a transferable return estimate. Evidence is a company case. Learn to compare accepted assets and actual purchases; do not generalise it to media, retention or an integrated GTM platform. Unilever announcement <https://www.unilever.com/news/press-and-media/press-releases/2025/unilever-reinvents-product-shoots-with-digital-twins-and-ai/>. Source treatment: OS §11; RT §50. Publication: 18 March 2025; Tier 3 company-reported evidence; not independent.

These references are carried forward from the supplied research and Red Team review. Editorial & Evidence QA checked the existing primary pages and publication metadata on 9 October 2026. This was a bounded citation check, not independent validation of commercial outcomes or a fresh audit of the full Booking.com methods. Their stated scope is preserved. The excluded Uber amount, provider ROAS claims and universal uplift ranges do not enter any investment model.

Technical implementation notes

For a justified machine-executed action, preserve the link from decision/version to approval, exact action, platform receipt, exposure, outcome and evidence. Bind approval to the material action fields. Recheck current permission, destination, state and cumulative limits before execution. An indeterminate platform result requires a state query and reconciliation before retry; a successful API response is not necessarily a delivered customer outcome. Keep manual or native fallback and a named restart authority. [SYS §§15,20–22,25; AGT §24 and contract pack]

For a justified predictor, record objective, target, horizon, population, training/holdout periods, leakage tests, feature provenance, calibration, missingness, relevant subgroup performance, version, owner, drift trigger and fallback. For uplift, add identification and treatment-policy evaluation. For generated summaries, verify source fidelity and missed/contradictory evidence. These are different evaluations.

The specialist sources retain detailed API schemas, identity patterns, statistical methods and security controls. Consult SYS §§23–28 and AGT's Implementation Contract Pack only after the chosen Play requires those capabilities. The five working artefacts remain the operational record of what was actually configured.

Open issues and design choices

The following remain unresolved locally: additional AI profit, coordination value, five-year ownership cost, measurement power, cohort forecasting quality, available treatments, budget mobility, reviewer capacity, native platform adequacy, customer acceptance, memory reuse and the value of greater autonomy. The Editorial Synthesis Report's issue register records why each matters, required validation and the consequence of error.

Unresolved Design Choice: choose a CRM/export approach when one workflow can be supported economically; choose shared analytical services when several funded workflows need consistent joins and economics. Choose embedded execution with shared standards as the initial organisation; consider a shared team only for recurring coordination demand. Choose rules and cohorts when treatment evidence is sparse; consider individual treatment models only when the evidence and extra value support them. No universal architecture or team structure resolves these context-dependent choices.

Additional Research Required: before financial commitment, obtain actual data, costs, licensed-tool tests and authority evidence. Before using an excluded public number, verify its original method and cost basis. A missing input remains unknown; it is not an invitation to insert a market-average uplift.

Version and review policy

content	review tag	review trigger and owner
Economics, measurement distinctions and operating principles	Durable	Editorial/Finance/method owner reviews when definitions or methods materially change
Play mechanisms, capability map and operating roles	Review annually	Commercial owners review outcomes, context and obsolete work
Model validation, workflow and architecture choices	Review 6-monthly	Technical and business owners also review on data, model, API or policy change
Agent permissions, AI capabilities and discovery observations	Fast-moving	Verify at implementation and before authority changes; suspend on invalidated assumptions
Local evidence and forecasts	Decision-specific	Review on population, product, price, channel or policy change and at the recorded expiry

Update a claim, its linked Play, tool and evidence record together. Keep the old version and reason for change. Reopen a rejected recommendation only with explicit evidence and an editorial verdict, not a renamed feature.

An advanced GTM organisation knows which customer problems it can change, values them honestly, gives people authority to act, and learns within the limits of its evidence. Its AI performs useful, bounded work. Its operators can stop, recover and simplify the system. Its advantage, where it exists, comes from better interventions and the ability to repeat them economically.

Build the necessary system. Prove the additional value. Automate what earns automation. Retain what improves the next decision. Repeat.

related

P01 Establish decision-specific customer economics (p. 60)

P04 Validate incremental acquisition (p. 68)

P10 Redesign and test one AI-assisted workflow (p. 76)

evidence for this chapter

12 claim records qualify this chapter. Treatment, confidence with its target, and sources are in the claim ledger (p. 118).

C04 Connected decision systems are the dominant AI value pool (p. 118)

C05 Routine media recovery and conversion uplift ranges (p. 118)

C25 AI search visibility produces commercial ROI (p. 120)

C31 Multi-agent collaboration as default (p. 121)

C38 Receipts, idempotency and unknown execution states (p. 122)

C40 Graph, vector and stream infrastructure as mandatory (p. 122)

C43 First-party data or a graph guarantees a moat (p. 123)

C47 Roadmap dates and separate specialist workstreams (p. 123)

C50 Provider cases establish general ROI (p. 124)

C51 Unilever production example (p. 124)

C52 Booking.com ML example (p. 124)

C53 Uber quantified savings example (p. 124)

sources cited

AGT — AI-Agent-and-Automation-Operating-Architecture.md (p. 126)

SYS — AI-Augmented-GTM-Systems-Architecture.md (p. 126)

CH12 · item 1.0.1 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §12 Reference and stewardship · Review 6-monthly · Edition 1 · Contents (p. 3)

Claim ledger

54 claim records qualify the records in this edition. Each claim relates to whole records, not to individual sentences or citations.

> **Claim classifications**
>
> Accepted means the principle or mechanism survives challenge; it does not promise local returns. Accepted with conditions states prerequisites. Qualified narrows a former claim. Advanced requires substantial readiness. Experimental requires a capped comparison. Unresolved means the evidence cannot settle the claim. Rejected excludes a recommendation from the product.
>
> Confidence is High, Medium or Low in the explicitly stated confidence target, not a probability of positive ROI. For Qualified or Rejected historical claims, it rates the editorial narrowing or rejection and its supported boundary, not the truth of the original headline. Preserve the historical headline and treatment together. Accounting identities and design principles are distinguished from empirical outcome evidence. Framework destinations use the final chapter, play and toolkit IDs.

C01 · Accepted · confidence: High

Contribution and cash govern investment

confidence target	Contribution and cash govern investment
qualification	Value revenue through relevant costs and a declared horizon; no guaranteed return.
evidence level	Economic identity
source	STR §17; GRW §§1–7; RT §§12–18
destination	CH02 (p. 13) · P01 (p. 60) · T2 (p. 90)

C02 · Accepted · confidence: High

Repair the binding growth constraint

confidence target	Repair the binding growth constraint
qualification	Product, proposition, service and capacity compete with media changes.
evidence level	Commercial mechanism
source	STR §§10,13–15; GRW §§8,26–36; RT §§5,66
destination	CH04 (p. 23) · P02 (p. 64)

C03 · Accepted with conditions · confidence: High

Seven-stage GTM loop

confidence target	Seven-stage GTM loop
qualification	A mnemonic for accountable work, not evidence of AI superiority or required infrastructure.
evidence level	Management model
source	STR §7; SYS §18; RT §§9,65–66
destination	CH03 (p. 17)

C04 · Rejected · confidence: High

~~Connected decision systems are the dominant AI value pool~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: No head-to-head portfolio evidence; content savings may dominate locally.
qualification	No head-to-head portfolio evidence; content savings may dominate locally.
evidence level	Unsupported generalisation
source	RES §§1,14; OS §§1,4; RT §§7–12,50
destination	CH12 (p. 113)

C05 · Rejected · confidence: High

~~Routine media recovery and conversion uplift ranges~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: No universal 20–40%, 25–50% or 10–25% planning assumptions.
qualification	No universal 20–40%, 25–50% or 10–25% planning assumptions.
evidence level	Selected cases extrapolated
source	RES §14; RT §50
destination	CH12 (p. 113)

C06 · Accepted · confidence: High

Separate process, AI and coordination gains

confidence target	Separate process, AI and coordination gains
qualification	Compare current practice A, repaired conventional B, B plus AI C, and added integration D.
evidence level	Comparative investment logic
source	GRW opening falsification; RT §§9,15
destination	CH02 (p. 13) · P10 (p. 76) · T2 (p. 90)

C07 Qualified confidence: High

~~Hours saved become financial savings~~ — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: Capacity stays separate until expenditure disappears or useful redeployment is observed.
qualification	Capacity stays separate until expenditure disappears or useful redeployment is observed.
evidence level	Accounting distinction
source	OS §14; OPS §§21,43; RT §14
destination	CH02 (p. 13) · P10 (p. 76) · T2 (p. 90)

C08 Accepted confidence: High

Five-year ownership and exit cost

confidence target	Five-year ownership and exit cost
qualification	Separate cash from staff opportunity cost; count shared cost once.
evidence level	Cost model, local amounts absent
source	SYS §34; AGT §65; OPS §43; RT §§13–17
destination	T5 (p. 108) · CH02 (p. 13) · T2 (p. 90)

C09 Accepted confidence: High

Observed, predicted and incremental customer value

confidence target	Observed, predicted and incremental customer value
qualification	Observed cohort value is the starting point; prediction does not establish treatment effect.
evidence level	Measurement distinction
source	STR §17; GRW §§4–5,17–18; RT §18
destination	CH02 (p. 13) · P07 (p. 72) · P03

C10 Advanced confidence: Medium

Individual predicted cLTV for acquisition

confidence target	Individual predicted cLTV for acquisition
qualification	Temporal validation, reliable contribution and improved prospective decisions required.
evidence level	Established method, local utility unknown
source	GRW §§5,7,17; SYS §8; RT §§18,24
destination	CH08 (p. 39) · P03

C11 Advanced confidence: Medium

Individual uplift and treatment optimisation

confidence target	Individual uplift and treatment optimisation
qualification	Treatment variation, adequate outcomes and prospective benefit; cohort rules are valid end states.
evidence level	Causal method with demanding data
source	GRW §§18,30–31; RT §§18,67,69
destination	CH08 (p. 39) · P07 (p. 72)

C12 Qualified confidence: High

~~Precise next-dollar optimisation~~ — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: Use the next feasible investment tranche, ranges, real budget rights and protected commitments.
qualification	Use the next feasible investment tranche, ranges, real budget rights and protected commitments.
evidence level	Economic principle, uncertain estimates
source	STR §18; GRW §§49–51; RT §§19,23
destination	CH05 (p. 27) · P11 · T2 (p. 90)

C13 Rejected confidence: High

~~Attribution estimates causality~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: Attribution assigns credit; causal claims need a defensible design and assumptions.
qualification	Attribution assigns credit; causal claims need a defensible design and assumptions.
evidence level	Contradicted by identification limits
source	RES §§2,5; GRW §§42–45; RT §20
destination	P04 (p. 68) · CH07 (p. 33)

C14 Accepted with conditions confidence: High

Experiments inform material choices

confidence target	Experiments inform material choices
qualification	Check power, interference, delay and value of information before exposure.
evidence level	Established method; feasibility conditional
source	STR §22; GRW §§37–43; RT §§21–22
destination	T3 (p. 96) · P04 (p. 68) · CH07 (p. 33)

C15 Qualified confidence: High

~~Every decision should be experimentally validated~~ — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: Repair obvious defects; use qualified observation or judgement when testing cannot inform the choice.
qualification	Repair obvious defects; use qualified observation or judgement when testing cannot inform the choice.
evidence level	Proportionality
source	OS §17; RT §§21–22
destination	P02 (p. 64) · CH07 (p. 33)

C16 Rejected confidence: High

~~Bandits replace A/B tests~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: Adaptive allocation is optional and does not create sample size or automatic causal validity.
qualification	Adaptive allocation is optional and does not create sample size or automatic causal validity.
evidence level	Different optimisation and inference purposes
source	RES §17; GRW §38; RT §22
destination	CH07 (p. 33)

C17 Accepted confidence: High

Measurement triangulation

confidence target	Measurement triangulation
qualification	Reconcile estimands, periods and assumptions; do not average lenses into truth.
evidence level	Complementary measurement methods
source	GRW §§42–47; SYS §16; RT §§20–23
destination	T3 (p. 96) · CH07 (p. 33)

C19 Accepted confidence: High

Activation means customer experienced value

confidence target	Activation means customer experienced value
qualification	Validate leading milestone against retained value; do not label the association causal.
evidence level	Commercial mechanism
source	STR §13; GRW §28
destination	CH06 (p. 29) · P06

C20 Qualified confidence: High

~~Churn risk identifies preventable churn~~ — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: Identify addressable causes and compare repair, education, offer and no treatment.
qualification	Identify addressable causes and compare repair, education, offer and no treatment.
evidence level	Prediction versus intervention
source	STR §14; GRW §§18,31; RT §18
destination	P07 (p. 72)

C21 Accepted with conditions confidence: High

Offers, suppression and no contact

confidence target	Offers, suppression and no contact
qualification	Mandatory eligibility checks are not experimental; economic suppression may be tested lawfully.
evidence level	Treatment economics
source	GRW §§19,21,30–36; RT §24
destination	T4 (p. 102) · P07 (p. 72) · P08

C23 Accepted with conditions confidence: Medium

Generative production can reduce accepted-work cost

confidence target	Generative production can reduce accepted-work cost
qualification	Include review, rework, rights, quality and actual expense realisation.
evidence level	Scoped task and company evidence
source	OS §§6,11; OPS §17; RT §§14,50
destination	P10 (p. 76) · P05

C25 Unresolved confidence: Low

AI search visibility produces commercial ROI

confidence target	AI search visibility produces commercial ROI
qualification	Monitor dated observations only; no standalone GEO return claim.
evidence level	Descriptive monitoring; no general counterfactual
source	GRW §14; RT §§53–54
destination	CH12 (p. 113) · P09

C26 Accepted confidence: High

SQL, rules and native execution first

confidence target	SQL, rules and native execution first
qualification	Choose the cheapest reliable method for the decision; no forced automation where volume is low.
evidence level	Mature technical pattern
source	SYS §§8,11,14; AGT §§1–5,75; RT §§27,31,33
destination	CH09 (p. 45) · CH03 (p. 17) · P10 (p. 76)

C27 Rejected confidence: High

~~A default portfolio of five agents~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: One selected workflow; zero required agents; at most one candidate without a separate capacity case.
qualification	One selected workflow; zero required agents; at most one candidate without a separate capacity case.
evidence level	No local comparative evidence
source	AGT executive decision; STR §25; RT §§33–34
destination	CH09 (p. 45)

C28 Accepted with conditions confidence: Medium

Read-only customer, market or performance assistance

confidence target	Read-only customer, market or performance assistance
qualification	Begin with fixed extraction/runbooks; benchmark accepted work and source accuracy.
evidence level	Plausible unstructured-work mechanism
source	AGT §§33–37,74; RT §34
destination	P09 · P10 (p. 76)

C30 Rejected confidence: High

~~Agent for audience, measurement or campaign publishing~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: Keep the capability as SQL, tested statistical code or exact approved publishing.
qualification	Keep the capability as SQL, tested statistical code or exact approved publishing.
evidence level	Simpler exact mechanisms sufficient
source	AGT §75; RT §34
destination	CH09 (p. 45)

C31 Experimental confidence: Low

Multi-agent collaboration as default

confidence target	Multi-agent collaboration as default
qualification	Isolation or context benefit must beat a single workflow after handoff and maintenance costs.
evidence level	Design rationale, no general commercial proof
source	RES §7; SYS §14; AGT §§45–48; RT §35
destination	CH12 (p. 113)

C32 Rejected confidence: High

~~Autonomous strategic and material budget authority~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: Human authority remains for strategy, major investment, pricing and novel claims.
qualification	Human authority remains for strategy, major investment, pricing and novel claims.
evidence level	Broad risk and missing economic evidence
source	RES §§16–17; AGT §§28–32; RT §§36,40
destination	CH09 (p. 45)

C33 Advanced confidence: Medium

Bounded dynamic tool use

confidence target	Bounded dynamic tool use
qualification	Dynamic path must beat fixed workflow; explicit scopes, evaluation, stop and support.
evidence level	Technical feasibility, local value unknown
source	SYS §12; AGT §§1,4,56–61; RT §§33,38
destination	CH09 (p. 45) · T4 (p. 102)

C34 Experimental confidence: Low

Removing human approval creates value

confidence target	Removing human approval creates value
qualification	Compare the same intervention with approval; quantify delay and review cost versus added exposure.
evidence level	Unproven autonomy premium
source	AGT §§28–32; RT §36
destination	CH09 (p. 45) · T4 (p. 102)

C35 Qualified confidence: High

~~Human approval is sufficient safety~~ — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: Reviewer authority, capacity and inspectable evidence plus independent technical limits.
qualification	Reviewer authority, capacity and inspectable evidence plus independent technical limits.
evidence level	Control design with human limits
source	AGT §§23–27; OPS §32; RT §37
destination	T4 (p. 102) · CH10 (p. 49)

C36 Rejected confidence: High

~~Model self-confidence grants permission~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: Use empirical evaluation by risk slice and enforced action policy.
qualification	Use empirical evaluation by risk slice and enforced action policy.
evidence level	Uncalibrated assertion
source	AGT §31; RT §38
destination	CH09 (p. 45) · T4 (p. 102)

C37 Accepted confidence: High

External content is data and action authority is separate

confidence target	External content is data and action authority is separate
qualification	Validate scope, current state, destination and exact approved action outside the model.
evidence level	Security and control pattern
source	SYS §§20–22; AGT §§20–24; RT §39
destination	CH09 (p. 45) · T4 (p. 102)

C38 Accepted with conditions confidence: High

Receipts, idempotency and unknown execution states

confidence target	Receipts, idempotency and unknown execution states
qualification	Required for relevant machine writes; query indeterminate state before retrying.
evidence level	Distributed execution pattern
source	SYS §15; AGT §24 and contract pack
destination	CH12 (p. 113) · T4 (p. 102)

C39 Qualified confidence: High

~~A custom Control Plane is foundational~~ — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: Keep common controls; use existing tools first; price a separate coordination case.
qualification	Keep common controls; use existing tools first; price a separate coordination case.
evidence level	Logical requirements versus physical build
source	RES §5; STR §27; SYS §§19,29,43; RT §§25–27
destination	CH08 (p. 39)

C40 Rejected confidence: High

~~Graph, vector and stream infrastructure as mandatory~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: Optional components need query, retrieval or latency evidence and ownership economics.
qualification	Optional components need query, retrieval or latency evidence and ownership economics.
evidence level	Unjustified universal architecture
source	RES §5; SYS §§4,9,29; RT §§29–30
destination	CH12 (p. 113)

C41 Advanced confidence: Medium

Real-time architecture

confidence target	Real-time architecture
qualification	Native time-critical checks first; batch slower decisions; measure value lost through delay.
evidence level	Decision latency mechanism
source	SYS §4; AGT §66; RT §30
destination	CH08 (p. 39)

C42 Accepted with conditions confidence: High

Minimal decision and evidence memory

confidence target	Minimal decision and evidence memory
qualification	One record with scope, contradiction and expiry; measure useful reuse before expansion.
evidence level	Useful recordkeeping, unpriced reuse
source	STR §23; SYS §9; OPS §38; RT §28
destination	T3 (p. 96) · CH07 (p. 33)

C43 Rejected confidence: High

~~First-party data or a graph guarantees a moat~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: Exclusive evidence must improve repeat decisions and resist imitation before any moat claim.
qualification	Exclusive evidence must improve repeat decisions and resist imitation before any moat claim.
evidence level	No demonstrated durable advantage
source	STR §11; RES §5; RT §§11,29
destination	CH12 (p. 113)

C44 Qualified confidence: High

~~Federated organisation as universal default~~ — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: Begin in current functions; structural change needs recurring work, authority and net coordination value.
qualification	Begin in current functions; structural change needs recurring work, authority and net coordination value.
evidence level	Design without comparative evidence
source	OPS §§10–11; RT §§41–44
destination	CH10 (p. 49)

C45 Advanced confidence: Medium

Pods, CoE and new job titles

confidence target	Pods, CoE and new job titles
qualification	Accountabilities required; new permanent teams and titles are not.
evidence level	Workload-dependent organisational design
source	STR §29; OPS §§14,20; RT §§42–44
destination	T5 (p. 108) · CH10 (p. 49)

C46 Accepted confidence: High

One owner and genuine resource authority

confidence target	One owner and genuine resource authority
qualification	Name a final decision owner and real Finance/delivery approvals; test an actual action.
evidence level	Execution mechanism
source	OPS §§22–26,47; RT §§47–48
destination	P11 · CH10 (p. 49)

C47 Qualified confidence: High

~~Roadmap dates and separate specialist workstreams~~ — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: One capacity plan and named gates; dates are review windows, not proof deadlines.
qualification	One capacity plan and named gates; dates are review windows, not proof deadlines.
evidence level	Uncosted parallel capacity
source	STR §35; SYS §33; AGT §70; OPS §§56,63–67; RT §48
destination	CH12 (p. 113)

C48 Rejected confidence: High

~~Maturity measures AI and autonomy intensity~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: Readiness per capability and target play; no overall maturity or autonomy-level arithmetic.
qualification	Readiness per capability and target play; no overall maturity or autonomy-level arithmetic.
evidence level	Incompatible scales and goal confusion
source	OS §13; STR §36; OPS §50; RT §§36,81
destination	T5 (p. 108) · CH04 (p. 23)

C49 Accepted confidence: High

Retire old work and fund maintenance

confidence target	Retire old work and fund maintenance
qualification	Keep explicit closure, export, support and fallback responsibilities.
evidence level	Ownership economics
source	OPS §§43,60–61,79; RT §§32,48
destination	T5 (p. 108) · P12 (p. 80)

C50 Rejected confidence: High

~~Provider cases establish general ROI~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: Use scoped teaching examples; do not upgrade repeated/vendor evidence.
qualification	Use scoped teaching examples; do not upgrade repeated/vendor evidence.
evidence level	Evidence scope and commercial interest
source	RES §11; OS §11; RT §§49–52
destination	CH12 (p. 113)

C51 Accepted with conditions confidence: Medium

Unilever production example

confidence target	Unilever production example
qualification	Illustrates production workflow economics, not audited causal sales or orchestration ROI.
evidence level	Company-reported case
source	OS §11; RT §50
source date	2025-03-18 (day precision)
destination	CH12 (p. 113)
citation	Unilever reinvents product shoots with digital twins and AI <https://www.unilever.com/news/press-and-media/press-releases/2025/unilever-reinvents-product-shoots-with-digital-twins-and-ai/> · Unilever · 2025-03-18 (day; publisher HTML metadata) · Tier 3 · Independent: No · Checked 2026-10-09 **Supports:** Company-reported use of digital twins and AI in product-image production. **Does not support:** Audited incremental sales, general savings or agent/orchestration ROI.

C52 Accepted with conditions confidence: High

Booking.com ML example

confidence target	Booking.com ML example
qualification	Teaches experiment-linked deployment; not average success rate or modern-agent return.
evidence level	Primary practitioner paper, selected successes
source	OS §11; RT §§7,50–51
source date	2019 (year precision)
destination	CH12 (p. 113)
citation	150 successful Machine Learning models: 6 lessons learned at Booking.com <https://www.kdd.org/kdd2019/accepted-papers/view/150-successful-machine-learning-models-6-lessons-learned-at-booking.com> · KDD 2019 / ACM conference programme · Lucas Bernardi, Themistoklis Mavridis, Pablo Estevez · 2019 (year) · Tier 2 · Independent: No · Checked 2026-10-09 **Supports:** Authors describe selected deployed ML applications and experiment-linked evaluation. **Does not support:** Attempt-level success rates, average returns, SME transfer or modern-agent economics.

C53 Unresolved confidence: Low

Uber quantified savings example

confidence target	Uber quantified savings example
qualification	Exclude from publication pending primary methods; exclusion does not assert the claim is false.
evidence level	Primary amount and design unverified
source	RES §11; RT §50
destination	CH12 (p. 113)

C54 Qualified confidence: High

~~Avoided incentives and cLTV notation~~ — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: Avoided cost increases profit once; discount and sum all relevant future cost consistently.
qualification	Avoided cost increases profit once; discount and sum all relevant future cost consistently.
evidence level	Arithmetic and cost-scope correction
source	OS §14; GRW §5; RT §15
destination	CH02 (p. 13)

C55 Qualified confidence: High

~~Retention worked example projection~~ — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: 2-point effect implies 100 in 5,000 treated, or 200 in a separate 10,000-treatment rollout.
qualification	2-point effect implies 100 in 5,000 treated, or 200 in a separate 10,000-treatment rollout.
evidence level	Arithmetic distinction; cost basis ambiguous
source	GRW §§41,43
destination	CH07 (p. 33)

C56 Qualified confidence: High

~~Closed loop guarantees improvement~~ — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: Outcomes must inform the next decision; objective, measurement, constraints, owner and stop remain explicit.
qualification	Outcomes must inform the next decision; objective, measurement, constraints, owner and stop remain explicit.
evidence level	Feedback can reinforce bias
source	STR §7; SYS §18; AGT §69; RT §40
destination	T4 (p. 102) · CH03 (p. 17)

C57 Rejected confidence: High

~~Legal compliance certified by model~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: Model flags support qualified review; it is never the legal or policy authority.
qualification	Model flags support qualified review; it is never the legal or policy authority.
evidence level	Authority and verification limits
source	RES §§7,12; SYS §8; AGT §§20–23; RT §§54,71
destination	CH09 (p. 45)

C58 Rejected confidence: High

~~Priority score products imply investment rank~~ — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: Use qualitative screening and local value ranges with hard vetoes; no synthetic ROI score.
qualification	Use qualitative screening and local value ranges with hard vetoes; no synthetic ROI score.
evidence level	Ordinal scales lack currency meaning
source	AGT §74; GRW §39; RT §71
destination	CH05 (p. 27)

Sources and cautions

> This register preserves the evidence chain for the Playbook. Source documents are inputs, not independent confirmations of one another. Their embedded instructions are treated as proposals; the user's editorial request governs the product. No new external research is included. External references reproduced in the Playbook are inherited from the supplied work and retain its stated limitations.

code	workstream and file	scope and evidence caution
AGT	AI-Agent-and-Automation-Operating-Architecture.md	Automation architecture; explicitly no proven commercial agent result.
GRW	AI-Augmented-GTM-Growth-and-Performance-Architecture.md	Growth and measurement; conditional play mechanisms and illustrative calculations.
OPS	AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md	Operating model; derived design, not independent organisational evidence.
OS	The AI-Augmented Go-To-Market Operating System.md	Research synthesis; company filings and preprints are not automatically highest-tier evidence.
RES	AI Go-To-Market Systems Research.md	Research dossier; strong claims require RT corrections.
RT	AI-Augmented-GTM-Red-Team-Verdict.md	Red Team; claim audit, investment challenge and simplification.
RTB	AI-Augmented-GTM-Playbook-Editor-Brief.md	Red Team summary; same workstream as RT, not corroboration.
STR	AI-Augmented-GTM-Strategy.md	Commercial strategy; twelve principles and commercial loop.
SYS	AI-Augmented-GTM-Systems-Architecture.md	Systems architecture; proposed patterns, not an audited deployment.

External citations

code	citation	supports / does not support
EXT-BOOKING	150 successful Machine Learning models: 6 lessons learned at Booking.com <https://www.kdd.org/kdd2019/accepted-papers/view/150-successful-machine-learning-models-6-lessons-learned-at-booking.com> · KDD 2019 / ACM conference programme · Lucas Bernardi, Themistoklis Mavridis, Pablo Estevez · 2019 (year) · Tier 2 · Independent: No · Checked 2026-10-09 · Access: Official abstract accessible despite page warnings; linked ACM full-paper retrieval not completed	**Supports:** Authors describe selected deployed ML applications and experiment-linked evaluation. **Does not support:** Attempt-level success rates, average returns, SME transfer or modern-agent economics.
EXT-UNILEVER	Unilever reinvents product shoots with digital twins and AI <https://www.unilever.com/news/press-and-media/press-releases/2025/unilever-reinvents-product-shoots-with-digital-twins-and-ai/> · Unilever · 2025-03-18 (day; publisher HTML metadata) · Tier 3 · Independent: No · Checked 2026-10-09 · Access: Accessible; primary company announcement	**Supports:** Company-reported use of digital twins and AI in product-image production. **Does not support:** Audited incremental sales, general savings or agent/orchestration ROI.

Bracketed codes in the text resolve to the sources listed here. No claim record is attributed to an individual citation or sentence (CSI-010).

Play index

> Select one Play from the actual constraint. The order below is an editorial route through dependencies, commercial relevance, applicability, evidence and feasibility; it is not an empirical universal ranking or an ROI score. Economic and method confidence does not establish local uplift. P01 can be the minimum economics step within another Play, rather than a separate programme.

rank	id	play	category · stage	web route	page
1	P01	Establish decision-specific customer economics	Foundational · All stages	/plays/p01-customer-economics	60
2	P02	Remove the dominant growth constraint	Growth · Demand through retention	/plays/p02-growth-constraint	64
3	P04	Validate incremental acquisition	Measurement · Acquisition and investment	/plays/p04-acquisition-incrementality	68
4	P06	Improve the first value experience	Growth · Activation	/plays/p06-first-value	web
5	P07	Prevent profitable addressable churn	Growth · Retention	/plays/p07-addressable-churn	72
6	P03	Acquire customers with useful downstream value	Growth · Acquisition	/plays/p03-customer-acquisition	web
7	P05	Learn which proposition and creative concept works	Growth · Demand and conversion	/plays/p05-proposition-and-creative	web
8	P09	Turn customer and market evidence into a decision	Intelligence · Any stage	/plays/p09-customer-and-market-evidence	web
9	P10	Redesign and test one AI-assisted workflow	Automation · Operating work	/plays/p10-ai-assisted-workflow	76
10	P08	Grow relevant customer and account value	Growth · Expansion, usage, win-back and referral	/plays/p08-customer-and-account-value	web
11	P11	Run an accountable investment and decision review	Operating model · Portfolio and operating decisions	/plays/p11-investment-review	web
12	P12	Replicate useful work and retire operating debt	Transformation · Implementation and scale	/plays/p12-replicate-and-retire	80

> Before funding, use T1 to return Do now, Prepare, Experiment or Avoid. A safety, authority, economics or evidence veto overrides rank. No more than one AI experiment is implied by this library.

ID index and web routes

Every stable ID in this edition. IDs marked “web” are referenced here but live in the web product (interactive tools, prompts, diagnostics and records outside this edition). Routes are relative to https://gtm.kraftdigital.co.nz.

id	type	title	web route	page
CH01	Chapter	Executive orientation	/learn/ch01-executive-orientation	9
CH02	Chapter	Customer economics	/learn/ch02-customer-economics	13
CH03	Chapter	The GTM Growth System	/learn/ch03-gtm-growth-system	17
CH04	Chapter	Diagnose the constraint and readiness	/learn/ch04-diagnose-readiness	23
CH05	Chapter	Prioritise and choose	/learn/ch05-prioritise-and-choose	27
CH06	Chapter	Execute growth interventions	/learn/ch06-growth-interventions	29
CH07	Chapter	Measure and learn	/learn/ch07-measure-and-learn	33
CH08	Chapter	Configure the system	/learn/ch08-configure-the-system	39
CH09	Chapter	AI and automation	/learn/ch09-ai-and-automation	45
CH10	Chapter	Operate with human accountability	/learn/ch10-human-accountability	49
CH11	Chapter	Implement through evidence gates	/learn/ch11-evidence-gates	53
CH12	Chapter	Reference and stewardship	/learn/ch12-reference-and-stewardship	113
P01	Play	Establish decision-specific customer economics	/plays/p01-customer-economics	60
P02	Play	Remove the dominant growth constraint	/plays/p02-growth-constraint	64
P03	Play	Acquire customers with useful downstream value	/plays/p03-customer-acquisition	web
P04	Play	Validate incremental acquisition	/plays/p04-acquisition-incrementality	68
P05	Play	Learn which proposition and creative concept works	/plays/p05-proposition-and-creative	web
P06	Play	Improve the first value experience	/plays/p06-first-value	web
P07	Play	Prevent profitable addressable churn	/plays/p07-addressable-churn	72
P08	Play	Grow relevant customer and account value	/plays/p08-customer-and-account-value	web
P09	Play	Turn customer and market evidence into a decision	/plays/p09-customer-and-market-evidence	web
P10	Play	Redesign and test one AI-assisted workflow	/plays/p10-ai-assisted-workflow	76
P11	Play	Run an accountable investment and decision review	/plays/p11-investment-review	web
P12	Play	Replicate useful work and retire operating debt	/plays/p12-replicate-and-retire	80
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T3	Tool	Decision experiment and evidence record	/tools/t3-evidence-record	96
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C07	Evidence	Hours saved become financial savings	/evidence#c07	119
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D04	Diagnostic	AI and automation readiness	/diagnose/d04-ai-and-automation	web
K01	Calculator	CAC and tranche comparison	/tools/t2-economics-ledger/cac	web
K02	Calculator	Net intervention value	/tools/t2-economics-ledger/value	web