

Edition 1 · Published by Kraft Digital Limited

The AI-Augmented GTM Playbook · A02 Complete Play Library · P02 · item 1.0.0 · CONTENT-RC1 1.0.2 · Edition 1
Current version: <https://gtm.kraftdigital.co.nz/plays/p02-growth-constraint> · content 21397969704c · design 1791546166-3d6f · build 6d338637b37a

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 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 constraint view and T3 measurement plan.
T1 Intervention and investment card · T3 Decision experiment and evidence record · T4 Action authority and operating contract

→| next action

inspect the largest economically meaningful drop-off with its delivery owner.
Open T1 Intervention and investment card

06

Optional depth

Advanced version

Prerequisites: see Required maturity (p. 1).
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. 4).

[C02](#) Repair the binding growth constraint (p. 4)

[C15](#) Every decision should be experimentally validated (p. 4)

Claim ledger

2 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.

C02	Accepted	confidence: High	C15	Qualified	confidence: High
Repair the binding growth constraint			~~Every decision should be experimentally validated~~ — narrowed, not endorsed		
confidence target	Repair the binding growth constraint		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	Product, proposition, service and capacity compete with media changes.		qualification	Repair obvious defects; use qualified observation or judgement when testing cannot inform the choice.	
evidence level	Commercial mechanism		evidence level	Proportionality	
source	STR §§10,13–15; GRW §§8,26–36; RT §§5,66		source	OS §17; RT §§21–22	
destination	CH04 · P02 (p. 1)		destination	P02 (p. 1) · CH07	

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.

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