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play · p06

growth · activation · editorial rank 4 of 12

Improve the first value experience

New customers complete acquisition but fail to experience useful product value, weakening retained contribution.

decision

Which product repair or guidance will help eligible customers reach first value?

readiness

Basic

01 Fit

✔ when to use this play

A verified onboarding or setup barrier affects a material cohort and a useful intervention is available.

⊘ when not to use it

The proposed activation event is merely an administrative click, or the product cannot deliver the promised benefit.

why it should work

Removing friction or helping customers complete a useful task can improve meaningful usage and later value.

basic version

One onboarding barrier, one repair or guidance step and one cohort readout.

02 Prepare

◇ required maturity

Basic event and cohort visibility. Ready with a customer-experienced milestone and a delivery owner. Not ready if the milestone has no validated link to useful outcomes.

Check readiness for P06 (D02)

inputs

Signup/account cohort, onboarding steps, failure signals, customer feedback, meaningful value event, later usage and contribution.

audience or customer

New, not-yet-activated customers with the identified need or barrier.

human role

Product/Growth owner decides; Product delivers changes; Lifecycle and Service coordinate contact and capacity; method owner assesses outcomes.

systems required

Existing product analytics, onboarding/release process and native lifecycle/service tools.

guardrails

Product reliability, customer choice, contact limits, accessibility and support capacity.

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 specific setup repair, product default, useful guidance or coordinated service action.	
workflow	1. Define first value. 2. Check its relationship to later value without claiming causality. 3. Diagnose failure reasons. 4. Choose repair/guidance and comparator. 5. Check eligibility. 6. Deliver. 7. Read activation and later outcomes together.	
ai role	Optional assist Optional feedback synthesis and approved guidance drafts with human validation.	
automation role	State assignment, approved triggers, suppression, event validation and cohort tracking.	
agent role	None needed for a known onboarding path.	
failure modes	More reminders mask poor product administrative activation improves without value short windows hide later churn.	

04 Measure and decide

measurement	Use assigned eligible cohorts, first-value timing and later contribution; track support and unwanted-contact effects.
primary commercial metric	Incremental cohort contribution over the agreed follow-up horizon net of intervention and support cost.
leading indicators	First-value rate/time, setup errors, useful usage and successful service resolution.
experiment	Randomise uncertain onboarding alternatives where feasible; stage obvious defect fixes and qualify attribution of outcomes.

scale when

Expand after meaningful activation and downstream quality are consistent with a positive economic case in the next cohort.

stop / reassess when

Stop for customer harm, support overload, artificial milestone gaming or negative downstream quality.

05 Learn and progress

learning	Record barrier, intervention, value event, downstream relationship and the populations for which it applies.
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practical tool

T1 intervention canvas and T3 activation readout.
T1 Intervention and investment card · T3 Decision experiment and evidence record · T4 Action authority and operating contract

→| next action

observe where a recent customer failed to experience the promised value.

Open T1 Intervention and investment card

curated next play

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

06

Optional depth

Advanced version

Prerequisites: see Required maturity (p. 1).

Needs-based paths and tested treatment selection with adequate volume; no requirement for real-time individual optimisation.

evidence for this play

1 claim record qualifies this Play. Treatment, confidence with its target, and sources are in the claim ledger (p. 4).

[C19](#) Activation means customer experienced value (p. 4)

Claim ledger

1 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.

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 · P06 (p. 1)

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).