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The AI-Augmented GTM Playbook · A02 Complete Play Library · P09 · item 1.0.0 · CONTENT-RC1 1.0.2 · Edition 1

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play · p09

intelligence · any stage · editorial rank 8 of 12

Turn customer and market evidence into a decision

Relevant unstructured evidence is slow to interpret or repeated summaries do not change an owned commercial decision.

decision

Is the signal material enough to act, investigate further or leave unchanged?

readiness

Basic

01

Fit

✓ when to use this play

A specific decision has an evidence gap and accessible customer or market material can inform an available action.

⊗ when not to use it

There is no decision owner, no available action, prohibited source use or an ordinary alert/report already answers the question adequately.

why it should work

A bounded evidence synthesis can improve coverage or reduce accepted-analysis cost while exposing disagreement and uncertainty.

basic version

One question, a small source packet and a manually verified brief.

02

Prepare

◇ required maturity

Basic. Ready with a defined question, authorised source set and qualified reviewer. Not ready for customer activation from unverified generated findings.

Check readiness for P09 (D02)

inputs

Decision question, admissible sources with dates/IDs, population and sampling context, current assumptions, alternatives and deadline.

audience or customer

The decision owner and affected customer/market population; synthesis itself is read-only.

human role

Insight owner validates representativeness and sources; commercial owner decides; domain experts review sensitive interpretation.

systems required

Existing research/document repository, approved access, ordinary search and a linked decision record.

guardrails

Data minimisation, permitted use, provenance, sampling bias and no external text treated as instructions.

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 concise verified evidence brief with implications for one decision and no-action alternative.	
workflow	1. Bound the question and sources. 2. Create a human/native baseline. 3. Extract facts with citations. 4. Separate themes, hypotheses and contradictions. 5. Verify samples and material claims. 6. Compare feasible actions. 7. Owner decides. 8. Retain only useful evidence.	
ai role	Optional assist Optional extraction, clustering, source comparison and draft briefing, with unknowns retained rather than filled.	
automation role	Approved source collection, dated change detection, duplicate removal and scheduled expiry reminders.	
agent role	Only if valuable retrieval paths vary and outperform the fixed baseline; begin read-only with source and tool limits.	
failure modes	⚠ Treating frequency in a biased feedback sample as population prevalence ⚠ endless market monitoring ⚠ stale summaries reused as facts.	

04 Measure and decide

measurement	Compare accepted-brief time, missed material evidence, unsupported claims, review cost and actual useful decision changes.
primary commercial metric	Realised cost reduction or separately evidenced contribution from a changed intervention, net of synthesis and review cost.
leading indicators	Source fidelity, coverage, contradiction detection, useful accepted briefs and decision latency.
experiment	Compare matched briefs/tasks against the repaired conventional process, with blind quality review where feasible. No revenue experiment is required merely to test drafting cost.

⬆ scale when

Extend to another decision only if quality and total accepted-work economics hold and the reviewer has capacity.

⬇ stop / reassess when

Stop on material unsupported conclusions, sensitive-data misuse or repeated briefs with no useful decision effect.

05

Learn and progress

learning	Verified signal, source/date, sampling limits, decision changed and expiry; not an unlimited prompt archive.
practical tool	T1 evidence-to-opportunity fields, T3 memory and Q01 or Q02. T1 Intervention and investment card · T3 Decision experiment and evidence record

→| next action

name the decision before collecting more material.

Open T1 Intervention and investment card

improves

P02 Remove the dominant growth constraint — Gather relevant evidence for a contested diagnosis. When: A bounded source-synthesis task could change the decision.

06

Optional depth

Advanced version

Prerequisites: see Required maturity (p. 1).

Scoped retrieval and bounded dynamic investigation if measured benefit beats fixed search/extraction; AI-discovery monitoring stays descriptive.

evidence for this play

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

C25 AI search visibility produces commercial ROI (p. 4)

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

C25	Unresolved	confidence: Low	C28	Accepted with conditions	confidence: Medium
AI search visibility produces commercial ROI			Read-only customer, market or performance assistance		
confidence target	AI search visibility produces commercial ROI		confidence target	Read-only customer, market or performance assistance	
qualification	Monitor dated observations only; no standalone GEO return claim.		qualification	Begin with fixed extraction/runbooks; benchmark accepted work and source accuracy.	
evidence level	Descriptive monitoring; no general counterfactual		evidence level	Plausible unstructured-work mechanism	
source	GRW §14; RT §§53–54		source	AGT §§33–37,74; RT §34	
destination	CH12 · P09 (p. 1)		destination	P09 (p. 1) · P10	

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).