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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 — 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 work design/agent card, T2 benefits and T5 retirement. T2 Economics and benefits ledger · T3 Decision experiment and evidence record · T4 Action authority and operating contract · T5 Delivery and retirement plan · K02 Net intervention value

→ next action sample the full workflow including review and correction. Open T2 Economics and benefits ledger

curated next play	P12 Replicate useful work and retire operating debt — Mature evidence, support capacity and an old-work retirement plan exist.
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06

Optional depth

Advanced version Prerequisites: see Required maturity (p. 1). 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. 4).
	C06 Separate process, AI and coordination gains (p. 4)
	C07 Hours saved become financial savings (p. 4)
	C23 Generative production can reduce accepted-work cost (p. 4)
	C26 SQL, rules and native execution first (p. 4)
	C28 Read-only customer, market or performance assistance (p. 4)

Claim ledger

5 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.

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 · P10 (p. 1) · T2

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 · P10 (p. 1) · T2

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. 1) · P05

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 · CH03 · P10 (p. 1)

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. 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).