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The AI-Augmented GTM Playbook · A02 Complete Play Library · P12 · item 1.0.0 · CONTENT-RC1 1.0.2 · Edition 1

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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 delivery and retirement plan with T2 realisation ledger. T2 Economics and benefits ledger · T3 Decision experiment and evidence record · T5 Delivery and retirement plan

→| next action

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

Open T2 Economics and benefits ledger

06

Optional depth

Advanced version

Prerequisites: see Required maturity (p. 1).

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. 4).

[C49](#) Retire old work and fund maintenance (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.

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 · P12 (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).