



edition 1 · published by kraft digital limited

The AI-Augmented GTM *Playbook*

executive decision pack · a03

An operating manual for identifying, creating, capturing, measuring and compounding commercial growth

edition 1 · content-rc1 1.0.2

The AI-Augmented GTM Playbook

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EDITION 1

Published by Kraft Digital Limited, Wellington, New Zealand · NZ company no. 8596826 · NZBN 9429051112691.
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publication	PUB-A03-EXECUTIVE · A03 Executive Decision Pack · digital edition
edition	Edition 1
publication date	20 October 2026
content release	CONTENT-RC1 1.0.2 · structured 1.2.0 · display projection 1.1.0
content commit	21397969704c535529b183f422dbeb1802f6150c
content tag	content-rc1.1-candidate
content.json sha-256	4c4150af8534cf3b4108a5eab9bd38c4e86f9313e1ef524c9b776dac88b31713
application commit	4bcbcc08403a95a9c6bc42b07ee228321de19422 (edition-1-launch)
design snapshot	1791546166-3d6f · SHA256SUMS 804ca41e903eea8146b0e55804f969b995163a25dcee51a6ac45f0641f956c1e
publication build	6d338637b37a27412b9e33ad9faf082a8689d3b985f52ed418ff2f41dd305e11
web routes	Printed as routes relative to https://gtm.kraftdigital.co.nz (e.g. /plays/p07-addressable-churn is https://gtm.kraftdigital.co.nz/plays/p07-addressable-churn).
fonts	Geist, Geist Mono, Source Serif 4 and Instrument Serif are used under the SIL Open Font License 1.1; the arrow glyph is an original Kraft Digital Limited asset.

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CH · chapter
P · Play
T · tool (working record)
C · claim record

Q · prompt (web)
D · diagnostic (web)
K · calculator (web)
REF · reference

Executive orientation

What changes, what creates value and where should I begin?



Build GTM around valuable customer interventions, sound economics, accountable decisions and reliable execution. Use AI where it demonstrably improves the quality or cost of that work. Scale only the additional value that survives comparison with the best feasible alternative.

A business can generate more content, run more campaigns and build more automation while making little commercial progress. The missing link may be a weak proposition, poor onboarding, unreliable measurement, service capacity or an owner unable to act. Start by identifying that constraint. Then choose an intervention that could change the outcome and the simplest reliable way to deliver it.

The operating model here is durable. It combines customer understanding, product, proposition, distribution, experimentation, economics, people and technology. AI is useful within particular steps. It does not establish the objective, supply a missing counterfactual or take organisational accountability. **Confidence: High in these boundaries; Medium in the potential commercial benefit of selected AI-assisted workflows.** The broad investment case for an integrated AI GTM system remains unproven. [STR §§1,46; RT §§1-12]

The smallest useful system

Choose one important problem. Name one decision owner. Establish credible facts and economics. Compare a feasible intervention with a competent conventional alternative and doing nothing. Deliver it through existing tools. Apply customer safeguards, evaluate the outcome and retain a short decision record.

One joined expert, a spreadsheet, a CRM workflow and a human decision can be sufficient. No agent, custom Control Plane, permanent pod or enterprise restructure is required. A technically successful pilot may still fail its investment test. [RT §66]

How to use the product

reader journey	go to	leave with
Understand	Chapters 1–3	Objective, economic language and operating model
Diagnose	Chapter 4	Binding constraint and readiness gaps
Prioritise	Chapter 5	One feasible intervention and an alternative
Choose	Play Library and its index	A standard Play with a trigger and owner
Configure	Chapters 8–10 and Toolkit	Data, people, method, authority and controls
Execute	Chosen Play	Delivered intervention and action record
Measure	Chapter 7 and T3	Scoped readout with costs and uncertainty
Learn	T3	Reusable evidence with applicability and expiry
Improve	Chapter 11 and P12	Continue, change, replicate or retire

Executives can read Chapters 1, 2, 5, 10 and 11. Growth leaders should add the diagnostic and growth chapters, then choose a Play. Finance should begin with Chapter 2, [T2](#) (p. 13) and the measurement plan. Technology leaders should read the chosen Play before Chapters 8 and 9. Practitioners can start at the problem router, open the Play and fill its linked tools.

The companion modules are Play Library, Toolkit Inventory, Prompt Library and Implementation Guide. Editorial decisions and provenance are in the Editorial Synthesis Report, Blueprint and Source and Claim Register.

Twelve operating principles

1. Fund an intervention with an available action and an accountable owner.
2. Use contribution and cash over an explicit horizon, within customer and strategic constraints.
3. Repair the binding growth constraint before optimising its downstream symptoms.
4. Compare AI with competent process repair; compare integration with the simpler workflow.
5. Keep observation, prediction, attribution and causation distinct.
6. Buy evidence when it can change a material decision at proportionate cost.
7. Choose the least complex reliable mechanism.
8. Retain human authority for strategy, major investment, pricing, novel claims and ambiguous customer consequences.
9. Enforce exact action limits outside the model and fund meaningful review.
10. Record saved time as capacity until expenditure or useful output changes.
11. Reuse scoped evidence and retire stale findings and obsolete work.

12. Make complexity, specialist roles and autonomy earn their full ownership cost.

These principles consolidate STR \$46, AGT \$5, OPS \$3 and RT \$83. They govern the Plays; they are not estimates of financial return.

The board and Finance view

question	the answer a proposal must provide
Investment	The intervention, learning cap, scarce staff time, recurring cost and exit cost
Value	Additional contribution or a specific removed/avoided expense; capacity separately
Risk	Customer, financial, method and operating exposure; limits and stop owner
Capability	The decision-specific gap and the cheapest way to close it
Timing	Setup, enrolment, outcome maturation and a dated funding decision
Evidence	Comparator, outcome, uncertainty and what would reverse the decision

For a CMO or CGO, this connects acquisition, proposition, lifecycle and investment. For a CFO, it distinguishes economics from activity and keeps opportunity cost visible. For a CTO or CDO, it identifies required data and interfaces before architecture. The practitioner’s unit remains a Play: trigger, action, metric, owner and next move.

→| your next move

Pick one costly customer or operating problem, assign its owner and write what a competent conventional response would look like.

related

- P01 Establish decision-specific customer economics
- P11 Run an accountable investment and decision review

sources cited

- [RT](#) — AI-Augmented-GTM-Red-Team-Verdict.md (p. 21)
- [STR](#) — AI-Augmented-GTM-Strategy.md (p. 21)

Customer economics

What does the system optimise, and where does value appear?



The economics tree

M02 canonical model

Incremental GTM contribution profit over horizon H
 = change in customer contribution versus the counterfactual
 - incremental intervention and acquisition expense not already included
 - implementation and operating expense not already included

Customer contribution
 = net realised revenue
 - agreed variable product, fulfilment, service and payment costs
 - returns, incentives and other agreed variable costs

Companion constraints
 cash and payback · future demand · customer harm · capacity
 · strategy

Use one cost classification throughout the calculation. If contribution already includes an incentive or service cost, do not subtract it again. A genuinely avoided expense increases profit once. Reallocated media is still expenditure if used elsewhere. Forecast future contribution and the same realised future margin are not two benefits.

measure	meaning	decision limit
Blended CAC	Agreed acquisition expense divided by all genuinely new customers	Does not isolate the effect of paid activity
Attributed CAC	Expense divided by customers credited by a rule or platform	Is not incremental CAC; platforms can overlap
Incremental CAC	Incremental acquisition expense divided by causally incremental customers	Unstable or undefined when the effect denominator is small or spans zero
Marginal CAC	Additional expense divided by additional incremental customers in a feasible spend interval	Local to that tranche, population and period
Realised cohort contribution	Observed contribution from an acquisition cohort through an agreed age	Immature cohorts need explicit uncertainty
Contribution LTV	Expected discounted future contribution over a stated horizon	A forecast, not evidence that advertising caused the value

measure	meaning	decision limit
Payback	Time until cumulative relevant contribution recovers acquisition investment	State whether observed/forecast and discounted/undiscounted
Retention value	Contribution with treatment minus contribution under the comparator, net of extra costs	Never the whole LTV of everyone who stayed

Start with realised cohorts and cash payback. Add predicted lifetime contribution only when the forecast remains decision-useful out of time and across relevant cohorts. A short reliable horizon can be more useful than an elaborate distant prediction. For low-frequency purchases, use broad cohorts and conservative ranges. [GRW §§4-7; RT §18]

Costs and customer scope must align. Preserve the source conditions; not an additional required framework.

Compare the right alternatives

M03 canonical model

option	description	benefit to isolate
A	Current practice	Baseline
B	Repaired conventional process using existing/native tools	B-A process gain
C	B plus a bounded AI step	C-B additional AI gain
D	C plus extra coordination or autonomy	D-C additional integration or autonomy gain

It is possible for C to beat A and still be a worse investment than B. Include review, rework, maintenance, integration, support, measurement, change and exit. Price five years for a durable commitment, using local assumptions rather than adopting the Red Team’s illustrative amounts. Show implementation cash, recurring cash and allocated staff opportunity cost separately. [RT §§9,13-17]

Illustration, not a benchmark: a workflow saves 20 hours each week for 46 weeks. At CU60 an hour, that is CU55,200 of capacity. It is zero cash saving unless an expense disappears or an approved expense is avoided. If redeployment produces CU30,000 additional contribution, record that outcome; do not also book the CU55,200 as cash benefit. [RT §14]

Separate B-A, C-B and D-C. Preserve the source conditions; not an additional required framework.

Make marginal thinking practical

GRW §6 illustrates a CU20,000 tranche that yields 43 incremental customers valued at CU600 contribution before media: CU25,800 less CU20,000 gives CU5,800 before any further costs. The next CU30,000 tranche produces 48 customers: CU28,800 less CU30,000 gives a CU1,200 loss. Historical average CAC can look acceptable while the next tranche destroys value.

Those customer counts and values are hypothetical. A real decision needs effect uncertainty, aligned horizons, cohort quality, cash, delivery capacity and alternatives. If incremental acquisitions plausibly include zero, present the customer-effect and profit range rather than a precise CAC ratio. “Hold the budget” is a valid decision. [RT §19]

start here

Fill [T2](#) (p. 13) for one cohort and reconcile it with Finance.

then

compare the next feasible tranche with product, service and lifecycle alternatives.

only when ready

use validated forecasts or response models.

→| **your next move**

remove any benefit counted in more than one initiative.

evidence for this chapter

6 claim records qualify this chapter. Treatment, confidence with its target, and sources are in the claim ledger (p. 19).

[C01](#) Contribution and cash govern investment (p. 19)

[C06](#) Separate process, AI and coordination gains (p. 19)

[C07](#) Hours saved become financial savings (p. 19)

[C08](#) Five-year ownership and exit cost (p. 19)

[C09](#) Observed, predicted and incremental customer value (p. 19)

[C54](#) Avoided incentives and cLTV notation (p. 20)

sources cited

[GRW](#) — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 21)

[RT](#) — AI-Augmented-GTM-Red-Team-Verdict.md (p. 21)

CH02 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 00-The-AI-Augmented-GTM-Playbook.md §2 Customer economics · Review 6-monthly · Edition 1 · [Contents](#) (p. 3)

Intervention and investment card

Decide whether a customer or operating problem merits an intervention and what the next action is.

Views: [Copyable GTM System Canvas](#) (p. 10)

Interpretation: Attractive potential without authority or measurement is not execution-ready.

before you fill Five working artefacts hold the operational record. Their specialised views are sections of the same record, not separate registers or new software requirements. Copy only the fields needed for the selected Play. Link all five with one intervention ID and record owner, version and review date. An empty field is an unresolved input, not implied approval.

when to use	At selection, a material scope change or a recurring investment review.	inputs	Relevant commercial facts, customer evidence, constraints and at least one feasible alternative.
method	Diagnose the binding constraint, compare alternatives, apply vetoes, then choose a priority.	output	An owned action or a specific evidence gap.
limitations	This organises judgement; it does not create causal effects, validate forecasts or supply missing local costs. [STR §§9,21; GRW §§39,72; RT §§65-66]		

→| next action
Configure the selected Play through [T2](#) (p. 13)–T5.

- used by
- P02 Remove the dominant growth constraint
 - P05 Learn which proposition and creative concept works
 - P06 Improve the first value experience
 - P08 Grow relevant customer and account value
 - P09 Turn customer and market evidence into a decision
 - P11 Run an accountable investment and decision review

Copyable GTM System Canvas

T1 · copyable-gtm-system-canvas

Intervention ID / version / owner / date:

OUTCOME: Commercial outcome, economic horizon and customer guardrails:

CUSTOMER: Population, need, affected relationship and exclusions:

SIGNAL: What is observed, source/date, reliability and what remains unknown:

DECISION: What can the named owner actually choose or change?

INTERVENTION: Proposed action, available alternatives and no change:

CHANNEL: Existing product, service, sales, media or lifecycle route:

MEASUREMENT: Outcome, comparator, method owner and decision date:

LEARNING: What question will the result answer; where will it be recorded?

PEOPLE: Decision, budget, delivery, Finance and method owners:

AI: Specific optional task, why useful, simpler baseline and reviewer:

TECHNOLOGY: Existing systems, required joins and any demonstrated gap:

STRATEGIC BOUNDARIES: Positioning, future demand, commitments and exclusions:

NEXT ACTION: Do now / Prepare / Experiment / Avoid; owner and due date:

guidance · not part of the record

The eleven canvas fields also form the minimum strategy one-pager for this intervention. They do not replace an enterprise strategy. An opportunity brief adds evidence links, estimated value range, costs, expiry and the decision that new information could change.

sources cited

[GRW](#) — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 21)

[RT](#) — AI-Augmented-GTM-Red-Team-Verdict.md (p. 21)

[STR](#) — AI-Augmented-GTM-Strategy.md (p. 21)

T1 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 04-Toolkit-Inventory.md ST1 Intervention and investment card · Review 6-monthly · Edition 1 · [Contents](#) (p. 3)

tool · t2 selected views

Economics and benefits ledger

Value an intervention consistently and distinguish process, AI and coordination gains.

Views: [Tranche and customer quality comparison](#) (p. 14) · [Comparative five-year ownership view](#) (p. 15) · [Benefit realisation template](#) (p. 15)

Interpretation: A positive result versus current practice may still lose to process repair.

before you fill Five working artefacts hold the operational record. Their specialised views are sections of the same record, not separate registers or new software requirements. Copy only the fields needed for the selected Play. Link all five with one intervention ID and record owner, version and review date. An empty field is an unresolved input, not implied approval.

when to use	Before funding, at a mature readout and before scale.	inputs	Agreed customer/cost scope, observed cohorts or scoped effects, horizon, uncertainty, actual costs and feasible alternatives.
method	Reconcile, calculate with deterministic tools, separate cash from capacity, compare incremental options and test downside assumptions.	output	Finance-reviewed economics and a benefit realisation action.
limitations	No worksheet creates a counterfactual or makes speculative LTV bankable. [GRW §§1-7,48-51; OPS §43; RT §§12-19]		

→| next action

Fund a bounded tranche, investigate a material uncertainty, simplify or stop.

calculator views

K01 CAC and tranche comparison

K02 Net intervention value

used by

P01 Establish decision-specific customer economics

P03 Acquire customers with useful downstream value

P04 Validate incremental acquisition

P07 Prevent profitable addressable churn

P08 Grow relevant customer and account value

P10 Redesign and test one AI-assisted workflow

P11 Run an accountable investment and decision review

P12 Replicate useful work and retire operating debt

Tranche and customer quality comparison

T2 · tranche-and-customer-quality-comparison

Option / cohort / tranche:

Comparable horizon and customer definition:

Observed quality: activation, retained contribution, returns, service cost:

Forecast value and out-of-time validation, if used:

Incremental customer/treatment effect and interval or range:

Incremental expense and extra delivery/system cost:

Net contribution: downside / base / upside:

Cash timing and payback:

Minimum feasible amount / upper cap / capacity / strategic commitments:

Alternative use of the same money and staff:

Decision, owner and condition that reverses it:

guidance · not part of the record

A CAC/LTV comparison is acceptable only when cost scope, horizon, causal status and customer entity align. Use cohort aggregates first; a forecast ratio alone does not authorise scale.

Comparative five-year ownership view

T2 · comparative-five-year-ownership-view

guidance · not part of the record

Create a column for A current practice, B repaired conventional work, C B plus AI, and D C plus additional integration or autonomy. Each row contains local amounts and sources, not an assumed industry benchmark.

Year 0: configuration/build, relevant data repair, evaluation, procurement,

security, training, transition and dual run

Years 1–5: licences, infrastructure, model use, maintenance/API changes,

review/rework, measurement, support, incidents and retraining

Exit: export, migration, contract exit, retained records and retirement

Staff capacity/opportunity cost: separately identified by role and year

Adoption and outcome-maturation assumptions:

Benefit rows: non-overlapping incremental contribution and realised cash savings

Cash-flow convention, Finance discount rate and tax/working-capital treatment:

No-change and downside scenarios:

guidance · not part of the record

For each option calculate net benefit as incremental contribution plus realised savings minus costs not already included. If calculating cash NPV, use signed net cash flow by year and the Finance-approved discount convention; year 0 is undiscounted. Report B–A, C–B and D–C separately. Allocate shared cost transparently and count it only once. Do not count an incident allowance both as cost and as a second expected-loss deduction.

Benefit realisation template

T2 · benefit-realisation-template

Benefit ID / intervention ID / owner / Finance reviewer:

Current process cost / new process cost, including review and rework:

Accepted output standard and observed volume:

Capacity saved: hours, role, period and evidence:

How capacity will be used: remove expense / avoid approved expense /

named redeployment / unmonetised capacity

Revenue effect, causal status and horizon:

Contribution or margin effect, net of variable costs:

Risk/quality effect and evidence (do not monetise without a defensible basis):

Implementation cost / recurring cost / exit cost:

Cash action: exact budget, contract or approved-hire change and date:

Payback and uncertainty:

Overlapping benefits excluded:

Forecast / observed / realised status and review date:

Stop or restatement condition:

guidance · not part of the record

60-minute workshop: Finance defines scope for ten minutes; the owner maps A–D for ten; the team prices costs and benefits for twenty; it challenges downside adoption and double counting for fifteen; the final five assigns the expense or delivery action. If inputs are missing, commission those inputs rather than manufacturing ROI.

evidence for this tool

5 claim records qualify this tool. Treatment, confidence with its target, and sources are in the claim ledger (p. 19).

[C01](#) Contribution and cash govern investment (p. 19)

[C06](#) Separate process, AI and coordination gains (p. 19)

[C07](#) Hours saved become financial savings (p. 19)

[C08](#) Five-year ownership and exit cost (p. 19)

[C12](#) Precise next-dollar optimisation (p. 19)

sources cited

[GRW](#) — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 21)

[OPS](#) — AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md (p. 21)

[RT](#) — AI-Augmented-GTM-Red-Team-Verdict.md (p. 21)

T2 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 04-Toolkit-Inventory.md §T2 Economics and benefits ledger · Review 6-monthly · Edition 1 · [Contents](#) (p. 3)

Implement through evidence gates

What happens in 90 days and what earns the next tranche?



One selective starting plan

M09 canonical model

Days 0–14: choose one problem and reject weak alternatives. Days 15–45: establish economics and a baseline, repair relevant foundations and agree the measurement and action contract. Days 46–90: run one feasible comparison or controlled release. Optional AI adds one bounded comparison, not five parallel pilots.

At day 90, continue within the learning cap, simplify or stop. An outcome that takes a year cannot be proved in 90 days. Months 3–6 may be needed to mature evidence and standardise a useful workflow. Months 6–12 can test transfer to another population and earn reusable services. Months 12–24 can justify structural or specialist investment where workload and economics support it. None of those dates automatically releases funding or action authority.

Track commercial contribution, customer consequences, accepted-work cost, evidence quality, reviewer load, reliability, adoption and retired work. Licences, prompts, training attendance and agents launched are activity measures, not transformation outcomes.

Dates are review windows, not guaranteed results. Preserve the source conditions; not an additional required framework.

Claim ledger

7 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.

C01	Accepted	confidence: High
Contribution and cash govern investment		
confidence target	Contribution and cash govern investment	
qualification	Value revenue through relevant costs and a declared horizon; no guaranteed return.	
evidence level	Economic identity	
source	STR §17; GRW §§1–7; RT §§12–18	
destination	CH02 (p. 7) · P01 · T2 (p. 13)	
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 (p. 7) · P10 · T2 (p. 13)	
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 (p. 7) · P10 · T2 (p. 13)	
C08	Accepted	confidence: High
Five-year ownership and exit cost		
confidence target	Five-year ownership and exit cost	
qualification	Separate cash from staff opportunity cost; count shared cost once.	
evidence level	Cost model, local amounts absent	
source	SYS §34; AGT §65; OPS §43; RT §§13–17	
destination	T5 · CH02 (p. 7) · T2 (p. 13)	
C09	Accepted	confidence: High
Observed, predicted and incremental customer value		
confidence target	Observed, predicted and incremental customer value	
qualification	Observed cohort value is the starting point; prediction does not establish treatment effect.	
evidence level	Measurement distinction	
source	STR §17; GRW §§4–5,17–18; RT §18	
destination	CH02 (p. 7) · P07 · P03	
C12	Qualified	confidence: High
Precise next-dollar optimisation — narrowed, not endorsed		
confidence target	Editorial qualified of the historical claim. Supported boundary: Use the next feasible investment tranche, ranges, real budget rights and protected commitments.	
qualification	Use the next feasible investment tranche, ranges, real budget rights and protected commitments.	
evidence level	Economic principle, uncertain estimates	
source	STR §18; GRW §§49–51; RT §§19,23	
destination	CH05 · P11 · T2 (p. 13)	

C54

Qualified

confidence: High

~~Avoided incentives and cLTV notation~~ — narrowed,
not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: Avoided cost increases profit once; discount and sum all relevant future cost consistently.
qualification	Avoided cost increases profit once; discount and sum all relevant future cost consistently.
evidence level	Arithmetic and cost-scope correction
source	OS §14; GRW §5; RT §15
destination	CH02 (p. 7)

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 workflowstream 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 workflowstream 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).

ID index and web routes

Every stable ID in this edition. IDs marked “web” are referenced here but live in the web product (interactive tools, prompts, diagnostics and records outside this edition). Routes are relative to <https://gtm.kraftdigital.co.nz>.

id	type	title	web route	page
CH01	Chapter	Executive orientation	/learn/ch01-executive-orientation	4
CH02	Chapter	Customer economics	/learn/ch02-customer-economics	7
CH05	Chapter	Prioritise and choose	/learn/ch05-prioritise-and-choose	web
CH11	Chapter	Implement through evidence gates	/learn/ch11-evidence-gates	18
P01	Play	Establish decision-specific customer economics	/plays/p01-customer-economics	web
P02	Play	Remove the dominant growth constraint	/plays/p02-growth-constraint	web
P03	Play	Acquire customers with useful downstream value	/plays/p03-customer-acquisition	web
P04	Play	Validate incremental acquisition	/plays/p04-acquisition-incrementality	web
P05	Play	Learn which proposition and creative concept works	/plays/p05-proposition-and-creative	web
P06	Play	Improve the first value experience	/plays/p06-first-value	web
P07	Play	Prevent profitable addressable churn	/plays/p07-addressable-churn	web
P08	Play	Grow relevant customer and account value	/plays/p08-customer-and-account-value	web
P09	Play	Turn customer and market evidence into a decision	/plays/p09-customer-and-market-evidence	web
P10	Play	Redesign and test one AI-assisted workflow	/plays/p10-ai-assisted-workflow	web
P11	Play	Run an accountable investment and decision review	/plays/p11-investment-review	web
P12	Play	Replicate useful work and retire operating debt	/plays/p12-replicate-and-retire	web
T1	Tool	Intervention and investment card	/tools/t1-intervention-card	10
T2	Tool	Economics and benefits ledger	/tools/t2-economics-ledger	13
T3	Tool	Decision experiment and evidence record	/tools/t3-evidence-record	web
T5	Tool	Delivery and retirement plan	/tools/t5-delivery-plan	web
C01	Evidence	Contribution and cash govern investment	/evidence#c01	19
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C09	Evidence	Observed, predicted and incremental customer value	/evidence#c09	19
C12	Evidence	Precise next-dollar optimisation	/evidence#c12	19
C54	Evidence	Avoided incentives and cLTV notation	/evidence#c54	20
K01	Calculator	CAC and tranche comparison	/tools/t2-economics-ledger/cac	web
K02	Calculator	Net intervention value	/tools/t2-economics-ledger/value	web