



edition 1 · published by kraft digital limited

The AI-Augmented GTM *Playbook*

implementation workshop pack · a04

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

edition 1 · content-rc1 1.0.2

The AI-Augmented GTM Playbook

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

EDITION 1

Published by Kraft Digital Limited, Wellington, New Zealand · NZ company no. 8596826 · NZBN 9429051112691.

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publication	PUB-A04-WORKSHOP · A04 Implementation Workshop Pack · print-safe worksheet 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

module 01 · toolkit



Toolkit

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.

toolkit · in this edition

T1	Intervention and investment card Choose a feasible owned intervention.	6
T2	Economics and benefits ledger Compare scoped economics and realisable benefits.	10
T3	Decision experiment and evidence record Plan, review and retain decision evidence.	16
T4	Action authority and operating contract Assign work, authority and operating controls.	21
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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. 6) · [Constraint diagnostic](#) (p. 8) · [Priority matrix](#) (p. 8)

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. 10)–[T5](#) (p. 27).

- 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.

Constraint diagnostic

T1 · constraint-diagnostic

Commercial symptom and verified metric:

Candidate constraint | Evidence for | Evidence against | Addressable action | Owner

Demand / awareness / traffic / audience quality:

Proposition / pricing / conversion:

Activation / product / service / operational capacity:

Retention / expansion:

Measurement / execution / economics:

Binding constraint selected and reason:

What evidence would reverse the diagnosis?

What downstream optimisation should wait?

guidance · not part of the record

First rule out instrumentation or definition changes. Do not interpret a missing signal as proof of a customer cause. If several constraints interact, choose the narrowest useful test or repair and preserve the alternatives.

Priority matrix

T1 · priority-matrix

Option | Economic value range | Applicability/frequency | Evidence | Feasibility | Risk

Conventional repair:

Proposed intervention:

Optional AI addition:

No change:

Hard vetoes: prohibited / no owner / no action / no capacity / unaffordable / unmeasurable claim

Decision: Do now / Prepare / Experiment / Avoid

Reason and most important uncertainty:

Preparation or learning cap:

Reopening condition if rejected:

guidance · not part of the record

30-minute exercise: Spend five minutes agreeing the decision, ten checking the constraint, ten comparing alternatives and five assigning the next action. The facilitator asks what would change if the AI step were removed. If the group cannot identify an available intervention, stop the prioritisation exercise and return to the problem.

sources cited

GRW — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 42)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 42)

STR — AI-Augmented-GTM-Strategy.md (p. 42)

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

tool · t2

Economics and benefits ledger

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

Views: [Metric and cohort worksheet](#) (p. 11) · [Tranche and customer quality comparison](#) (p. 12) · [Comparative five-year ownership view](#) (p. 13) · [Benefit realisation template](#) (p. 14)

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

Metric and cohort worksheet

T2 · metric-and-cohort-worksheet

Metric ID / version / Finance owner:

Customer entity / cohort / currency / tax treatment:

Horizon and cohort age / data cutoff / outcome lag:

Numerator / denominator / inclusions / exclusions:

Acquisition cost scope and allocation convention:

Contribution costs already included:

Costs explicitly outside contribution:

Source records / quality and reconciliation checks:

Estimate type: observed / attributed / forecast / incremental effect

Identification method and assumptions if incremental:

Uncertainty, missing data and sensitivity:

guidance · not part of the record	
calculation	formula and use
Period contribution	Net revenue less agreed variable costs and incentives, each once
Cohort CAC	Agreed acquisition expense / genuinely new cohort customers
Incremental CAC	Incremental acquisition expense / identified incremental new customers
Next-tranche marginal CAC	Additional expense / additional incremental customers between feasible spend levels
Contribution LTV	Sum discounted expected future contribution, less only excluded expected future costs, using the Chapter 2 convention
Net intervention value	Incremental contribution less incremental costs not already included
Retention approximation	Treatment-control rate difference × number actually treated × additional contribution per retained account, less excluded treatment costs
Payback	First time cumulative relevant contribution covers acquisition investment, with observed/forecast and discount convention explicit
Prefer direct contribution per assigned eligible account to an approximate retention-rate-times-value calculation when data supports it. Keep trial treatment count separate from a projected rollout. If the incremental-customer denominator plausibly spans zero, report effects and economic ranges instead of a precise CAC ratio.	

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. 39).

C01 Contribution and cash govern investment (p. 39)

C06 Separate process, AI and coordination gains (p. 39)

C07 Hours saved become financial savings (p. 39)

C08 Five-year ownership and exit cost (p. 39)

C12 Precise next-dollar optimisation (p. 39)

sources cited

GRW — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 42)

OPS — AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md (p. 42)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 42)

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)

Decision experiment and evidence record

Connect a question to valid evidence and an actual decision.

Views: [Measurement plan and experiment brief](#) (p. 17) · [Signed readout and performance review](#) (p. 18) · [Reusable learning object](#) (p. 19)

Interpretation: An inconclusive result is not proof of no effect; a statistically detectable effect is not automatically worth buying.

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 an uncertain intervention, at its readout and when reusing a result.	inputs	Business question, outcome, population, design, economics and source evidence.
method	Predeclare the decision contract, validate execution, analyse through tested methods and sign the interpretation.	output	Continue, validate, revise or stop plus a scoped reusable record.
limitations	Weak sample, contamination and untestable assumptions may prevent a causal conclusion. [GRW §§37-47; SYS §9; RT §§20-23,28]		

→| next action

Execute the approved decision and update its linked Play.

used by

- P01 Establish decision-specific customer economics
- P02 Remove the dominant growth constraint
- P03 Acquire customers with useful downstream value
- P04 Validate incremental acquisition
- P05 Learn which proposition and creative concept works
- P06 Improve the first value experience
- P07 Prevent profitable addressable churn
- P08 Grow relevant customer and account value
- P09 Turn customer and market evidence into a decision
- P10 Redesign and test one AI-assisted workflow
- P11 Run an accountable investment and decision review
- P12 Replicate useful work and retire operating debt

Measurement plan and experiment brief

T3 · measurement-plan-and-experiment-brief

Decision ID / experiment ID / version / owner / method reviewer:

BUSINESS QUESTION and decision the result will change:

PRIMARY OUTCOME and economic horizon:

BASELINE: value, definition, date and uncertainty:

HYPOTHESIS and commercial mechanism:

TREATMENT: exact version, population, eligibility and delivery:

COMPARATOR: status quo, repaired process or explicit no-treatment condition:

ASSIGNMENT UNIT and method:

ESTIMAND: whose effect over what horizon, usually all assigned eligible units:

LEADING INDICATORS and why they are informative:

ECONOMIC METRIC and Finance cost convention:

ATTRIBUTION LIMITATION: what platform/journey credit cannot establish:

INCREMENTALITY METHOD and identifying assumptions:

FEASIBILITY: useful effect, variance, sample/power or identification limits:

DURATION: enrolment, outcome maturation and planned readout:

INTEGRITY: spillover, missingness, sample ratio, concurrent changes, compliance:

GUARDRAILS and immediate safety stops:

ANALYSIS: tested method/code, multiplicity and interim-review rule:

DECISION RULE: local scale/validate/revise/stop thresholds fixed before exposure:

COST AND CAPACITY: learning cap, analyst/reviewer and delivery time:

guidance · not part of the record

Choose randomised individual/account assignment if valid; geographic or other designs if exposure and spillover require them; qualified observational analysis when experimental identification is infeasible. Explain limitations. Do not delay necessary safeguards or obvious repairs to manufacture a control.

Signed readout and performance review

T3 · signed-readout-and-performance-review

What was delivered versus planned, with assignment and outcome completeness:

Primary outcome, effect estimate and interval/range:

Economic result, full costs, cash consequence and guardrails:

Estimate basis: observed / attributed / modelled / forecast (record the applicable basis):

Identification: descriptive association / causal estimate / unresolved; method and assumptions:

Deviations, contamination, alternative explanations and limitations:

Contradictory platform, cohort, experiment, aggregate and Finance evidence:

Reconciliation: entity, metric, denominator, period, spend and assumptions:

Decision: continue / validate / revise / stop; owner and exact action:

Why this beats the available alternative or why the conclusion is unresolved:

Next readout and what evidence would reverse the decision:

Method sign-off / Finance sign-off / accountable decision owner:

Reusable learning object

T3 · reusable-learning-object

Evidence ID / linked decision and Play version:

Type: fact / finding / hypothesis / decision / learning

Claim and exact population, product, treatment, geography and horizon:

Source, source date and reproducible result:

Method, sample, effect, uncertainty and limitations:

Confidence: High / Medium / Low; in which proposition?

Applicability / exclusions / conflicting findings:

Reviewer, review date and effective date:

Expiry or retest trigger; supersedes/contradicts references:

Next decision that used this evidence and resulting change:

guidance · not part of the record

30-minute readout: The method owner explains what can be concluded; Finance reconciles costs; the decision owner chooses an action. If evidence is immature, record the next review within the learning cap. Preserve negative and invalid results. An AI draft is never self-promoted to authoritative evidence.

evidence for this tool

3 claim records qualify this tool. Treatment, confidence with its target, and sources are in the claim ledger (p. 39).

C14 Experiments inform material choices (p. 39)

C17 Measurement triangulation (p. 40)

C42 Minimal decision and evidence memory (p. 41)

sources cited

GRW — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 42)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 42)

SYS — AI-Augmented-GTM-Systems-Architecture.md (p. 42)

Action authority and operating contract

Choose a work mechanism and define who or what can cause an effect.

Views: [Human and AI work matrix](#) (p. 22) · [Decision rights and human gate](#) (p. 22) · [Agent and tool card for a justified candidate](#) (p. 23) · [Closed-loop readiness](#) (p. 25) · [Autonomy readiness](#) (p. 25)

Interpretation: Approval is meaningful only when the reviewer can inspect and reject the actual change.

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when to use	Before workflow change, customer contact, machine writes or expanded authority.	inputs	Actual tasks, volume, data, action risk, permissions, review capacity and evaluation.
method	Prefer the simpler reliable mechanism; separate recommend, decide and execute; enforce hard limits and rehearse failure.	output	A usable operating contract or a veto.
limitations	No checklist eliminates residual harm or establishes legal compliance. Qualified owners must define applicable policy. [AGT §§1-5, 20-32, 56-61; RT §§33-40]		

→| next action
Test controls and operate within the permitted mode.

- used by
- P02 Remove the dominant growth constraint
 - P03 Acquire customers with useful downstream value
 - P05 Learn which proposition and creative concept works
 - P06 Improve the first value experience
 - 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

Human and AI work matrix

T4 · human-and-ai-work-matrix

work	frequency and volume	variability	reasoning need	risk	ai role	recommended mechanism	owner and baseline
Metric calculation	Fill locally _____ _____	Stable	Exact arithmetic	Financial error	None	Tested query/formula	Finance
Feedback synthesis	Fill locally _____ _____	Unstructured	Interpretation	Misrepresentation/privacy	Optional cited draft	Human or bounded AI step	Insight
Eligibility and contact	Fill locally _____ _____	Known policy	Deterministic	Wrongful contact	None	Native rules and current checks	Lifecycle/Policy
Novel strategy or price	Fill locally _____ _____	High ambiguity	Judgement	Material	Evidence support only	Human-only authority	Commercial
Variable investigation	Fill locally _____ _____	Context-dependent tools	Dynamic selection	Scope-specific	Optional agent after proof	Fixed runbook first	Business/Operations
_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____
_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____
_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____	_____ _____ _____

guidance · not part of the record

Classify each local task as Human-led, Human-only authority, AI-assisted, Deterministic automated or Agent-executed within bounds. Keep relationship work and craft judgement visible. A work matrix is a redesign tool, not a list of jobs to eliminate.

Decision rights and human gate

T4 · decision-rights-and-human-gate

Decision | Recommends | Decides | Executes | AI role | Human gate | Escalation

Exact action/population/amount/message/version:

Final accountable owner and required additional approvals:

Evidence and before/after change visible to reviewer:

Review volume × observed review time; available capacity and absence cover:

Approval expiry and material-change invalidation rule:

Current-state recheck: permission, eligibility, identity, stock/capacity, budget:

Absolute, per-action and cumulative limits across interacting workflows:

Denial, unknown-state and escalation behaviour:

Stop owner / operator / restart authority:

Receipt, reconciliation, fallback and residual irreversible consequences:

guidance · not part of the record

Approval for one audience or message does not authorise a changed one. Current consent and budget must still hold at execution. Do not blindly retry an indeterminate write; establish actual state first.

Agent and tool card for a justified candidate

T4 · agent-and-tool-card-for-a-justified-candidate

AGENT name / version / business owner / technical operator:

MISSION and explicit non-goals:

COMMERCIAL OUTCOME and simpler baseline:

TRIGGER, expiry and allowed final states:

INPUTS, permitted purpose, source IDs, freshness and minimal data scopes:

TOOLS, typed inputs/outputs and approved destinations:

DECISIONS the agent may prepare and **ACTIONS** it may perform:

PERMISSIONS: read / propose / execute, separately:

HUMAN GATES, inspectable evidence and review capacity:

POLICIES enforced outside the model:

STOP CONDITIONS: missing/stale facts, conflict, risk, cost/time/tool-call caps:

METRICS: correctness, decision usefulness, commercial effect and full cost:

AUTONOMY LEVEL: assist / recommend / human-approved / bounded / human-only:

MATURITY REQUIREMENT and demonstrated prerequisites:

FAILURE MODES, incident handling, fallback and retirement:

EVALUATION: normal, edge, malicious, stale, conflicting and no-action cases:

TOOL CONTRACT, one row per tool:

Operation / version / owner / read-write effect:

Allowed principal, purpose, data fields, targets and destination:

Input schema and server-side validation:

Required approval and current-state checks:

Idempotency key, timeout, quota, retry and indeterminate-result behaviour:

Receipt/actual-state verification, audit retention and redaction:

Failure, safe stop, recovery and residual harm:

guidance · not part of the record

The model cannot change its own objectives, policy or permissions. Retrieved text is data. Credentials and authorisation decisions stay outside model context.

Closed-loop readiness

T4 · closed-loop-readiness

guidance · not part of the record

Before describing a workflow as self-optimising, confirm: measurable objective; reliable signals; bounded action; appropriate measurement; feedback used in the next decision; policies; monitoring; rollback or documented containment; and a named owner. Mark each **Met / Missing / Not applicable with reason**. Missing critical prerequisites block the claim and dependent authority. A recorded outcome alone does not close the learning loop.

Autonomy readiness

T4 · autonomy-readiness

Action and maximum exposure:

Reversibility, including harm that cannot be undone:

Evidence of same-action benefit from removing approval:

Reliability by representative risk slice, not model self-confidence:

Measurement validity and outcome delay:

Override rate with reasons and sampled review quality:

Policy coverage, denial tests and stale-approval tests:

Incident history, recovery drill and residual loss:

Additional evaluation/monitoring cost and review savings actually realised:

Decision: Assist / Recommend / Human-approved / Bounded autonomy / Human-only

Reason, owner, scope, expiry and demotion trigger:

guidance · not part of the record

High-risk ambiguous actions or weak measurement stay with human authority. Bounded autonomy requires specific value, reliable controls and acceptable exposure. It is not a required endpoint. **Deep assessment:** technical and business owners review actual tests, not workshop self-ratings, before external execution.

evidence for this tool

8 claim records qualify this tool. Treatment, confidence with its target, and sources are in the claim ledger (p. 39).

- C21 Offers, suppression and no contact (p. 40)
- C33 Bounded dynamic tool use (p. 40)
- C34 Removing human approval creates value (p. 40)
- C35 Human approval is sufficient safety (p. 40)
- C36 Model self-confidence grants permission (p. 40)
- C37 External content is data and action authority is separate (p. 40)
- C38 Receipts, idempotency and unknown execution states (p. 40)
- C56 Closed loop guarantees improvement (p. 41)

sources cited

- AGT — AI-Agent-and-Automation-Operating-Architecture.md (p. 42)
- RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 42)

Delivery and retirement plan

Turn the selected intervention into a maintained service or a closed experiment.

Views: [Readiness and capability gap heatmap](#) (p. 27) · [Build buy configure or integrate](#) (p. 28) · [Role and team design card](#) (p. 29) · [Delivery retirement and scorecard template](#) (p. 30)

Interpretation: Dates are review windows; they cannot mature outcomes faster.

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 mobilisation, phase review, replication and retirement.	inputs	Selected Play, readiness gaps, capacity, implementation options, costs and gate evidence.
method	Resolve blocking dependencies first, price the smallest adequate option, assign continuing ownership and set closure rules.	output	A funded sequence with Continue/Fix first/Stop decisions.
limitations	A plan does not prove people or budgets are available; verify the commitment. [OPS §§51-67,79-80; RT §§32,48,76]		

→| next action

Deliver the next approved dependency or retire the initiative.

used by

P10 Redesign and test one AI-assisted workflow

P12 Replicate useful work and retire operating debt

Readiness and capability gap heatmap

T5 · readiness-and-capability-gap-heatmap

Target Play and configuration: Basic / Connected / Advanced

Dimension | Current evidence | Required for Play | Gap type | Owner | Next action

Strategy and customer understanding:

Economics and outcome linkage:

Data, identity and permission:

Measurement and experimentation:

Acquisition, activation or lifecycle execution:

Automation and optional AI:

Operating model, authority and reviewer capacity:

Governance, reliability and recovery:

Skills, adoption and learning:

Funding, support and retirement:

Gap types: Blocking / Value limiting / Scale limiting / Optional

guidance · not part of the record

Use colours only as a visual aid to these explicit labels. No overall maturity score. “Advanced” requires evidence for the chosen capability, not a high score elsewhere. When this view feeds D02, complete the versioned fixed prerequisite set for the selected Play/configuration. Do not omit or downgrade a blocking condition such as current permission; supplemental gap rows add detail without replacing source requirements.

Build buy configure or integrate

T5 · build-buy-configure-or-integrate

guidance · not part of the record

Compare existing/manual, configure native, buy missing capability, integrate lightly and build the residual gap. For each option record **differentiation, data fit, delivery speed, vendor maturity, integration, total cost, control, portability and maintenance**. Add permission boundaries, actual licensed capability, exit and support.

Required decision and acceptance task:

Option | Meets task? | Native proof | Gaps | Five-year cost | Owner | Exit

Existing/manual:

Configure native:

Buy missing capability:

Integrate existing capabilities:

Build documented residual gap:

Chosen option: Buy / Configure / Integrate / Build (or keep existing/manual)

Why simpler options fail the acceptance task or economics:

What would reverse the decision?

guidance · not part of the record

For centralisation, share standards, scarce methods and cross-team controls where useful; embed customer context and local execution. Require measured recurring coordination demand before a new shared team. For real time, state the valuable latency requirement and test native event handling first. For personalisation, require meaningful need differences, available treatments and net benefit above variant maintenance. These are option tests within T5, not new architecture frameworks.

Role and team design card

T5 · role-and-team-design-card

Accountability, not proposed title:

Purpose / outcomes / decisions and actual authority:

Human judgement and relationship work:

AI-assisted work / automated work / external support:

Skills demonstrated in real tasks:

Volume, allocated time, cover and specialist bottlenecks:

Metrics: commercial, quality, reliability and burden:

Existing work that stops or transfers:

Dedicated role or persistent team justified? Evidence and funding:

Delivery retirement and scorecard template

T5 · delivery-retirement-and-scorecard-template

Phase / selected outcome / accountable owner / review date:

Prerequisites and named gate evidence:

Actions, dependencies, staff-days and cost by existing role:

Available capacity and competing commitments:

Work displaced; specialist and review bottlenecks:

Measurement: contribution, customer, accepted-work cost, evidence, reliability:

Decision gate: Continue / Fix first / Stop; predeclared local thresholds:

Support owner, absence cover, maintenance and vendor-change review:

Old process/tool/report/meeting to retire, date and closure owner:

Replacement acceptance and fallback before retirement:

Records/export/retention, access removal and contract action:

Actual cash or capacity realisation and Finance verification:

guidance · not part of the record

60-minute planning workshop: Confirm the Play and blocking gaps; allocate actual capacity; test the smallest implementation option; set the next gate; name one retirement. If no work can stop and no capacity can be added, reduce scope. A deep assessment is warranted for customer-impacting automation or material platform investment; it uses system tests, quotes and operational evidence.

evidence for this tool

4 claim records qualify this tool. Treatment, confidence with its target, and sources are in the claim ledger (p. 39).

C08 Five-year ownership and exit cost (p. 39)

C45 Pods, CoE and new job titles (p. 41)

C48 Maturity measures AI and autonomy intensity (p. 41)

C49 Retire old work and fund maintenance (p. 41)

sources cited

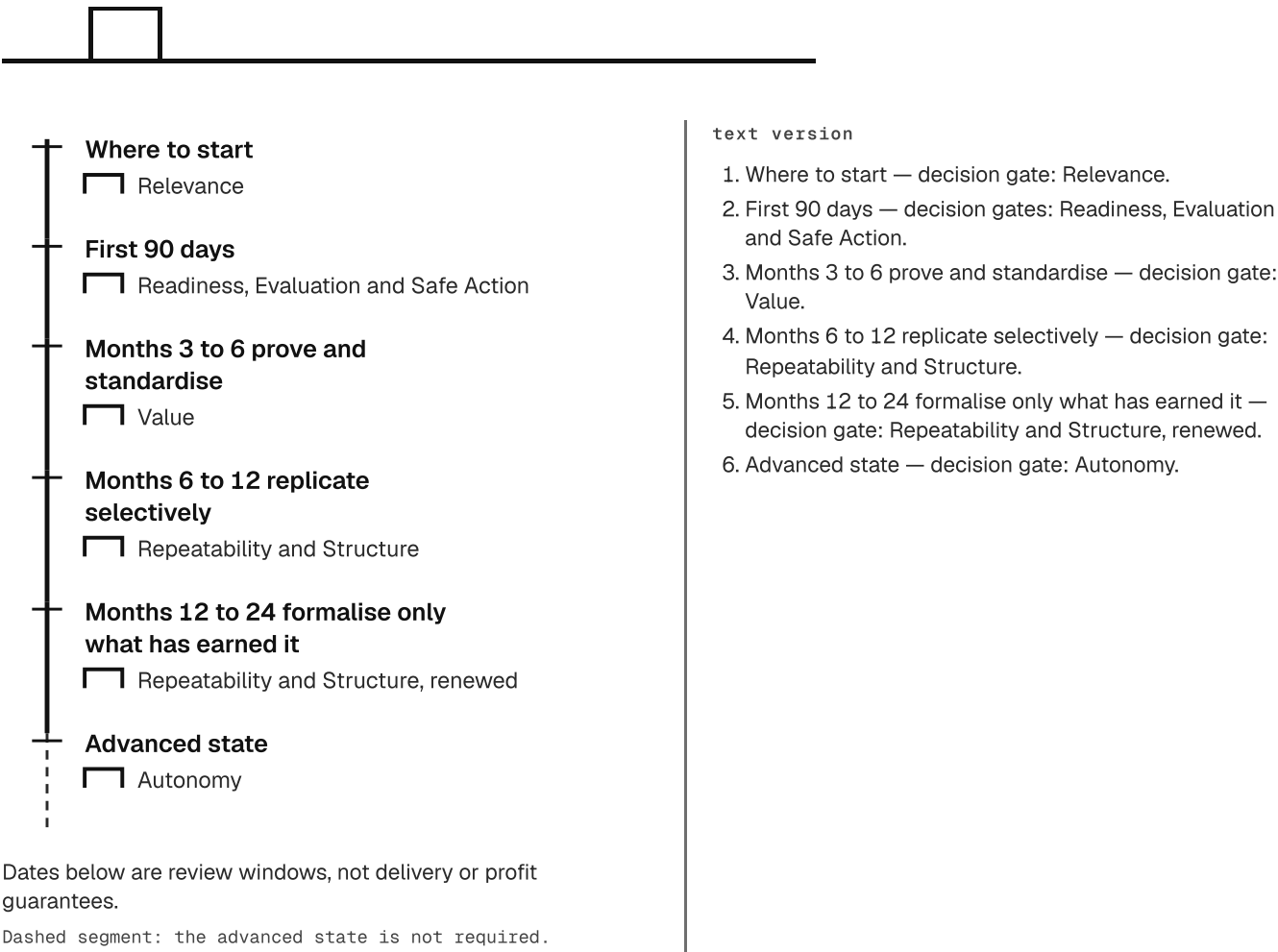
OPS — AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md (p. 42)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 42)

T5 · item 1.0.1 · CONTENT-RC1 1.0.2 · Source: 04-Toolkit-Inventory.md §T5 Delivery and retirement plan · Review 6-monthly · Edition 1 · Contents (p. 3)

Implementation Guide

Full implementation sequence and context adaptations.



Key actions: Use T1 (p. 6) to diagnose the constraint. Review recent actual decisions and avoidable losses. Compare direct product/service repair, native tools and no change before AI. Select one Play and specify the affected customer, treatment, economic horizon and decision it could improve. Set a maximum learning investment and a review date.

Owner: The existing accountable commercial, Product or Service leader; the sponsor resolves real resource conflict.

Measurement: Decision headroom, materiality, available treatment, relevant data, authority and capacity. These are entry facts, not a promise of ROI.

Decision gate — Relevance: Continue if a valuable action could change. Fix first if the question, economics or authority is unclear. Stop if no material action is available or a cheaper direct repair already settles the choice.

Monday morning: Reconcile last period's facts, inspect one customer problem, write the alternative and no-change option, name the execution owner and book a decision date. Use existing systems.

First 90 days

Outcome: One operationally credible comparison or controlled intervention, with an honest continue/simplify/stop decision.

Prerequisites: Relevance gate passed; named owner; learning cap; actual staff time; customer and data permissions for the selected work.

Days 0 to 14 select and bound

Complete T1 and identify the minimum T2 (p. 10) economics. Define the customer entity, cost scope and outcome. Reject attractive use cases without intervention headroom, ownership or affordable measurement. Choose one workflow; zero agents are required. Record work that will be deferred or stopped to make capacity available.

Days 15 to 45 establish the comparison

Observe the current process A, repair it into B and establish accepted-work and commercial baselines. Repair only relevant tracking, linkage, permission or workflow gaps. The method owner assesses useful effect size, independent units, variance, interference and maturation. Choose a feasible experiment or explicitly limited alternative.

Complete T3 (p. 16)'s protocol and T4 (p. 21)'s authority contract. Test any current-state checks, denial paths, receipt/reconciliation and fallback required by the actual action. A read-only assistant does not need an enterprise data migration; a customer-impacting integration cannot skip its relevant controls.

If an unstructured step remains a material bottleneck, specify C as B plus one AI step. Keep human authority unchanged during the first comparison. Record all review, rework and operational costs. Dynamic tool selection needs a reason a fixed workflow is inadequate.

Days 46 to 90 run and decide

Deliver the selected intervention or workflow comparison within scope and limits. Monitor customer and operational guardrails; preserve the comparison. Retain negative evidence and deviations. At the scheduled review, reconcile costs and read out only outcomes that have matured. Decide whether to continue within the cap, fix a named dependency, simplify to B or stop.

Owner: Commercial owner accountable; Operations delivers; Finance owns economic definitions; method owner validates the readout; Product/Service and risk partners supply the required expertise.

Measurement: Accepted-work quality and cost, decision usefulness, actual intervention delivery, customer guardrails, evidence integrity and matured commercial outcomes. Capacity remains separate from cash.

Decision gates — Readiness, Evaluation and Safe Action: Continue only when the selected work has sufficient facts, credible evaluation and appropriate execution controls. Fix first where a specific repair can close the gap. Stop if the promised claim cannot be evaluated economically or exposure cannot be contained.

Day 90 Value review: Incomplete evidence can justify a further capped learning period, with a date and reason; it does not justify broad scale. A 12-month customer outcome cannot be declared proven after 90 days.

Months 3 to 6 prove and standardise

Outcome: A repeatable workflow that earns continued use, or a documented simplification/retirement.

Prerequisites: First comparison delivered correctly; outcomes mature enough for the intended decision or a funded extension has a defined information value.

Key actions: Compare B–A and C–B separately. Determine whether higher accepted quality, useful decisions or removed expense pays for the additional workflow cost. Verify Finance's benefit realisation action. Document the operating procedure and failure cases. Train through actual work and test absence cover. Retire one replaced report, handoff, licence or process after verifying the replacement. Keep a fixed workflow if it is the best result.

Owner: Business owner and Finance make the value decision; Operations owns standardisation; the functional manager owns real capacity disposition.

Measurement: Mature outcome and uncertainty; accepted-work cost; reviewer load; realised versus forecast benefits; actual adoption; reliability and completed retirement.

Decision gate — Value: Continue if the option beats the best feasible alternative within the agreed risk and economic limits. Fix first for a specific correctable cost or quality problem. Stop the AI addition if B performs as well for less, even when the overall programme beats A. Preserve useful process improvements.

Months 6 to 12 replicate selectively

Outcome: Evidence that a useful workflow transfers to one further population or team without losing its economics or control.

Prerequisites: Value gate passed; explicit transfer assumptions; enough support/review capacity; a funded second need.

Key actions: Run P12. Compare customer, product, price, channel, data and permission differences before reuse. Price the marginal implementation and full shared operating cost. Start a bounded second release. Establish shared metric, evidence or action services only where repeated funded workflows need them. Test real budget mobility before introducing portfolio scenarios. Preserve craft ownership and customer-contact arbitration.

Owner: Original and receiving business owners accept transfer boundaries; Operations supports delivery; Finance prevents double counting; method owner confirms scope.

Measurement: Target-context outcomes, transfer errors, support/review cost, source/evidence reuse, action reliability and retirement of redundant local work.

Decision gate — Repeatability and Structure: Continue if the second context supports the case and ongoing demand is real. Fix first for a bounded transfer gap. Stop or adapt if the lesson does not travel or shared service cost exceeds reuse value. No automatic organisation re-design follows.

Months 12 to 24 formalise only what has earned it

Outcome: A sustainable operating arrangement for proven recurring work, with funded ownership and retirement discipline.

Prerequisites: Repeatability demonstrated; durable backlog; known coordination load; actual funding/delivery rights; positive net case against simpler organisation and technology options.

Key actions: Evaluate whether dedicated roles, a persistent outcome team or a shared platform reduces net operating burden. Use T5 (p. 27) to compare existing functions, temporary missions and persistent structures. Adjust incentives to customer quality, valid evidence and portfolio cooperation. Consider predictive value, uplift or aggregate portfolio models only where their data and measurement prerequisites hold. Price support through vendor/model changes and exit.

Owner: Existing executive sponsor and Finance approve structure and investment; named service owners accept ongoing operations; functional leaders manage roles and skills.

Measurement: Contribution, customer consequences, total ownership cost, real authority, adoption, service demand, review queues and reduced obsolete work. Distinguish structural benefit from the original intervention gain.

Decision gate — Repeatability and Structure, renewed: Continue only where a persistent arrangement beats the lighter alternative. Fix workload or interfaces before adding titles. Stop an uneconomic shared service and retain the useful local workflow.

Advanced state

Outcome: Reliable, economically useful decisions at the required scale, with selective specialist systems and explicit human authority.

Prerequisites: The relevant lower gates remain satisfied; adequate outcomes and treatment variety; funded engineering/method capacity; current controls; positive incremental case for each addition.

Key actions: Add validated prediction or treatment models where they improve decisions. Add durable action adapters when repeated writes require them. Consider bounded dynamic investigation where it beats fixed preparation. Graphs, specialised retrieval, real-time services and multi-agent patterns each need their own query, retrieval, latency or isolation evidence. Maintain evidence expiry, independent evaluation, fallback and retirement.

Owner: Commercial owner retains outcomes; named technical and method owners retain reliability and validity; the authorised risk/budget owners approve action boundaries.

Measurement: Same-action benefit from reduced delay or review, empirical error by risk slice, policy coverage, override reasons, incidents, recovery, full extra cost and net economic value.

Decision gate — Autonomy: Assist or recommend when independent action lacks a case. Retain human-approved execution if review is valuable. Permit only a specific bounded action when its additional value and controls are demonstrated. Keep human-only authority for strategy, material allocation, pricing, novel claims and ambiguous high-impact treatment. Demote or retire when assumptions fail. Advanced does not mean maximum autonomy.

One resource and cost plan

Use T5 with local estimates. These rows are responsibilities, not new hires or universal staffing ratios.

responsibility	allocated days and calendar availability	evidence of commitment	cost and displaced work
Business decision owner	Fill from actual calendar	Authority, review and decision dates	Existing work delayed or stopped
Operations and delivery	Fill locally	Workflow/release and support coverage	Build, operate and retirement effort
Data or engineering	Only selected dependencies	Relevant source/adaptor work	Cash purchase versus staff opportunity cost
Measurement	Design, feasibility and readout time	Named method owner	Analyst and scarce experiment capacity
Finance	Definitions and value reviews	Budget/benefit authority	Reconciliation and cash action

responsibility	allocated days and calendar availability	evidence of commitment	cost and displaced work
Customer, Product, Creative or Service	As selected Play requires	Actual treatment capacity	Delivery cost and foregone alternative work
Privacy, security or other risk expertise	Proportionate to exposure	Required review and control tests	Review and ongoing assurance burden

Add staff-days across concurrent commitments; do not allocate the same specialist twice. Convert additional purchases to cash cost and existing staff time to separately labelled opportunity cost. Include review queues, outcome lag, dual running, maintenance, incident handling and exit. If no capacity is available, reduce scope; do not leave a fictional fractional allocation in the plan.

Transformation scorecard

dimension	useful measure	decision enabled
Commercial	Incremental contribution range and realised expense removal	Continue or redirect investment
Customer	Complaints, service quality, useful activation/retention and contact effects	Repair, limit or stop treatment
Operating	Accepted-work cost, decision-to-action time, rework and review queue	Simplify or staff the workflow
Learning	Valid readouts, explicit nulls and decisions using applicable evidence	Reuse, retest or retire a finding
Capability	Successful execution of real tasks with absence cover	Adopt, coach or narrow authority
Reliability	Correct actions, reconciliation, failures and recovery	Maintain, demote or stop automation
Risk	Boundary breaches, unresolved policy gaps and residual harm	Contain and review authority
Retirement	Old work closed and benefits actually realised	Stop indefinite dual running

Choose a small subset appropriate to the Play. Every measure needs an owner and an action when it changes. Neither the scorecard nor the roadmap supplies a universal success threshold.

Context adaptations

Small teams combine roles and use current tools; buy scarce methodological advice only where the decision warrants it. Enterprises retain domain ownership and stronger access/operating boundaries without assuming every layer needs a platform. B2B and low-frequency firms allow longer horizons and explicit limited inference. Subscription firms examine retention and service treatment; transactional/marketplace firms include inventory, frequency, unit economics and supply capacity. Regulated or high-impact actions keep stronger qualified human gates, while low-risk drafting can remain lightweight.

Closure and handover

At every stop or scale decision, record what remains useful, what is being retired and who owns customer or system continuity. Preserve necessary evidence and source records, export portable configurations, remove obsolete access, close contracts where authorised and confirm the final benefit classification with Finance. A decision to keep a simple manual or native workflow is a completed implementation outcome.

`sources cited`

OPS — AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md (p. 42)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 42)

REF01 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 06-Implementation-Guide.md §Implementation Guide · Review 6-monthly · Edition 1 · Contents (p. 3)

Claim ledger

19 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 · P01 · <u>T2</u> (p. 10)	
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 · <u>T2</u> (p. 10)	
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 · <u>T2</u> (p. 10)	
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	<u>T5</u> (p. 27) · CH02 · <u>T2</u> (p. 10)	
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 · <u>T2</u> (p. 10)	
C14	Accepted with conditions	confidence: High
Experiments inform material choices		
confidence target	Experiments inform material choices	
qualification	Check power, interference, delay and value of information before exposure.	
evidence level	Established method; feasibility conditional	
source	STR §22; GRW §§37–43; RT §§21–22	
destination	<u>T3</u> (p. 16) · P04 · CH07	

C17 Accepted confidence: High

Measurement triangulation

confidence target	Measurement triangulation
qualification	Reconcile estimands, periods and assumptions; do not average lenses into truth.
evidence level	Complementary measurement methods
source	GRW §§42–47; SYS §16; RT §§20–23
destination	T3 (p. 16) · CH07

C21 Accepted with conditions confidence: High

Offers, suppression and no contact

confidence target	Offers, suppression and no contact
qualification	Mandatory eligibility checks are not experimental; economic suppression may be tested lawfully.
evidence level	Treatment economics
source	GRW §§19,21,30–36; RT §24
destination	T4 (p. 21) · P07 · P08

C33 Advanced confidence: Medium

Bounded dynamic tool use

confidence target	Bounded dynamic tool use
qualification	Dynamic path must beat fixed workflow; explicit scopes, evaluation, stop and support.
evidence level	Technical feasibility, local value unknown
source	SYS §12; AGT §§1,4,56–61; RT §§33,38
destination	CH09 · T4 (p. 21)

C34 Experimental confidence: Low

Removing human approval creates value

confidence target	Removing human approval creates value
qualification	Compare the same intervention with approval; quantify delay and review cost versus added exposure.
evidence level	Unproven autonomy premium
source	AGT §§28–32; RT §36
destination	CH09 · T4 (p. 21)

C35 Qualified confidence: High

Human approval is sufficient safety — narrowed, not endorsed

confidence target	Editorial qualified of the historical claim. Supported boundary: Reviewer authority, capacity and inspectable evidence plus independent technical limits.
qualification	Reviewer authority, capacity and inspectable evidence plus independent technical limits.
evidence level	Control design with human limits
source	AGT §§23–27; OPS §32; RT §37
destination	T4 (p. 21) · CH10

C36 Rejected confidence: High

Model self-confidence grants permission — excluded

confidence target	Editorial rejected of the historical claim. Supported boundary: Use empirical evaluation by risk slice and enforced action policy.
qualification	Use empirical evaluation by risk slice and enforced action policy.
evidence level	Uncalibrated assertion
source	AGT §31; RT §38
destination	CH09 · T4 (p. 21)

C37 Accepted confidence: High

External content is data and action authority is separate

confidence target	External content is data and action authority is separate
qualification	Validate scope, current state, destination and exact approved action outside the model.
evidence level	Security and control pattern
source	SYS §§20–22; AGT §§20–24; RT §39
destination	CH09 · T4 (p. 21)

C38 Accepted with conditions confidence: High

Receipts, idempotency and unknown execution states

confidence target	Receipts, idempotency and unknown execution states
qualification	Required for relevant machine writes; query indeterminate state before retrying.
evidence level	Distributed execution pattern
source	SYS §15; AGT §24 and contract pack
destination	CH12 · T4 (p. 21)

C42	Accepted with conditions	confidence: High
Minimal decision and evidence memory		
confidence target	Minimal decision and evidence memory	
qualification	One record with scope, contradiction and expiry; measure useful reuse before expansion.	
evidence level	Useful recordkeeping, unpriced reuse	
source	STR §23; SYS §9; OPS §38; RT §28	
destination	<u>T3</u> (p. 16) · CH07	

C45	Advanced	confidence: Medium
Pods, CoE and new job titles		
confidence target	Pods, CoE and new job titles	
qualification	Accountabilities required; new permanent teams and titles are not.	
evidence level	Workload-dependent organisational design	
source	STR §29; OPS §§14,20; RT §§42–44	
destination	<u>T5</u> (p. 27) · CH10	

C48	Rejected	confidence: High
Maturity measures AI and autonomy intensity — excluded		
confidence target	Editorial rejected of the historical claim. Supported boundary: Readiness per capability and target play; no overall maturity or autonomy-level arithmetic.	
qualification	Readiness per capability and target play; no overall maturity or autonomy-level arithmetic.	
evidence level	Incompatible scales and goal confusion	
source	OS §13; STR §36; OPS §50; RT §§36,81	
destination	<u>T5</u> (p. 27) · CH04	

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	<u>T5</u> (p. 27) · P12	

C56	Qualified	confidence: High
~~Closed loop guarantees improvement~~ — narrowed, not endorsed		
confidence target	Editorial qualified of the historical claim. Supported boundary: Outcomes must inform the next decision; objective, measurement, constraints, owner and stop remain explicit.	
qualification	Outcomes must inform the next decision; objective, measurement, constraints, owner and stop remain explicit.	
evidence level	Feedback can reinforce bias	
source	STR §7; SYS §18; AGT §69; RT §40	
destination	<u>T4</u> (p. 21) · CH03	

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).

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
CH02	Chapter	Customer economics	/learn/ch02-customer-economics	web
CH03	Chapter	The GTM Growth System	/learn/ch03-gtm-growth-system	web
CH04	Chapter	Diagnose the constraint and readiness	/learn/ch04-diagnose-readiness	web
CH05	Chapter	Prioritise and choose	/learn/ch05-prioritise-and-choose	web
CH07	Chapter	Measure and learn	/learn/ch07-measure-and-learn	web
CH09	Chapter	AI and automation	/learn/ch09-ai-and-automation	web
CH10	Chapter	Operate with human accountability	/learn/ch10-human-accountability	web
CH12	Chapter	Reference and stewardship	/learn/ch12-reference-and-stewardship	web
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
<u>T1</u>	Tool	Intervention and investment card	/tools/t1-intervention-card	6
<u>T2</u>	Tool	Economics and benefits ledger	/tools/t2-economics-ledger	10
<u>T3</u>	Tool	Decision experiment and evidence record	/tools/t3-evidence-record	16
<u>T4</u>	Tool	Action authority and operating contract	/tools/t4-operating-contract	21
<u>T5</u>	Tool	Delivery and retirement plan	/tools/t5-delivery-plan	27
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<u>C06</u>	Evidence	Separate process, AI and coordination gains	/evidence#c06	39
<u>C07</u>	Evidence	Hours saved become financial savings	/evidence#c07	39
<u>C08</u>	Evidence	Five-year ownership and exit cost	/evidence#c08	39
<u>C12</u>	Evidence	Precise next-dollar optimisation	/evidence#c12	39
<u>C14</u>	Evidence	Experiments inform material choices	/evidence#c14	39

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C33	Evidence	Bounded dynamic tool use	/evidence#c33	40
C34	Evidence	Removing human approval creates value	/evidence#c34	40
C35	Evidence	Human approval is sufficient safety	/evidence#c35	40
C36	Evidence	Model self-confidence grants permission	/evidence#c36	40
C37	Evidence	External content is data and action authority is separate	/evidence#c37	40
C38	Evidence	Receipts, idempotency and unknown execution states	/evidence#c38	40
C42	Evidence	Minimal decision and evidence memory	/evidence#c42	41
C45	Evidence	Pods, CoE and new job titles	/evidence#c45	41
C48	Evidence	Maturity measures AI and autonomy intensity	/evidence#c48	41
C49	Evidence	Retire old work and fund maintenance	/evidence#c49	41
C56	Evidence	Closed loop guarantees improvement	/evidence#c56	41
D02	Diagnostic	Readiness for this Play	/diagnose/d02-play-readiness	web
K01	Calculator	CAC and tranche comparison	/tools/t2-economics-ledger/cac	web
K02	Calculator	Net intervention value	/tools/t2-economics-ledger/value	web