

Edition 1 · Published by Kraft Digital Limited

The AI-Augmented GTM Playbook · A04 Implementation Workshop Pack · T5 · item 1.0.1 · CONTENT-RC1 1.0.2 · Edition 1

Current version: <https://gtm.kraftdigital.co.nz/tools/t5-delivery-plan> · content 21397969704c · design 1791546166-3d6f · build 6d338637b37a

tool · t5

Delivery and retirement plan

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

Views: [Readiness and capability gap heatmap](#) (p. 1) · [Build buy configure or integrate](#) (p. 2) · [Role and team design card](#) (p. 3) · [Delivery retirement and scorecard template](#) (p. 4)

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. 6).

C08 Five-year ownership and exit cost (p. 6)

C45 Pods, CoE and new job titles (p. 6)

C48 Maturity measures AI and autonomy intensity (p. 6)

C49 Retire old work and fund maintenance (p. 6)

sources cited

OPS — AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md (p. 7)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 7)

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

Claim ledger

4 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.

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 (p. 1) · CH02 · T2

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

T5 (p. 1) · 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

T5 (p. 1) · 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

T5 (p. 1) · P12

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).