OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Agent memory for ABM: a correction and account-boundary governance plan

QUESTION

How should B2B teams govern durable agent memory without preserving stale facts or crossing account boundaries?

GUIDE TAKEAWAY

Treat durable memory as a governed record with a purpose, owner, source, scope and correction route. Keep authoritative account facts in their systems of record, and test whether updated information supersedes old context before memory informs external work.

START HERE

Classify context and authoritative sources.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Classify context and authoritative sources

Evidence or input

Output or decision

Owner and review point

2. Register purpose, scope, owner and expiry

Evidence or input

Output or decision

Owner and review point

3. Define replacement and downstream invalidation

Evidence or input

Output or decision

Owner and review point

4. Test account boundaries and corrections

Evidence or input

Output or decision

Owner and review point

5. Pilot a reversible task and review evidence

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Session-only context

Useful when: Continuity is needed for one interaction

Limitation: It disappears after the session

Suggested action: Keep consequential facts in approved records

Why this fits our situation

Evidence needed before acting

Durable user preference

Useful when: A user explicitly wants reusable working context

Limitation: Preferences can become stale or overscoped

Suggested action: Add owner, expiry and correction controls

Why this fits our situation

Evidence needed before acting

Fresh system retrieval

Useful when: The answer depends on current account facts

Limitation: Systems may conflict or be unavailable

Suggested action: Name authority and failure behaviour

Why this fits our situation

Evidence needed before acting

Derived account hypothesis

Useful when: The team needs an interpretation to test

Limitation: Inference can be mistaken for fact

Suggested action: Label confidence, evidence and review date

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/agent-memory-abm-governance-2026/

Publisher and evidence policy: https://outselll.com/editorial-policy/