OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

AWS Quick Flows: a validation contract for marketing operations

QUESTION

How should a B2B marketing team turn an analyst's recurring process into a shared AI flow without scaling hidden assumptions or weak evidence?

GUIDE TAKEAWAY

Automate a documented decision, not a clever conversation. Fix exact checks in deterministic steps, bound agent judgement, validate every handoff and keep a human owner for claims and activation.

START HERE

Define one repeatable marketing decision.

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. Define one repeatable marketing decision

Evidence or input

Output or decision

Owner and review point

2. Classify exact and judgement-based steps

Evidence or input

Output or decision

Owner and review point

3. Set validations, permissions and exception routes

Evidence or input

Output or decision

Owner and review point

4. Shadow-run against accepted historical cases

Evidence or input

Output or decision

Owner and review point

5. Release only with evidence and human authority

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Manual analyst runbook

Useful when: Volume is low or definitions change often

Limitation: Knowledge can remain with one person

Suggested action: Document steps and sample corrections

Why this fits our situation

Evidence needed before acting

Deterministic flow

Useful when: Rules, inputs and outputs are stable

Limitation: Consistent rules can still be wrong

Suggested action: Version definitions and test fixtures

Why this fits our situation

Evidence needed before acting

Bounded agent-assisted flow

Useful when: Interpretation helps a repeatable review

Limitation: Generated synthesis can hide uncertainty

Suggested action: Require evidence and a release owner

Why this fits our situation

Evidence needed before acting

Autonomous activation flow

Useful when: Actions are reversible and controls are mature

Limitation: Errors can change spend or audiences

Suggested action: Use only after separate action approval tests

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/aws-quick-marketing-flow-validation-contract/

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