

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Generative AI in ABM: turn risk guidance into operating checks

QUESTION

How should an enterprise team review an AI-assisted account workflow?

GUIDE TAKEAWAY

Connect each material failure mode to a check, an accountable owner and a recovery action. Evaluate actual workflow behaviour rather than treating a policy document as proof of reliability.

START HERE

Map inputs actions and outputs.

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. Map inputs actions and outputs

Evidence or input

Output or decision

Owner and review point

2. Name material failure modes

Evidence or input

Output or decision

Owner and review point

3. Assign checks and owners

Evidence or input**Output or decision****Owner and review point**

4. Test exceptions and recovery

Evidence or input**Output or decision****Owner and review point**

5. Re-evaluate material changes

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Policy

Useful when: Defining responsibility

Limitation: Does not prove enforcement

Suggested action: Connect it to observable checks

Why this fits our situation**Evidence needed before acting**

Pre-release test

Useful when: Inspecting representative failures

Limitation: Cannot cover every future case

Suggested action: Include exceptions and recovery

Why this fits our situation**Evidence needed before acting**

Production monitoring

Useful when: Finding changed behaviour

Limitation: Needs actionable ownership

Suggested action: Route signals to an accountable person

Why this fits our situation

Evidence needed before acting

Recovery review

Useful when: Reconciling affected work

Limitation: State can remain inconsistent

Suggested action: Resume from an accepted checkpoint

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/generative-ai-workflow-risk-review/>

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