

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Make Human Approval a Specific Business Decision

QUESTION

Where should human approval enter an ABM agent workflow, and what must the reviewer see to make it meaningful?

GUIDE TAKEAWAY

A generic approve button can transfer responsibility without improving the decision. The reviewer may see finished copy while missing audience scope, evidence assumptions, or planned CRM changes.

START HERE

Choose decision boundaries.

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. Choose decision boundaries

Evidence or input

Output or decision

Owner and review point

2. Assign accountable reviewers

Evidence or input

Output or decision**Owner and review point**

3. Show exact action and evidence

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

4. Bind approval to a version

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

5. Recheck before execution

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

Action-level gate

Useful when: Audience or spend changes

Limitation: Can slow frequent operations

Suggested action: Show exact proposed change

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

Exception gate

Useful when: Stable rules with rare ambiguity

Limitation: Depends on reliable detection

Suggested action: Test missed exceptions

Why this fits our situation

Evidence needed before acting

Periodic sample review

Useful when: Low-impact prepared outputs

Limitation: Cannot prevent every mistake

Suggested action: Inspect material-error trends

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://outsell.com/blogs/human-approval-gates/>

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