

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Long context in account research: test what the model actually uses

QUESTION

Why can an AI brief miss a fact even when the document is in its context?

GUIDE TAKEAWAY

A large context window is capacity, not a guarantee of reliable evidence use. Test critical facts and constraints in different positions and prefer a focused evidence packet.

START HERE

Name the critical fact.

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. Name the critical fact

Evidence or input

Output or decision

Owner and review point

2. Create one representative packet

Evidence or input

Output or decision

Owner and review point

3. Vary the fact's position

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

4. Compare accepted actions

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

5. Reduce or split the context

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

Large packet

Useful when: Broad exploratory review

Limitation: May obscure relevant constraints

Suggested action: Test position sensitivity

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

Focused packet

Useful when: A bounded account decision

Limitation: May omit needed evidence

Suggested action: List unresolved questions

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

Staged retrieval

Useful when: New evidence is required

Limitation: Adds workflow complexity

Suggested action: Log retrieval and selection

Why this fits our situation

Evidence needed before acting

Software constraint

Useful when: A mandatory exclusion applies

Limitation: Needs maintained policy

Suggested action: Enforce before any action

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/long-context-account-briefs/>

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