



Free Lesson

Run an AI Augmentation Audit on Your Product Team

🕒 45 min

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THE PROBLEM

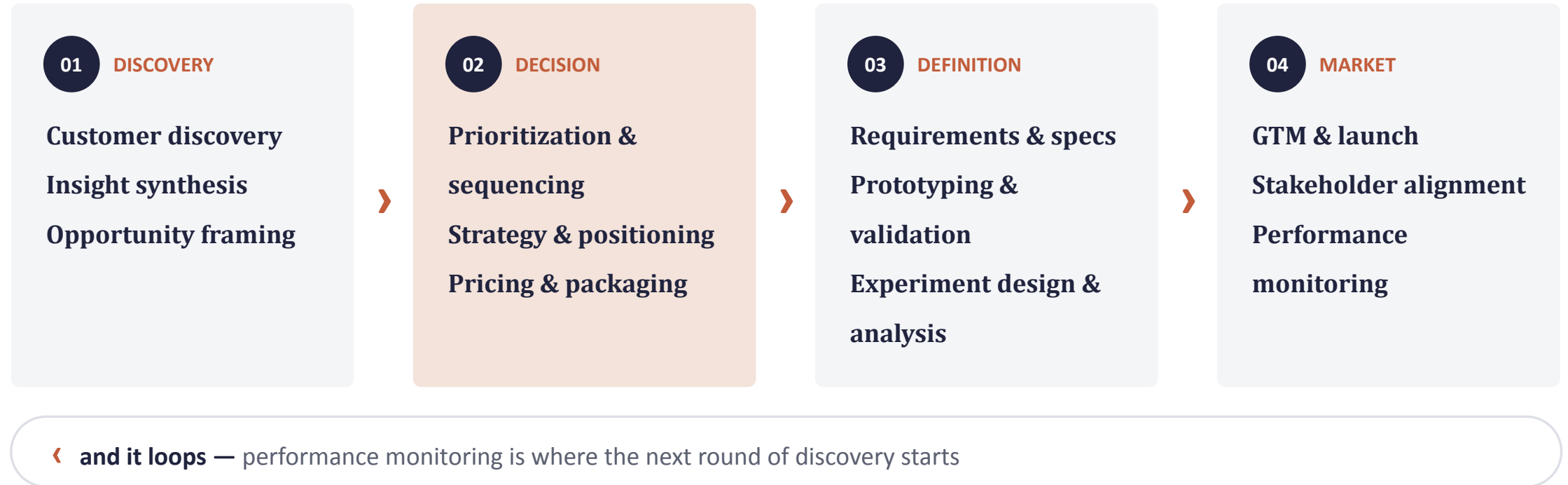
Most teams have it backwards

AI is making the decisions — **what to build, how to rank it, what the strategy is** — because that's what gets the most attention in demos and feels really impressive.

And the repetitive work is not being automated — **synthesis, specs, launch docs** — often because getting the context right and setting up the right workflows is actually where the heavy lifting is and gets more complicated as org size increases.

It should be the other way around. Stay hands-on where the decisions get made. Hand over the work that repeats.

Product work is 12 jobs



Customize this for YOUR product development life cycle. Either way, DECISION stage is where the trouble lives.

CAN — how well can AI do this today?

SUB-TESTS: INPUT · VERIFIABILITY · CONTEXT · VOLUME

- 1 **Confident garbage.** You'd redo it from scratch.
- 2 **Occasionally useful,** mostly cleanup.
- 3 **Solid first draft.** You do real work on top.
- 4 **Better than your first draft.** You edit, you don't rebuild.
- 5 **At or above your level.** You spot-check.

The answer varies by org — can you tell in minutes whether it's right? That depends entirely on your use case.

SHOULD — what does handing it over cost you?

SUB-TESTS: JUDGMENT DEBT · REVERSIBILITY · ACCOUNTABILITY · PRESENCE

- 1 **Never delegate the decision.** This is the job.
- 2 **Delegate research inputs only.** The thinking stays yours.
- 3 **Delegate the draft,** own the call.
- 4 **Delegate the work,** review the output.
- 5 **Delegate freely.** Nobody gains from you doing it by hand.

SHOULD is not risk — risk asks what happens if it's wrong. SHOULD asks what happens if it's right, and you never had to think about it.

Same CAN. Opposite answer.

Insight synthesis

CAN 4 · SHOULD 4 → HAND IT OVER

All text. Verifiable in minutes. Constant volume.

Judgment comes from choosing the question — not tagging the 200th quote.

Prioritization

CAN 4 · SHOULD 1 → KEEP THE CALL

AI will happily rank your backlog, and it will look reasonable.

But that ranking is your strategy.

Both score CAN 4 — AI is genuinely good at both. Only SHOULD tells them apart, and that's the whole reason there are two axes.

The two-by-two

↑ SHOULD	The Queue RE-CHECK IN A QUARTER Worth delegating. Not yet. Forcing it is how teams swear off AI.	Automate BUILD THE WORKFLOW THIS MONTH The leverage sitting untouched. Mostly production jobs.
	Leave it STOP FEELING GUILTY Human work. Stays human work.	The Trap KEEP THE DRAFT, KEEP THE DECISION AI is good at it — and it's eating your judgment. Mostly decision jobs.

CAN →

Teams get this backwards — the decision jobs are exactly where AI's output looks most impressive.

Where jobs typically land

SHOULD ↑	The Queue — nothing —	Automate Insight synthesis Requirements & specs Prototyping & validation GTM & launch Performance monitoring
	Leave it Customer discovery Opportunity framing	The Trap Prioritization Strategy & positioning Pricing & packaging Experiment design Stakeholder alignment

CAN →

The Queue is empty — two years ago it was full. CAN moved; SHOULD didn't. That's the last eighteen months in one quadrant.

WHAT AUTOMATED ACTUALLY LOOKS LIKE

Insight synthesis, already running

Babajide — a simulated B2B SaaS company, and the four places its customer signal actually lives.

Zoom

Sales call transcripts

Pendo

Survey responses

Mixpanel

Product analytics

ProductBoard

Feature requests

Four tools. Nobody reads all four.

Shared context is the highest-leverage thing you can build — get your customer signal into a form you can query, and you test a hypothesis in minutes instead of weeks.

WHERE THIS GOES DEEPER

The audit sorts your jobs. It doesn't tell you what to do with the sorted ones.

Sorting took eight minutes. The system takes four sessions.

The Automate half

Full sessions on the three jobs that land there most — insight synthesis, performance monitoring, prototyping. Built against your stack.

The Trap half

The decision system for the jobs you can't hand over. Every call tied to the ROI number, evidence documented.

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Starts Wednesday September 9 — two weeks from today, and the audit you just ran is what week one builds on.

Course

Signal to Strategy: From Customer Truth to Product Direction with AI

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MONDAY: ONE JOB · ONE WORKFLOW · ONE WEEK

**The goal was never to use more AI.
It was to know which decisions are still yours.**

The CAN column ages. The SHOULD column doesn't. Re-score quarterly.

Questions — and the cohort starts Wednesday September 9, two weeks from today.