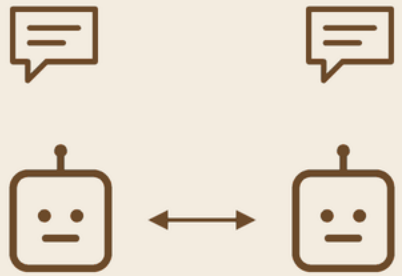
When leadership asks you, “What’s your plan for using AI?”

They picture this bright future,



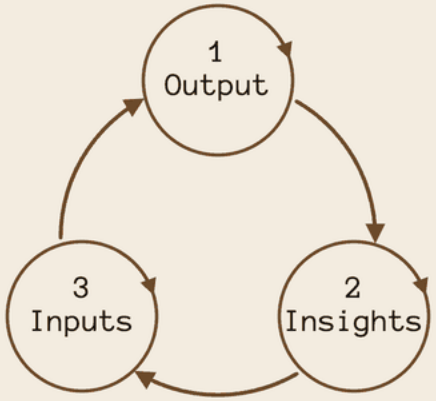
AGENT TO AGENT



GOVERNATOR



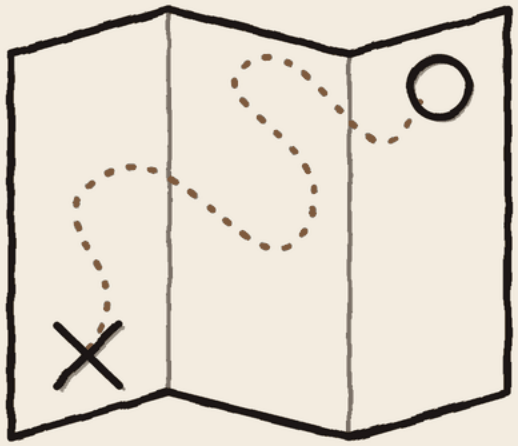
SUPER TOOLS



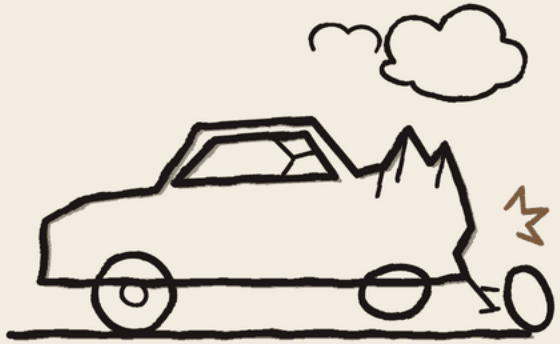
SUPER SMARTS

and expect you to figure out...

Plan?



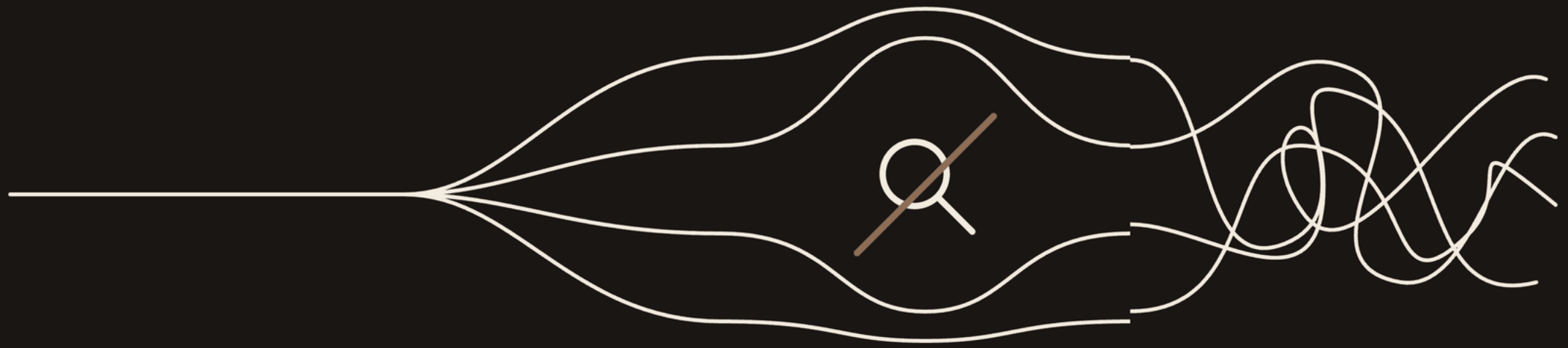
Can it scale?



What's the ROI?



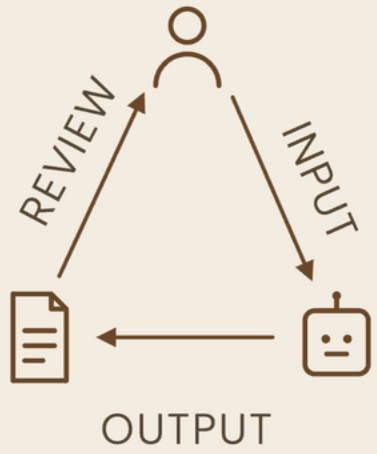
A challenge: if you have chaos, you're automating chaos.



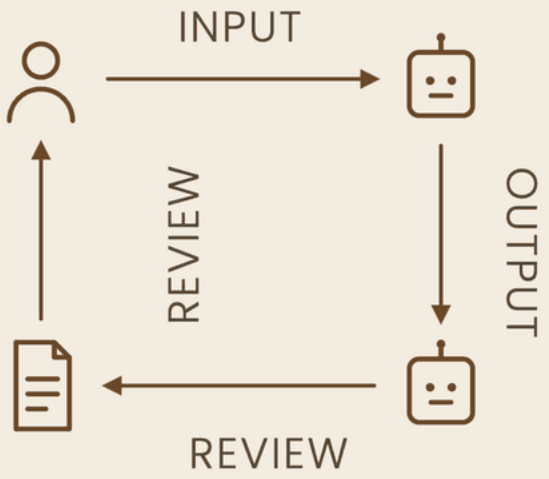
DIRECTION PROCESSES NO RECORDS INSIGHTS

Feedback loops are a tool for order and scaling.

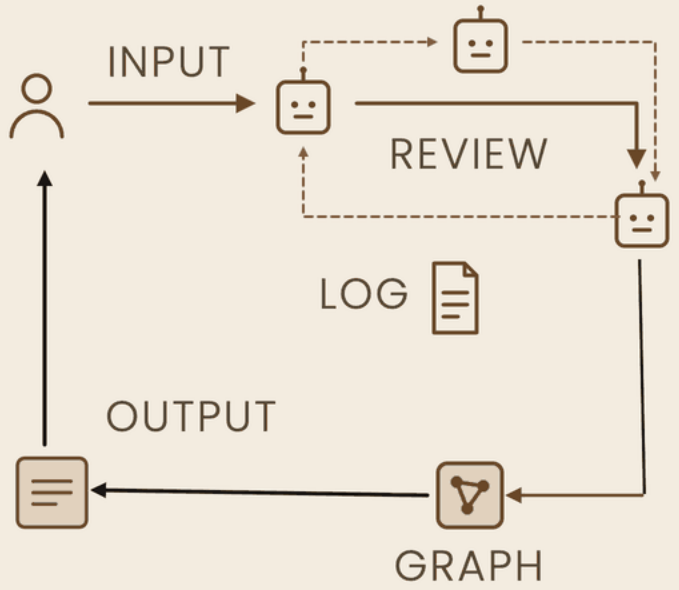
01 · HUMAN-LED



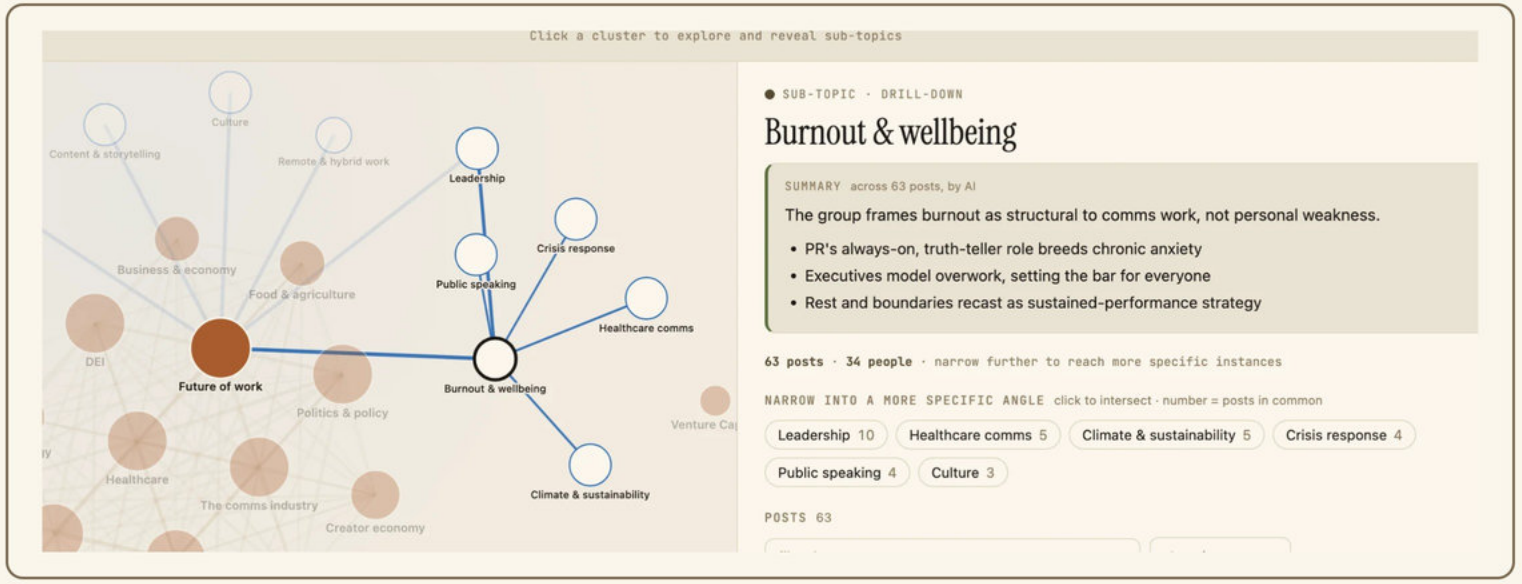
02 · AGENTS



03 · SYSTEM



Inform comms decisions using thousands of conversations.



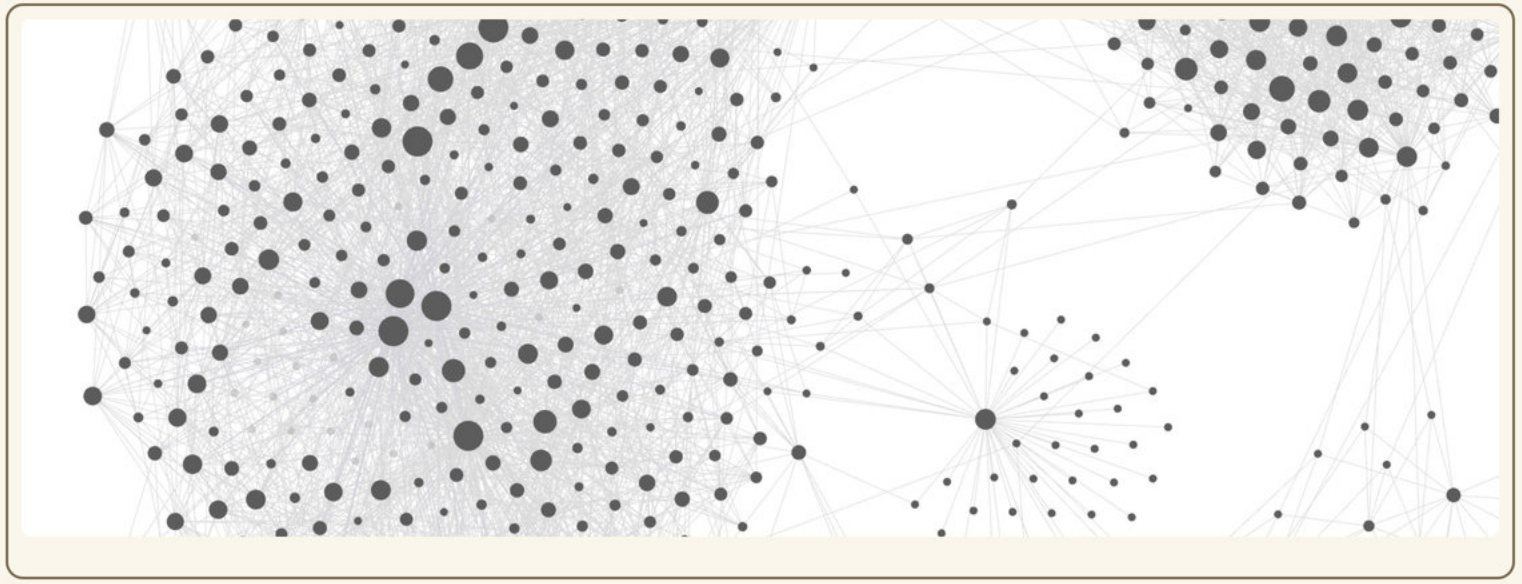
MIXMATCH.WEARESCRIBES.XYZ

LINKEDIN FEEDS

SEMANTIC ANALYSIS

INSIGHTS

Make your exec's insights a marketing tool.

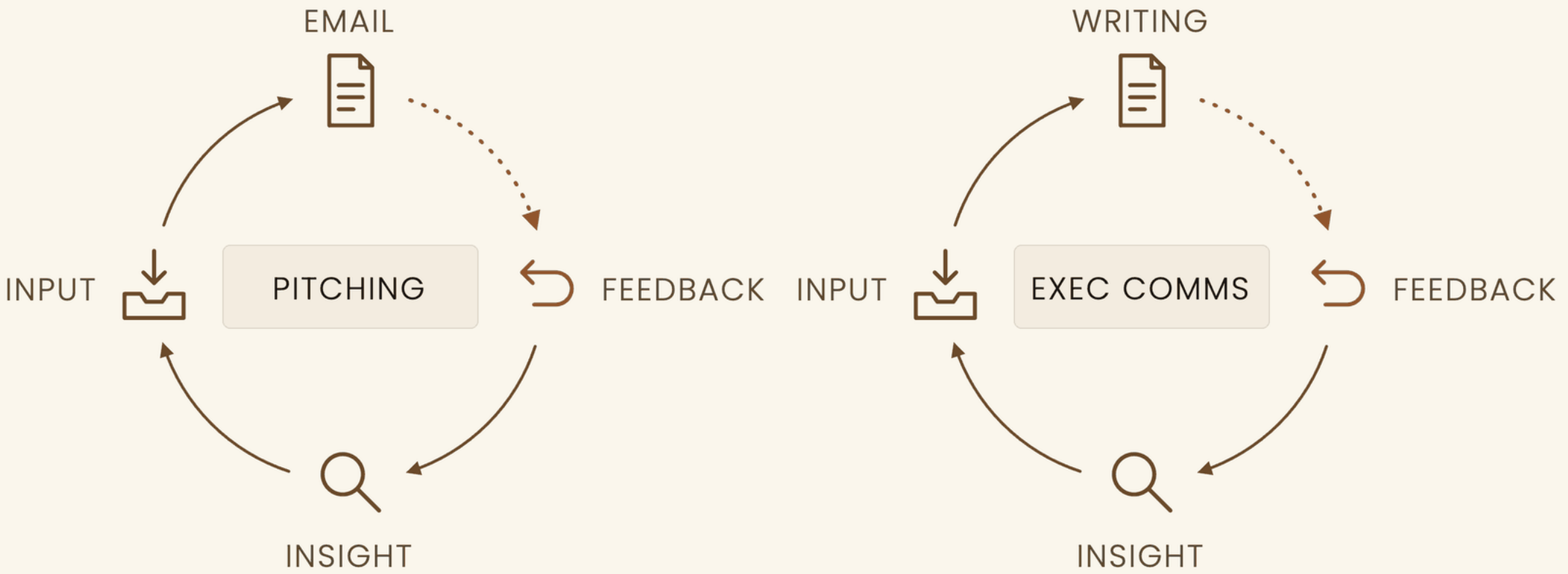


EXEC'S "SECOND BRAIN" KNOWLEDGE GRAPH

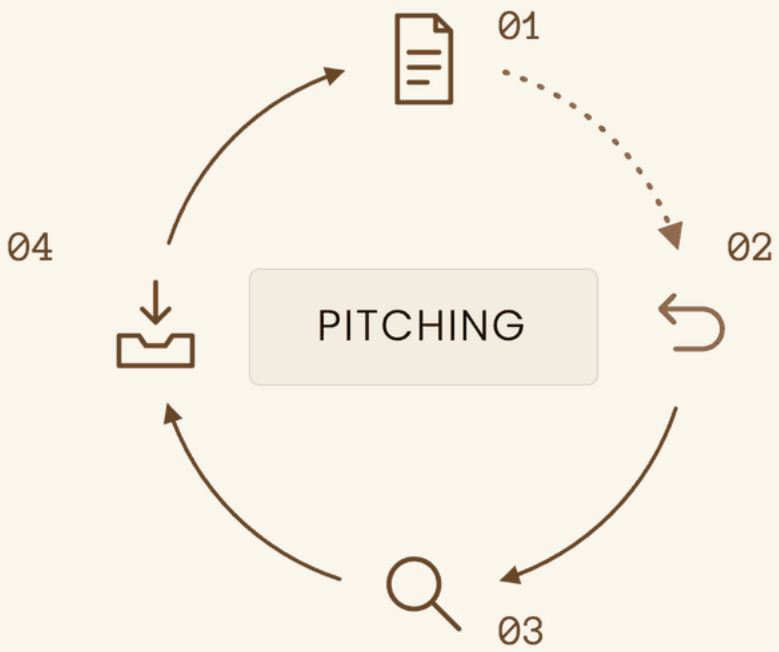


How do you go from zero to one, to a team?

Our work is built upon feedback loops.



Outline the dependencies for each step.



		DEPENDS ON	
01	EMAIL	Templates	Media lists
02	FEEDBACK	Monitoring	Capturing
03	INSIGHT	Analysis	Framework
04	INPUT	Tools	Context

Use evals to quantify and improve the context.



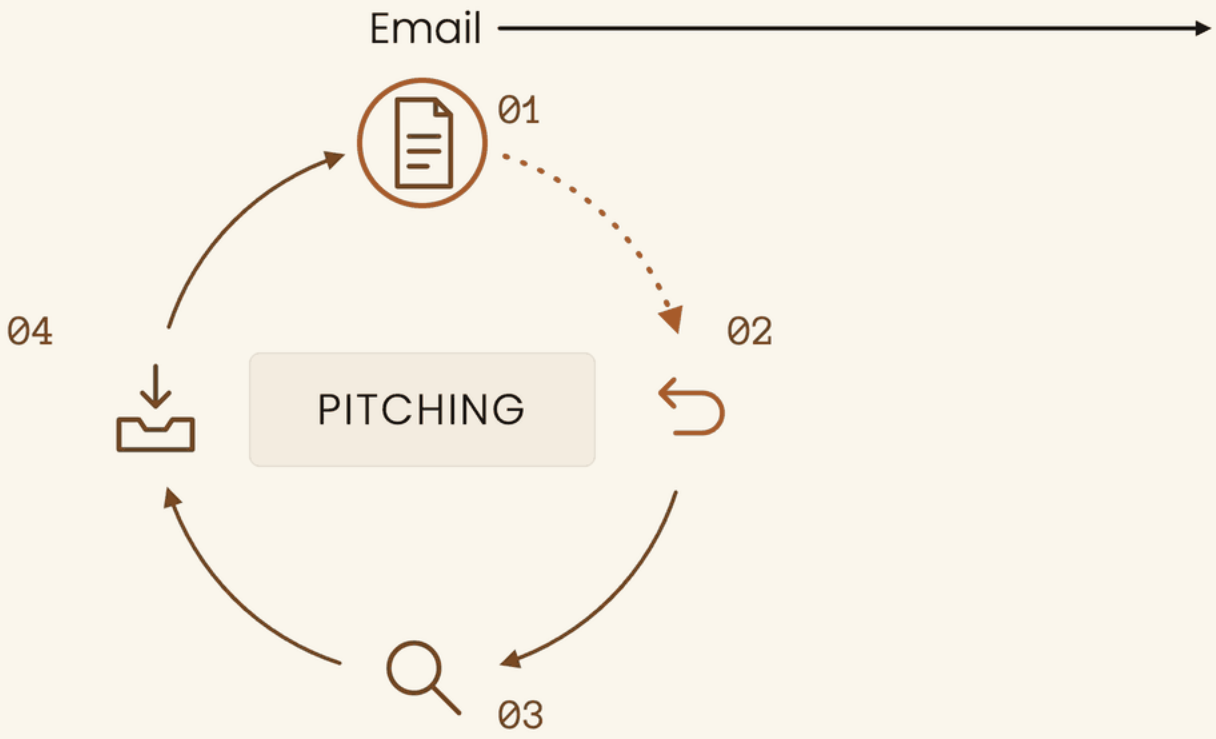
01 **COLLECT REAL EXAMPLES**
Past work and how it landed.

02 **WRITE THE CHECKLIST**
Yes/no questions good work passes.

03 **CHANGE ONE THING**
A prompt, an example, a tool or a source.

04 **RERUN AND COMPARE**
Same test, same questions. Did it improve?

Evaluate rules, prompts and tools.



ORANGE: WHAT YOU EVALUATE

REFERENCE
Template
✓ Current?
✓ Complete?

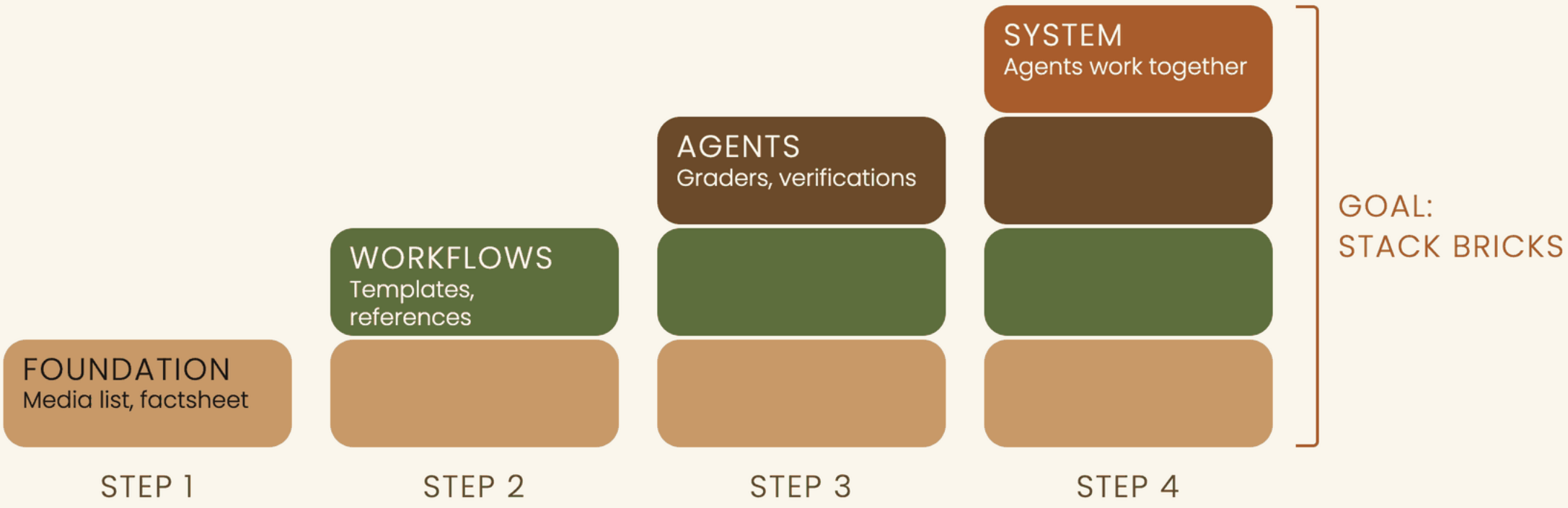
REFERENCE
Style guide
✓ Clear rules?
✓ On brand?

AGENT — Drafts the pitch
Writing agent

AGENT — Checks the draft
Review agent

HUMAN — Approves or edits
Person reviews

Build upon your capabilities.



Your goal is to enhance your work with AI, not replace it.

Work backwards from a reach goal.

Company OKR	+100% ARR	80% NPS	+% Revenue / employee	+ Revenue Streams
Marketing OKR	INCREASE TOFU	% REDUCTION IN BRAND RISK	150% INCREASE IN [X]	DO NEW THINGS
KPIs	Win coverage, more briefings, etc.	Sales messaging, customer satisfaction	The same team turns work around in hours, not days.	New marketing MCP, sentiment dashboard

Create a brief that outlines KPIs.

GOAL

Increase TOFU

HYPOTHESIS

With better trend observability and reporter context, we can land more coverage and increase TOFU awareness.

PLAN: BUILD A SYSTEM THAT DOES THREE JOBS

01 SCAN AND TRENDJACK

Have agents regularly scan media mentions and topics.

02 BETTER FIRST DRAFTS

Use what the scan finds to write stronger pitches.

03 RIGHT REPORTERS

Know who covers the topic before you pitch.

Harden the rules that improve the AI output.

01 STEP 1 - HUMAN-LED

- [ ] Agent finds reporters
- [ ] Agent drafts pitches
- [ ] Agent flags stories
- [ ] Human review

Gate: each job passes your grading

Step 1 scorecard — THIS MONTH

Right-fit rate [__]%
Share of suggested reporters you approve.

Reply rate [__]%
Share of pitches that get a response.

Monitoring accuracy [__]%
Share of flagged stories you confirm.

Hours per pitch [__]
Time from brief to a pitch sent.

Use the harness to empower agents.

02 STEP 2 - AGENTS

- [ ] AI grades drafts
- [ ] AI verifies reporter fit
- [ ] AI checks monitoring
- [ ] Human final review

Gate: the agent grades, you validate

Step 2 scorecard — THIS MONTH

AI grader pass rate [__]%
Share of drafts that pass every check.

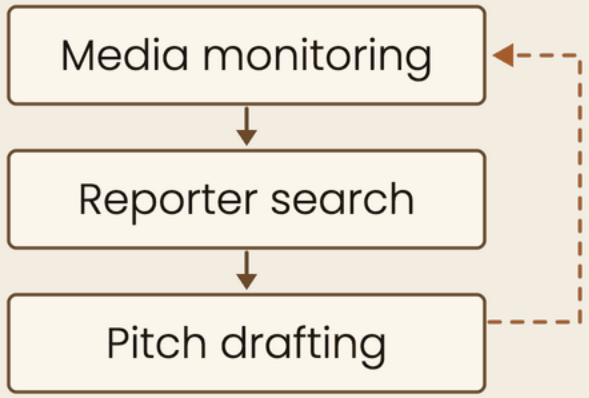
Grader matches editors [__]%
How often the AI's grade agrees with an editor's.

Media monitoring accuracy [__]%
Share of flagged stories an editor confirms.

Editor hours per week [__]
Time people spend reviewing.

Combine the agents into a system.

03 STEP 3 - SYSTEM



Gate: human final review

Step 3 scorecard — THIS MONTH

Revisions per pitch [__]
Rounds of edits before a pitch goes out.

Sent with no edits [__]%
Share of pitches that go out as drafted.

Hours per pitch [__]
Time from news breaking to a pitch sent.

Reply rate [__]%
Share of pitches that get a response.

Now map baselines against your AI.

OKRs

01	02	03	04
COVERAGE WINS	RISK REDUCTION	EFFICIENCY WINS	NEW CAPABILITIES

KPIs

› Placements	› Grader pass rate	› Hours per pitch	› New uses launched
› Interviews booked	› Off-brand drafts	› Rounds of edits	› Time to launch
› Right-fit reporters	› Unapproved claims	› Sent with no edits	› Parts reused
› AI-driven newsjack	› Editor fixes	› Work per person	› Insights shared

SHOW EACH NUMBER AGAINST YOUR DAY-ONE BASELINE.

Recap of plan: incrementally build towards a bigger win.

01

PICK A REACH GOAL

What's the win you want from AI?

02

DESIGN A BLUEPRINT

Where can AI enhance your workflow?

03

BUILD THE FOUNDATION

Harden your processes and context.

04

MEASURE AND EXPAND

Use evals to benchmark progress and guide improvements.

AI doesn't replace great comms thinking. It enhances it.

You’re measurably augmenting your capabilities, insights, and outputs.