WICKED GROWTH CLUB

Build a Capstone That Shows Your Work

Source ledger, artifact planner, rubric and reflection

Use only accounts, deals and information you are permitted to use. Redact or replace sensitive details when your company requires it. Restricted data in an AI tool, or an unverified invented fact in customer facing copy, is an automatic fail.

How to use this workbook

- Work through the pages in order, before you ask AI for a draft.
- Mark anything you do not know as unknown. Do not fill a gap with a guess.
- Keep the workbook with the work so a manager can see what each statement rests on.
- The full guide, with prompts and a worked example, is at wickedgrowthclub.com/blog/ai-sales-capstone-example/.

Page 1: Choose the work

Track

- ☐ Prospecting: one real target account
- ☐ Closing: one real active deal
- ☐ Approved alternative assignment

What business decision or seller action should the package support?

Who will use the work?

What information must be removed, redacted, or replaced?

Page 2: Source inventory

Source	Owner	Date	Approved for AI?	What it can support

Page 3: Claim ledger

Statement	Fact, goal, inference, or unknown	Source	Check performed	Final treatment

Page 4: Artifact planner

Artifact	User	Decision or action	Required inputs	Definition of done
Account/deal brief				
Stakeholder map				
Meeting/call plan				
Buyer message				
Handoff or mutual action plan				
Workflow/automation				

Page 5: Prompt and workflow record

Goal

Context AI cannot know

Approved inputs

Rules and boundaries

Required format

What the first output got wrong

What I changed and why

Page 6: Human approval gate

- [ ] Every buyer-visible fact was checked.
- [ ] Every number came from an approved source.
- [ ] Buyer goals are not presented as guaranteed results.
- [ ] Pricing and terms match the approved system.
- [ ] Legal, security, product, and implementation statements have owners.
- [ ] Unknowns remain visible.
- [ ] AI did not send, publish, approve, or update a system without review.
- [ ] I can explain one important AI recommendation I rejected.

Page 7: Rubric self-score

Category	Available	My score	Evidence in my submission	One improvement
Research quality and accuracy	20			
Relevance and personalization	20			
Prompt and workflow craft	15			
Responsible use	15			
Messaging and call quality	15			
Automation and systems	10			
Impact and reflection	5			
Total	**100**			

Page 8: Reflection

1. What was the work like before this workflow?
2. What changed after using it?
3. What did AI do well?
4. What did AI get wrong or overstate?
5. What did I verify?
6. What decision remained mine?
7. What would fail at scale?
8. What will I test next?