

Launch your agent like a product

Internal products need internal marketing, often more than external ones, because your audience didn't ask for them. This is the 10-slide structure I use to position every agent I deploy.

THE 10 SLIDE DECK, SLIDE BY SLIDE

LEAD WITH VALUE

Agent positioning

- Name the agent.
- "An AI-assisted pain reliever and gain creator."
- One sentence — that's the whole slide.

OPEN WITH INTENT

Why it exists

- A sharp existence statement — "Enabling compliance early, not late."
- The problem solved and the outcome created.
- Structure it Feature → Advantage → Benefit.

SET EXPECTATIONS

What it is

- Define the agent's role.
- Explain the job it performs.
- Be specific about what to expect.

DRAW THE BOUNDARIES

What it is not

- State the limits clearly.
- Prevent misuse.
- Reduce confusion.

Often matters more than the slide before it.

BUILD CONFIDENCE

Governance

- Who stays accountable.
- What requires human review.
- The guardrails in place.

BE TRANSPARENT

Knowledge & model

- Knowledge sources and data inputs.
- Model information.
- How and when it updates.

SHOW THE REASONING

Method

- Summarise the instructions.
- Explain the process.
- How decisions get reached.

MAKE VALUE TANGIBLE

Outputs

- Show real examples.
- Demonstrate use cases.
- Prove the value.

REMOVE FRICTION

Access

- How to install it.
- How to get access.
- Where to find support.

MAKE IMPACT OBVIOUS

After deployment

- The before and after state.
- Time saved, risk reduced.
- Better consistency and speed.

MORE ON LAUNCHING AGENTS

Position it like a product, every time.

Find out more at willtisdall.com →