Who decides what — three automatic acts, eleven human decisions

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Scope of the agent's action · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The automatic acts are reversible and none of them sends a message.** Everything else waits for a named decision.

The acts the agent performs alone

Act	Why it is automatic	How to withdraw it
Apply an unsubscribe within the second — and the re-subscription the other way	**The request has already been made; asking again would be one more e-mail. And someone who fills in the form again comes back on the list, with date and page on record — 3 subscribers this quarter: unsubscribing is not a door closed for life**	Cannot be withdrawn — it is the floor

Act	Why it is automatic	How to withdraw it
Compose the issue 3 days before the deadline	A composed issue gets approved; an issue still to compose gets postponed	**One word: the agent then waits for the signal**
Hold a non-compliant send	Unsubscribed address or segment with no origin — alert within the minute	**Only works one way: hold, never trigger**

The decisions that stay human, and whose they are

Decision	Who decides	What the agent brings
Trigger the send	**Editorial lead**	**The composed issue and the seven-check report**
Settle the selection	Editorial lead	9 items chosen from 25, each with its criterion
Remove or add an item	Editorial lead	Hook, subject line and contents reworked in 4 minutes
Choose the subject line	Editorial lead	Two comparable versions and the test protocol
Change the running order	Editorial lead	The measured effect on the next issue's clicks
Change an editorial criterion	Editorial lead	The issue that proves the current threshold
Set the yearly cadence	Marketing management	The feasibility arithmetic and the state of the reserve
Open a new sending segment	Marketing management	Size, origin and expected clicks

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Decision	Who decides	What the agent brings
Use a segment with no recorded origin	**Data officer**	**The number of people concerned and the route to regularise them**
Set retention periods	Data officer	The list of what is logged
Publish the English or social version	Export manager · communications officer	The hand-over from the approved version

Why the send is not automated, and this is not caution on principle: an issue reaches 14,200 people in one second and cannot be taken back — the apology would itself be one more e-mail. **It is the only decision in the chain with no undo**, and that is why it belongs to the company.

> **Proposal for the year:** the calendar of the eleven issues, each with the period it covers, the reserve available at that date and the segmented short letters in between. It is reviewed once, in January.

For marketing management to settle

Issues approved for the year: _____

Automatic acts withdrawn, if any: _____

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