META-META Club

WORKBOOK · MODULE 2 OF 2

Your plan

XR & AI for Leaders. From demos to a decision.

Exec intensives | 2 lessons | ~1.5 h | 4-question practice quiz | Notes pages

IN THIS MODULE

Your plan

From demos to a decision.

#	LESSON	TYPE	TIME	DONE
2.1	Decision memo or pilot plan	PROJECT	60 min	☐
2.2	Present it to your team	LIVE	30 min	☐

How to use this workbook

- Work through each lesson on metametaclub.com/learn, or listen to its narration, then use the page here to take notes.
- Tick the steps as you go, and write your answers under **Check yourself** before you look anything up.
- Do the practice quiz at the end, then mark it with the answer key on the last pages.
- Keep every **Ship it** piece. Together they become what you show.

Before you start

What do you already know about this, and what do you want to be able to make by the end?

LESSON 2.1 · PROJECT · 60 MIN

Decision memo or pilot plan

Write a one-page decision memo or pilot plan your team can act on. You leave with a document ready to share on Monday.

Key points

Memo or pilot plan?

- Write a **decision memo** if the question is "should we do this at all?"
- Write a **pilot plan** if the answer is already "yes, let's test it" and you need to say how.

Both fit on one page. If it doesn't fit, it isn't clear yet.

Talk about cost drivers, not just cost

Every XR and AI project's cost comes from the same few drivers. Name them so finance can price them properly:

- **People:** who builds it, who maintains it, who trains users.
- **Content:** do you already have the drawings, models, photos, stories or data?
- **Devices:** headsets, phones, laptops; who already has them?
- **Tools:** software licences and AI tool subscriptions.
- **Time:** weeks to a first version, and to a decision.

A good pilot

- Small: one team, one site or one product line.
- Short: a first version within weeks, a decision within about 90 days.
- Measured: two or three success measures agreed before you start.
- Owned: one named owner with time set aside.
- Reversible: if it fails, you stop with lessons, not wreckage.

Steps checklist

- [ ] Take your front-runner from the use-case filter and your risk list.
- [ ] Choose memo or pilot plan.
- [ ] Fill in the template below. Keep each line short.
- [ ] Read it aloud. Cut any sentence that doesn't help someone decide.
- [ ] Get one peer in the room to challenge it.

This lesson has code samples. They are in the lesson on metametaclub.com/learn.

SHIP IT

A one-page memo or pilot plan using the template, with a named owner and success measures.

☐ Shipped. Link or file: _____

Check yourself

1. Does the first line say exactly what decision you need?

2. Are your success measures things you can actually check in 90 days?

3. Is there a clear "stop" option if the pilot doesn't work?

LESSON 2.2 · LIVE · 30 MIN

Present it to your team

Present your memo or pilot plan in three minutes and handle hard questions. You leave with a sharper plan and practice for the real meeting.

Key points

Why rehearse here

The room you'll present to at work will include sceptics, enthusiasts and people worried about their jobs. Practising with peers who don't share your context shows you where the plan is weak before it matters.

The three-minute shape

1. **The decision, 20 seconds:** what you're asking for.
2. **Why, 40 seconds:** the problem and what you saw in the demos.
3. **The pilot, 60 seconds:** scope, measures, owner, 90 days.
4. **Risks, 40 seconds:** the top two and how you'll handle them.
5. **The ask, 20 seconds:** what you need from the room today.

Show, if you can. A short capture or a link to a demo is worth more than another slide.

Questions to expect

- "What does it cost?" Answer with the cost drivers and when you'll have a number.
- "What if people won't wear headsets?" Point to the browser or video option.
- "Who owns the content we make?" Point to your rights line.
- "What happens to the people who do this today?" Point to how they're involved.
- "Why not wait a year?" Point to the cost of waiting, and the small size of the pilot.

How to give peer feedback

After each presentation, peers give one line each:

- What was clearest.
- The question you'd ask if you were their board.
- One thing to cut.

Steps checklist

- [ ] Turn your one-pager into the three-minute shape. No more than three slides.
- [ ] Present to a small group.
- [ ] Take questions for three minutes. Don't argue; note them.
- [ ] Collect peer feedback.
- [ ] Revise your one-pager with the changes that matter.

SHIP IT

A revised memo or pilot plan, plus a list of the three hardest questions you got and your answers.

☐ Shipped. Link or file: _____

Check yourself

1. Did you state the decision in the first 20 seconds?

2. Do you have a calm answer for "what does it cost?" without inventing a number?

3. Did you change your plan because of feedback, not just defend it?

PRACTICE QUIZ

Check your module

Circle one answer for each question. The answer key is on the next page.

1. When should you write a pilot plan instead of a decision memo?

(A) When the question is whether to do it at all
(B) When the answer is already yes and you need to say how to test it
(C) Only after the pilot ends
(D) Never; always write both

2. Which is NOT one of the cost drivers?

(A) People
(B) Content
(C) Devices
(D) The colour of the logo

3. A good pilot is…

(A) Large, so it proves everything at once
(B) Small, short, measured, owned and reversible
(C) Open-ended until it works
(D) Run without telling the affected team

4. Someone asks "What does it cost?" and you have no quote yet. Best answer?

(A) Guess a number to sound confident
(B) Name the cost drivers and when you'll have a number
(C) Say it's free
(D) Change the subject

ANSWER KEY

Answers and why

1 · B When the answer is already yes and you need to say how to test it

A memo asks for a decision. A pilot plan shows how to test a decision already made.

2 · D The colour of the logo

Costs come from people, content, devices, tools and time.

3 · B Small, short, measured, owned and reversible

Small, measured pilots with an owner and a stop option give clear answers without big bets.

4 · B Name the cost drivers and when you'll have a number

Naming drivers and a timeline is honest and lets finance plan. Invented numbers lose trust.

NOTES

Build log and notes

SESSION	WHAT I MADE OR LEARNED	NEXT STEP