

The Write-Down Test: Find AI Agent Processes as an Executive

MANAGEMENT SUMMARY & CORE TAKEAWAY

If you can write down a work process step by step, you have identified a concrete candidate for an AI agent. Seth Godin's write-down test becomes an executive tool: it reveals automation potential, secures operational knowledge, and prepares delegation without building your own AI team.

CONTEXT & EXECUTIVE RELEVANCE

The question sounds almost too simple: Can you write down what your team does all day? If you can describe a workflow step by step, you have identified a concrete candidate for an AI agent. The idea comes from Seth Godin and is often misunderstood as a threat. For executives, it is the opposite: a sober diagnostic that makes automation potential visible without building an internal AI team.

Seth Godin formulated the test on the 'Diary of a CEO' podcast. His argument: If you can precisely write down an activity, you can train, delegate, or automate it. This turns the write-down test into a practical filter for decision-makers. Instead of speculating about abstract AI capabilities, you examine the concrete structure of your workflows.

COMPARISON & BENCHMARK MATRIX

Question 1: Is the workflow predictable?	If the steps happen in a known sequence, that is a strong signal for an AI agent.
Question 2: Are there clear rules for edge cases?	The fewer exceptions and special cases, the better. Unclear edge cases need human judgment.
Question 3: Is the required data available?	Without accessible data, an AI agent can neither learn nor decide. Data availability is a central prerequisite.

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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