

AX Product Book

Your business lines curated as products in their own AX Product Book.

Stored knowledge can be searched.
Structured knowledge can be run.

Product Books are the place in TheAX, the assessment and diagnostic platform, where a consultancy curates business lines as a product. It is your playbook, structured and systemised for scalable delivery. One source of truth, written in the firm's own language, that every consultant works from and every workflow runs on — repeated with consistency for every client, and built, questioned and delivered with AI.



ONE SOURCE OF TRUTH
Everything in one place

Proposition, model, assessments and templates together, instead of across a dozen folders and heads.



CONSISTENT
The same delivery, whoever runs it

The expertise sits inside the workflow, so an engagement does not change shape depending on which consultant is assigned to it.



SCALABLE
Curated once, run many times

One book serves unlimited engagements and unlimited clients. Taking on more work stops meaning always hiring more senior people.



OWNED
The firm's IP, retained

The expertise stays with the practice when people move, retire or are unavailable, and it improves with every engagement run against it.

01 · THE PROBLEM IT SOLVES

STORED
Knowledge you can search

Decks	Reports
Frameworks	Shared drives
Spreadsheets	Senior people

Findable. Not executable. Nothing can run it.

STRUCTURED – THE PRODUCT BOOK
Knowledge you can run

Proposition	Capabilities	Levels
Outcomes	KPIs	Evidence
Guidance	Templates	

Reasoned over. Runs assessments and outputs.

CURATION IS THE STEP EVERYTHING ELSE DEPENDS ON

A folder holds artefacts; a Product Book holds structure. Point an LLM at decks and reports and it can retrieve and rephrase what the firm has already said. It cannot reason about a new client situation, because the judgement is not written anywhere it can reach.

The IP is scattered

Decks, reports and frameworks are the evidence that expertise exists. They are not the expertise itself, and nothing in them can be executed.

Delivery depends on who runs it

No two consultants deliver it the same way. Worse, the IP walks out of the door every Friday evening.

Nothing compounds

What a team learns stays local to the engagement that produced it. The next project starts from close to zero, again.

02 · WHAT A PRODUCT BOOK HOLDS

One book. Everything the business line needs.

Each section is authored once and reused everywhere. Together the maturity model, outcomes, KPIs, evidence and guidance form the **Consulting Atomic Model** – the structure AXAT reads when it runs an assessment.



01

Proposition

What this business line sells, in the language the firm uses with clients.



02

Maturity Model

The capabilities and the levels that define what good actually looks like.



03

Outcomes & KPIs

The results clients buy, and the measures that evidence movement against them.



04

Files

Source material the model is built from, held with the model rather than beside it.



05

Maps

Quadrant models built for this book's expertise, turning scores into a position and a recommendation.



06

Assessments

Assessment templates for delivery, and shorter versions published as lead magnets.



07

Document Templates

Branded reports and board packs, generated from the model rather than written up after it.



08

Benchmarking & Insights

Every assessment run against this book, comparable, with themes read across the set.

03 · AI THROUGHOUT

The book is not a passive library. AI works on it at three points, and in every one of them it is **your model it reasons from**, not a public one.



BUILD

AI helps you curate it

Point it at the decks, reports and frameworks you already have and it drafts capabilities, levels, evidence requirements, guidance and maps. Your senior people accept, edit or reject each one, so the judgement stays theirs and the typing does not.



ASK

Ask TheAX

An assistant that sits on the book and on every assessment run against it. Ask questions of the model and the results in plain language instead of exporting data to work out what they say.



DELIVER

AI-enabled delivery

Diagnostics and recommendations generated for the client from your model. In an AX Portal the client-facing assistant answers from the same expertise, so your judgement is in the room for the conversations you are not.

One book per business line. Each book is versioned and status-controlled, so a practice can develop the next iteration without disturbing the engagements running on the current one – and every consultant in the firm works from the same active version rather than a copy of it.

04 · DIAGNOSIS AND ADVICE

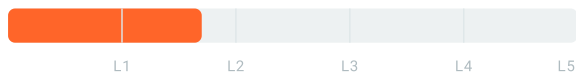
A score says how far. A map says what kind. The diagnosis says why. Together they produce the roadmap.

Four layers of answer, and none of them comes from the platform being clever. Each one is possible because the Product Book holds the firm's expertise in a structure that can be **reasoned over**.

THE SCORE

How far

L1.7 CORROBORATED LEVEL
34% of the way to L5

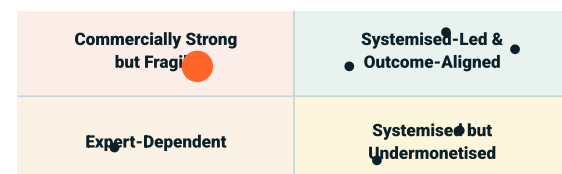


Capability read against your levels and corroborated against evidence and symptoms, so the number can be defended rather than simply accepted.

Comes from: Maturity Model & levels

THE MAP

What kind of situation

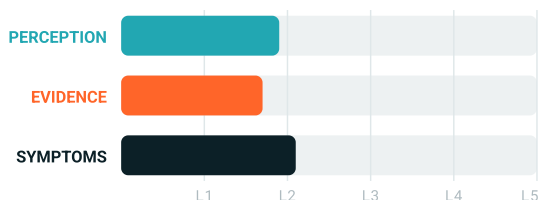


Scores aggregate onto axes built from your own model, placing the client in a named position that carries its own meaning and its own advice.

Comes from: Maps

THE DIAGNOSIS

Why

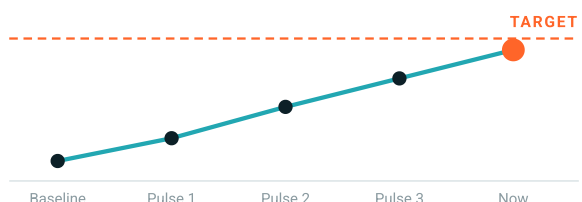


AXAT triangulates claim, evidence and symptoms on every capability to find the **root cause** beneath the score, and whether the gap is in the system or in its adoption.

Comes from: Consulting Atomic Model, read by AXAT

THE ROADMAP

What to do about it



Built from all three, sequenced against the client's desired outcomes and tracked through pathways against targets — so "trust us, it worked" arrives as a number with evidence behind it.

Comes from: Outcome Pathways & KPIs

None of this is generic.

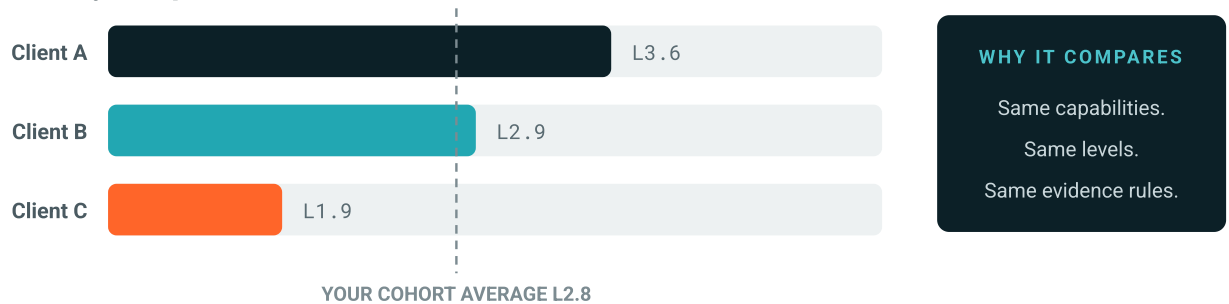
Every score, position, cause and next step traces back to something a senior person in your firm wrote down. **An LLM pointed at your documents can rephrase what you have already said; it cannot work out what this client should do next.** Structuring that judgement is what the Product Book is for.

05 · BENCHMARKING AND INSIGHT

Every engagement measured the same way. So the portfolio becomes evidence.

ONE BOOK, THREE ENGAGEMENTS

Execution & Delivery, compared



Benchmarking is a by-product of curation, not a separate exercise. Because every engagement is assessed against the same book, the readings sit on one scale.



Benchmarks

Every engagement sits on one scale, so a client sees where they stand against your portfolio rather than a generic industry figure.



Portfolio analysis

Read across the client base for the problems you keep meeting. A weakness that recurs is the evidence for the next productised offer.



Client health

Capability slipping, or symptoms rising against stable evidence, flags clients who need attention before they ask — and those where a case study is ready to write.



Insight and publication

Aggregated, anonymised data behind benchmarks, papers and thought leadership — for internal decisions, or marketing that is evidenced.

06 · WHAT THE FIRM GAINS

A productised business line, not a folder of good intentions.

01

A business line you can sell

Proposition, method and deliverables defined in one place, so the offer stops being a description of what the firm might do.

02

Delivery that does not vary

A mid-weight team runs the engagement the way the practice intends, and a new joiner delivers to standard from the model rather than by shadowing a partner for two years.

03

Growth without senior hires

Capacity stops being a headcount question. The constraint moves from who is available to how many engagements the book can support.

04

IP that stays and compounds

The method stays with the firm when people move, each engagement adds to it, and structured expertise is what any agent needs to act on your judgement.

More on TheAX

Every part of the platform has its own fact sheet, and a walkthrough on a completed assessment is the quickest way to judge the method for yourself. Both start at the website.

hello@theax.ai · Marlborough, United Kingdom

FIND EVERYTHING AT

theax.ai