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Context Keystones

“The client's legal lines changed in March. Our version didn't.”

Context Keystones are the folders, markdown files, scripts and protocols an agency's work runs on, each tailored to its own roles, rounds and clients. Together they form a foundation that scales in the AI era.

The four Keystones

Folders

A project structure built around the agency's own stages and deliverables.

Markdowns

Client mandatories, legal lines, rights, licenses and decisions, each in one file that people and AI tools both read from.

Scripts

The automation that keeps everything current. A script moves every older version into an archive folder, so the project's main folder only ever holds the current one. Another pulls each change into every template that uses it.

Protocols

Who gets which changes, which roles review which rounds, and what travels with the work when it moves between departments.

How the work moves

Kickoff ▸ **Brief** ▸ **Concept** concept lock ▸ **Production** ▸ **Review rounds** R1 to R6 ▸ **Delivery** release

Each stage has its own folder.

At every handoff, the handoff protocol lists what travels with the work.

The _context folder travels with every stage: project.md (the brief and source record), mandatories, legal lines, rights and licenses, decisions, the change log, and AI-CONTEXT.md. Templates and an _archive folder sit alongside. Nothing is ever deleted; old versions are archived.

- Review rounds follow the **routing map**. Business Affairs reviews at first review, before the client sees the work, at concept lock and before release. Each round's agenda builds itself from the change log, so the round opens with what's changed.

How context stays current

1. **Someone updates a file:** a new cut, a new legal line, a revised license.
2. **Watch mode checks every 5 minutes.** Older versions move to the archive.
3. **Changes spread.** When mandatories, legal lines or rights change, every template updates and the rights check runs. It catches, for example, a music license that only covers broadcast on a campaign running on social.
4. **The change log records it**, so the next round's agenda already has it.
5. **Change notices go out.** Once set up, a short summary goes on its own to the roles the routing map names, by email or to the team's chat. Rights and legal changes reach Business Affairs.

A plain-English menu runs all of it. No command line.

What each team gets

Account: every round opens with what's changed since the last one.

Creative: AI drafts start with the client's facts, because AI skills load the context files first.

Production: the main folder only ever holds the current version.

Media: the rights check flags any license that doesn't cover where the work is running.

Strategy: the brief and every decision live in one record, kickoff to delivery.

Business Affairs and legal: a legal line changes once and every template follows, logged, with a notice sent their way once set up.

Getting set up

1. Tailored pack. The PROOF results plus a short web intake build the pack around the agency's own stages, roles and clients.

2. Start a project. The menu builds it from the template, with _context and stage folders in place.

3. Turn on notices. Connect the team's email or chat, and notices start going to the roles the routing map names.

The folders give every file one home. The markdowns hold the facts. The scripts keep both current. The protocols get each change to the people it affects. Each Keystone holds up the others, so context carries from kickoff to delivery.

Get BACK to the work.

Business Aligned Context Keystones

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