

# Video Script: Module 4, Lesson 4 - Measure & Improve

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**Target Length:** 3 minutes

**Tone:** Analytical, celebratory.

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## 1. Intro (Face to Camera) - 0:00 to 0:40

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**Visual:** Jimmy.

**Audio:**

"Congratulations. You have a live AI system.

But you are not done.

Now we need to ask: Is it actually saving time? Or is it just cool technology?

We need to **Measure** the impact."

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## 2. Screen Share: The Scorecard (0:40 - 2:00)

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**Visual:** Slide: "Time Saved vs Error Rate".

**Audio:**

"Track two things:

1. **Time Saved:**  $(\text{Old Time} - \text{New Time}) \times \text{Frequency}$ .

2. **Quality:** Is the output better or worse than a human?

If you save 10 hours but the quality drops, you failed.

If you save 1 hour but quality doubles, you won."

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### 👉 3. Outro (Face to Camera) - 2:00 - 2:30

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**Visual:** Jimmy, smiling, maybe holding a "Certificate" prop or badge.

**Audio:**

"You have completed the Beginner Stream.

You are now a Certified Prompt Engineer (Beginner).

You know the tools. You know the safety. You know the automation.

Go forth and build.

And when you are ready to scale this to your whole team...

I'll see you in the Intermediate Stream."