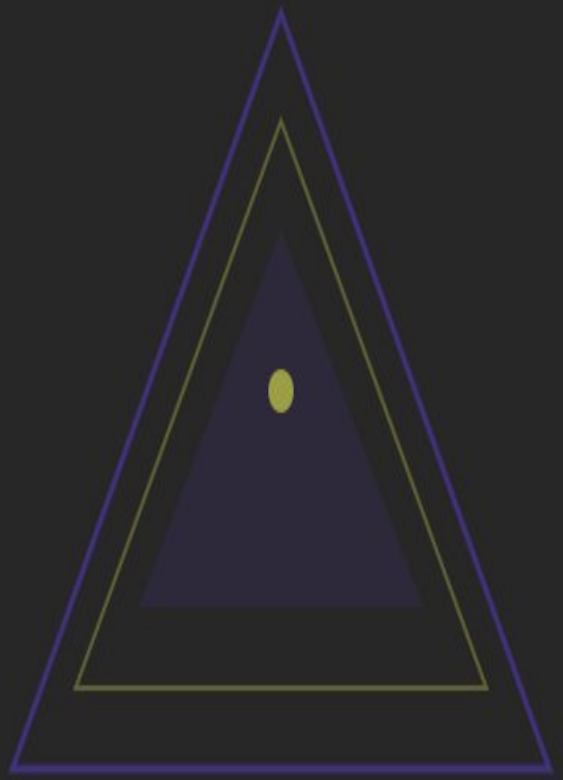
FROM REACTIVE TO READY

How AI Changed My Work
as a Service Delivery Manager

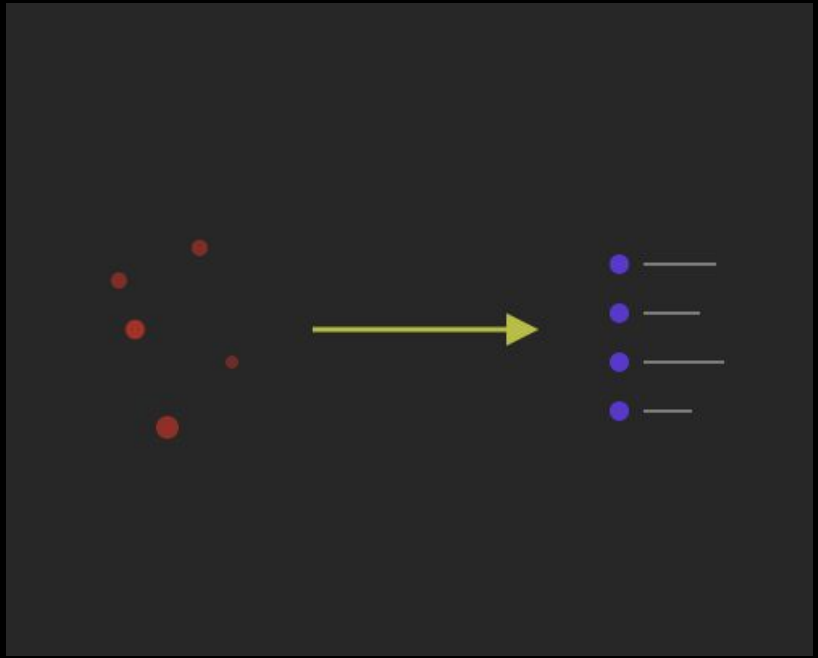
Mariana "Maru" Bonsignore
Percona University Montevideo • September 23, 2026



THE PREMISE

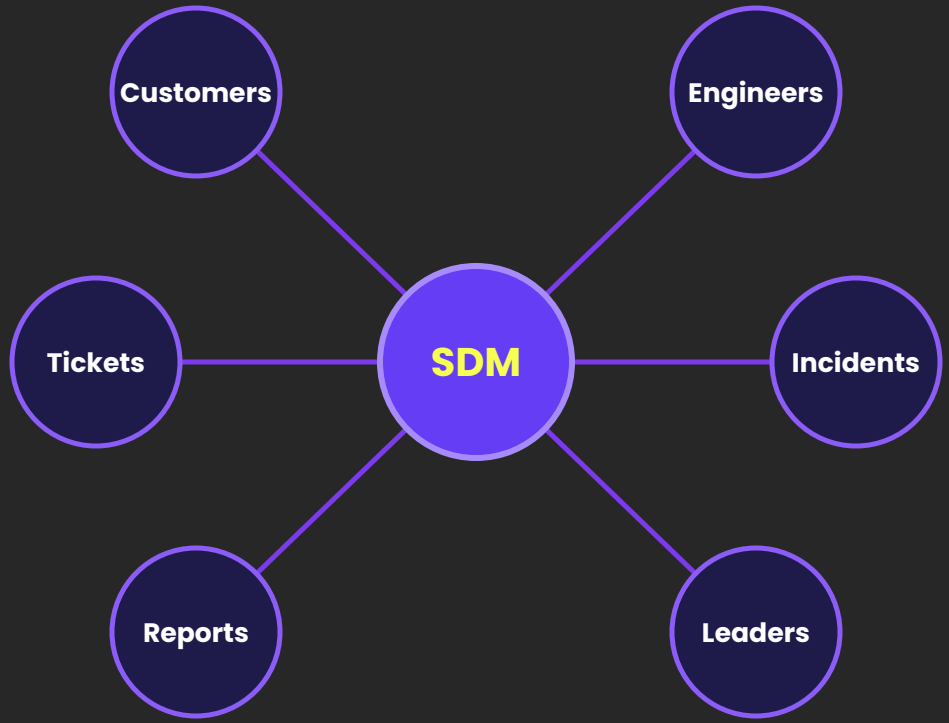
AI did not replace my work.
It changed the way I approach my work.

From constantly reacting to information toward being better prepared.



WHAT AN SDM ACTUALLY MANAGES

- Context is the real challenge — not volume
- Rebuilding context is mentally expensive
- AI gave me a better starting point — not an automatic final answer

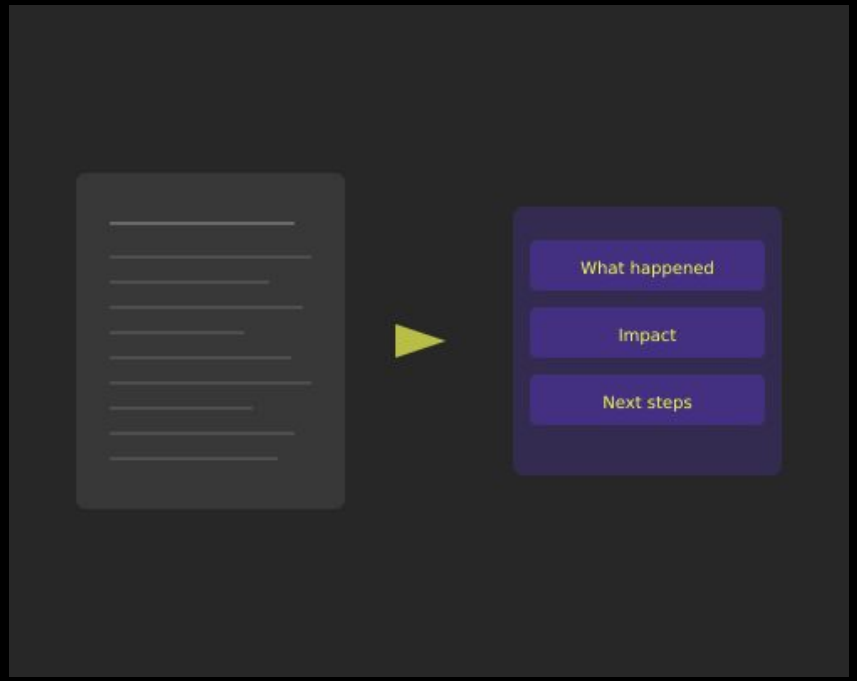


01

CLEAR COMMUNICATION

Turn technical detail into what the customer actually needs:

1. **What happened?**
2. **What is the impact?**
3. **What is being done?**
4. **What happens next?**



02

FINDING THE SIGNAL

Extracting structured, high-value outputs from raw communication noise:

Isolating key information allows teams to maintain clarity and momentum.

Decisions
Key choices made

Actions
Clear next steps

Owners
Assigned leads

Deadlines
Time commitments

Risks
Blockers & threats

Questions
Open items

"AI works best when we know what useful output looks like."

THE GOAL

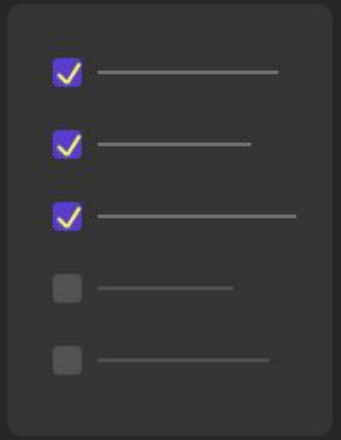
Transform unstructured status updates, logs, and chats into concrete, trackable artifacts instantly.

03

FROM REACTIVE TO READY

Prepare before the customer asks.

1. **Group work by status**
2. **Highlight missing updates**
3. **Compare actions vs. ticket activity**
4. **Propose questions to ask**

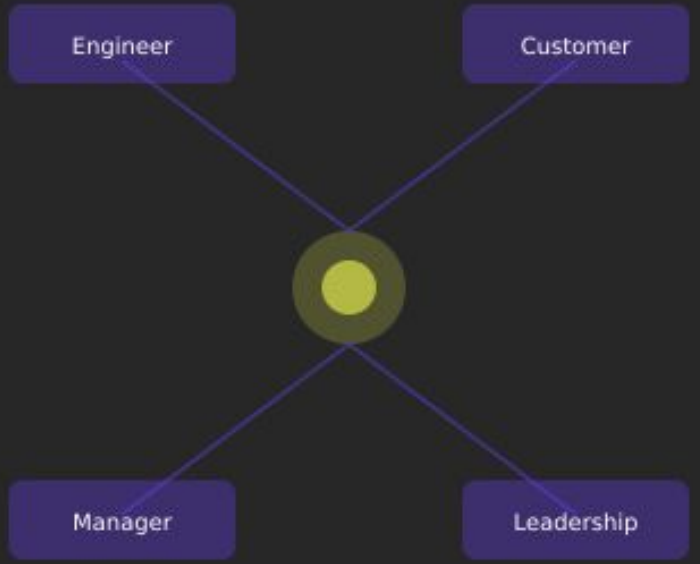


04

ONE TRUTH, MANY VOICES

Same facts. Different format, detail, and tone for each audience.

"Tone is not decoration.
Tone influences whether people collaborate, trust, or disengage."

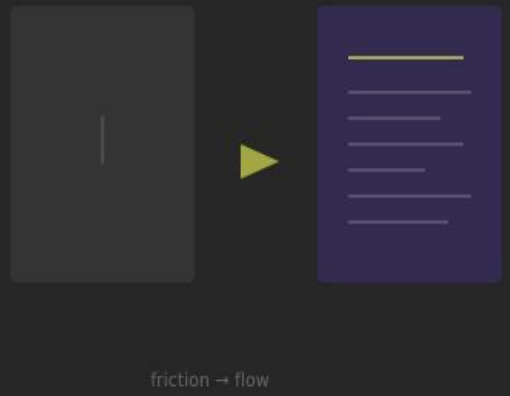


05

THE BLANK PAGE PROBLEM

The main benefit is not faster writing.
The main benefit is freeing mental capacity.

Less energy formatting → more energy understanding the situation.



friction → flow

WHAT AI MUST NOT DO



- AI can be confidently wrong
- Confidentiality overrides convenience
- AI does not understand relationships
- Our voice must not disappear
- Never automate judgment

Greater impact → greater human review.

THE FRAMEWORK

CONTEXT → CREATE → CHECK → CONNECT

A balanced workflow combining velocity with accountability and human trust.

PHASE 1 — MOVE FASTER

PHASE 2 — PROTECT QUALITY & TRUST

01
CONTEXT

Gather background, define constraints, and clarify the core objective.

02
CREATE

Generate initial drafts, options, and structured solutions rapidly.

03
CHECK

Validate facts, review accuracy, and refine details with human judgment.

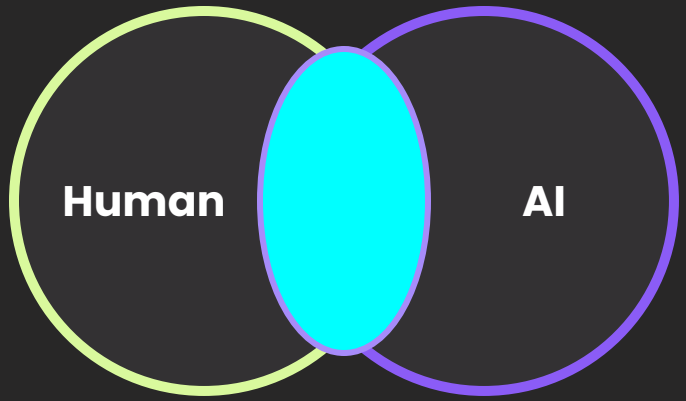
04
CONNECT

Deliver output with genuine human voice and relational impact.

BETTER PREPARED, STILL HUMAN

The real opportunity is humans who know their work, using AI with judgment, to serve other humans better.

From reactive to ready —
without losing the human connection.



Better Together

THANK YOU

Mariana "Maru" Bonsignore
Service Delivery Manager • Percona

Percona University Montevideo • 2026