KO insights

Tech Humanist
AI Investment Checklist

5 questions for future-ready leaders to ask

When regulations lag or disappear, **responsible leaders become their own regulators**. Asking better questions helps. These five questions help ensure that every AI decision serves both your organization and **humanity at large**.

1. Is it Purpose-Centric:

Ask: "If we had to summarize our organization's strategic operating purpose in 3-5 words, how does this AI help us fulfill it?"

Why: AI should amplify your reason for being, not just cut costs or chase trends. Your overall strategy should dictate direction, and AI (as well as other tech) should reinforce the clarity of this strategic direction, not pull you into a new direction.

2. Is it People-Centric:

Ask: "Which talents, skills, and capabilities of our people will this AI expand or unlock? Whose work or experience will it meaningfully improve?"

Why: AI should remove human limitations, not human value. Consider employees, customers, and communities—especially those downstream who could be affected unintentionally.

3. Is it aligned:

Ask: "Will this AI decision create value for people and for the business at the same time? Or does it accelerate business drivers at people's expense?"

Why: The most sustainable growth comes when human outcomes and business objectives are aligned. Tech Humanism itself is the practice of scaling that alignment—not just scaling profits.

4. Does it help us to be future-ready:

Ask: "Does this help us catch up to where our customers, market, and competitors already are?" (transformation)

& "Does this also move us ahead of them in meaningful ways?" (innovation)

Why: Future-ready AI balances catching up with leaping ahead. Over-indexing on either makes you fragile.

5. Does it bring meaningful scale:

Ask: "If this AI works as intended, does it evolve the sophistication of our business toward meaningful scale—one that strengthens relationships, community impact, or trust?"

Why: Technology at scale reshapes human experience. The best leaders choose AI that creates better systems for people, not just bigger systems for business.

Bonus: Responsible AI Leader's Checklist

- ☐ Have we involved **diverse stakeholders** in the AI decision-making process?
- ☐ Have we established **clear metrics** for measuring the AI's success?
- ☐ Have we allocated resources for **ongoing monitoring and evaluation** of the AI?
- ☐ Have we developed a plan for **addressing potential risks and challenges**?
- ☐ Have we **communicated** the AI's purpose to our employees and customers?

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