Tech Humanist AI Investment Checklist

5 questions for future-ready leaders to ask

In the AI era, **trust is your differentiator**. When regulations lag, responsible leaders step up. These five questions help ensure that every AI decision builds **trust through transparency, accountability, and agency**—and serves both your organization and humanity at large.

1. Is it Purpose-Centric:
(Supports Transparency)

Ask:

"If we had to summarize our organization's strategic purpose in 3–5 words, how does this AI support and reflect that purpose?"

Why: A clearly articulated purpose fosters transparency and coherence—internally and externally. AI should reinforce that clarity, not obscure or override it.

2. Is it People-Centric:
(Supports Agency)

Ask:

"Whose capabilities will this AI expand? Who gains new power or loses autonomy?"

Why: Designing for human agency means using AI to enhance human capacity—not replace or diminish it. Trust grows when people feel empowered, not displaced.

3. Is it Aligned (Human + Business Outcomes):
(Supports Accountability)

Ask:

"Are the incentives for business success and human well-being truly aligned in this decision?"

Why: Trustworthy AI requires leaders to be accountable to both people and performance. Scaling misaligned incentives damages trust—and long-term success.

4. Does it help us to be Future-Ready:
(Supports All Three)

Ask:

• "Does this help us catch up where we're behind?" (transformation)
• "Does it move us meaningfully ahead?" (innovation)
• "Does it do either in a way that builds trust?"

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

5. Does it bring meaningful scale:

(Supports Transparency & Trust at Scale)

Why: Scale without trust (and trustworthiness) just automates harm. The best AI scales meaningful outcomes that strengthen the human experience.

Bonus: Responsible AI Leader's Checklist

Transparency

☐ Have we clearly communicated the AI's purpose and design choices to employees and customers?

☐ Are its operations and decision criteria explainable—internally and externally?

Accountability

☐ Have we defined metrics for success and potential harm—and committed to regular reporting?

☐ Have we developed a plan to address unintended consequences?

Agency

☐ Have we involved diverse stakeholders, especially those affected by the AI?

☐ Do people affected by the AI have a way to contest or appeal decisions?

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KO Insights Future-Ready Leadership Toolkit
and learn how to lead with purpose, scale with care, and design for trust.

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