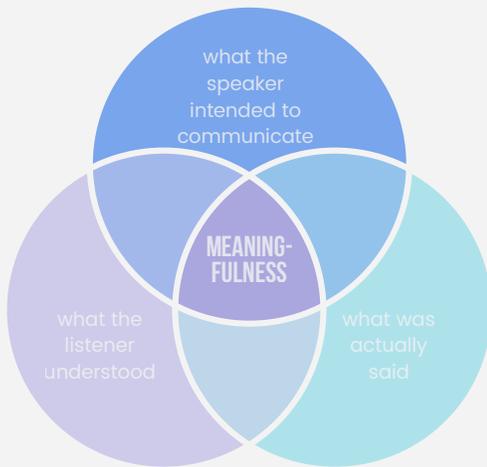


MEANING-MAKING AT SCALE

A Tech Humanist Guide for B2B Marketers in an AI-Driven World

Two Models of Meaning

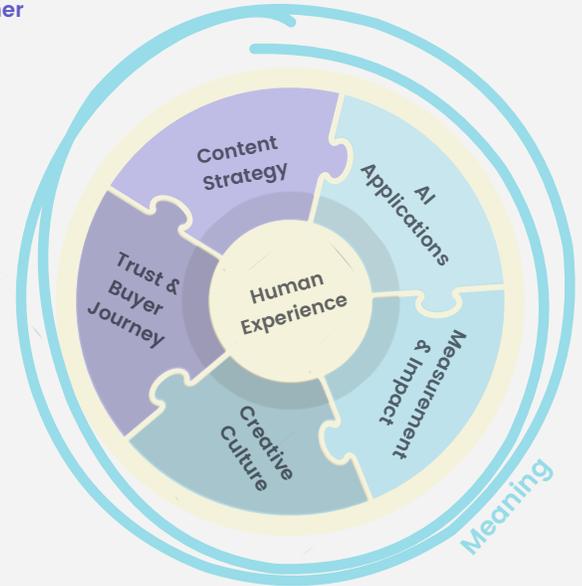
The Micro-Model



How These Models Work Together

- The micro-model ensures that every message — human or machine-generated — reflects intent and results in true understanding.
- The macro-model ensures that your systems, workflows, and strategies scale meaning in the right direction for customers, teams, and society.

The Macro-Model



Meaning emerges in the overlap between:

- What the speaker intended to communicate
- What was actually said
- What the listener understood

At the center is meaningfulness — shared understanding in context. This is the human heart of all communication, including AI-generated content.

Together, they offer a complete framework:

Design the meaning of each message.
Shape the meaning of the system it lives within.

Modern B2B marketing operates across five interconnected domains:

- AI Applications
- Content Strategy
- Trust & the Buyer Journey
- Measurement & Impact
- Creative Culture

At the center is Human Experience — the true measure of success. Surrounding all domains is the outer ring: Meaning.

When experiences scale, they shape behavior.
When behavior scales, it becomes culture.

This is why meaning must be intentionally designed.

The Action: Become Meaning Makers

FOR PRACTITIONERS

Before sending anything generated by AI, ask:
"Does this reflect my intent?"
If not, rewrite it.
You are the guardian of meaning.

FOR MANAGERS

Add "meaning checks" to your team rituals.
Ask:
"What will this mean to our audience?"
This builds cultural coherence and protects trust.

FOR EXECUTIVES

When evaluating AI initiatives, add this line to your criteria:
"Does this enhance the human experience?"
This one question can transform a roadmap.

The Core Insight

AI is fluent in patterns. Humans are fluent in purpose.
Meaning is where they meet.