

Rethink AI: A Leadership Framework for Responsible AI Implementation



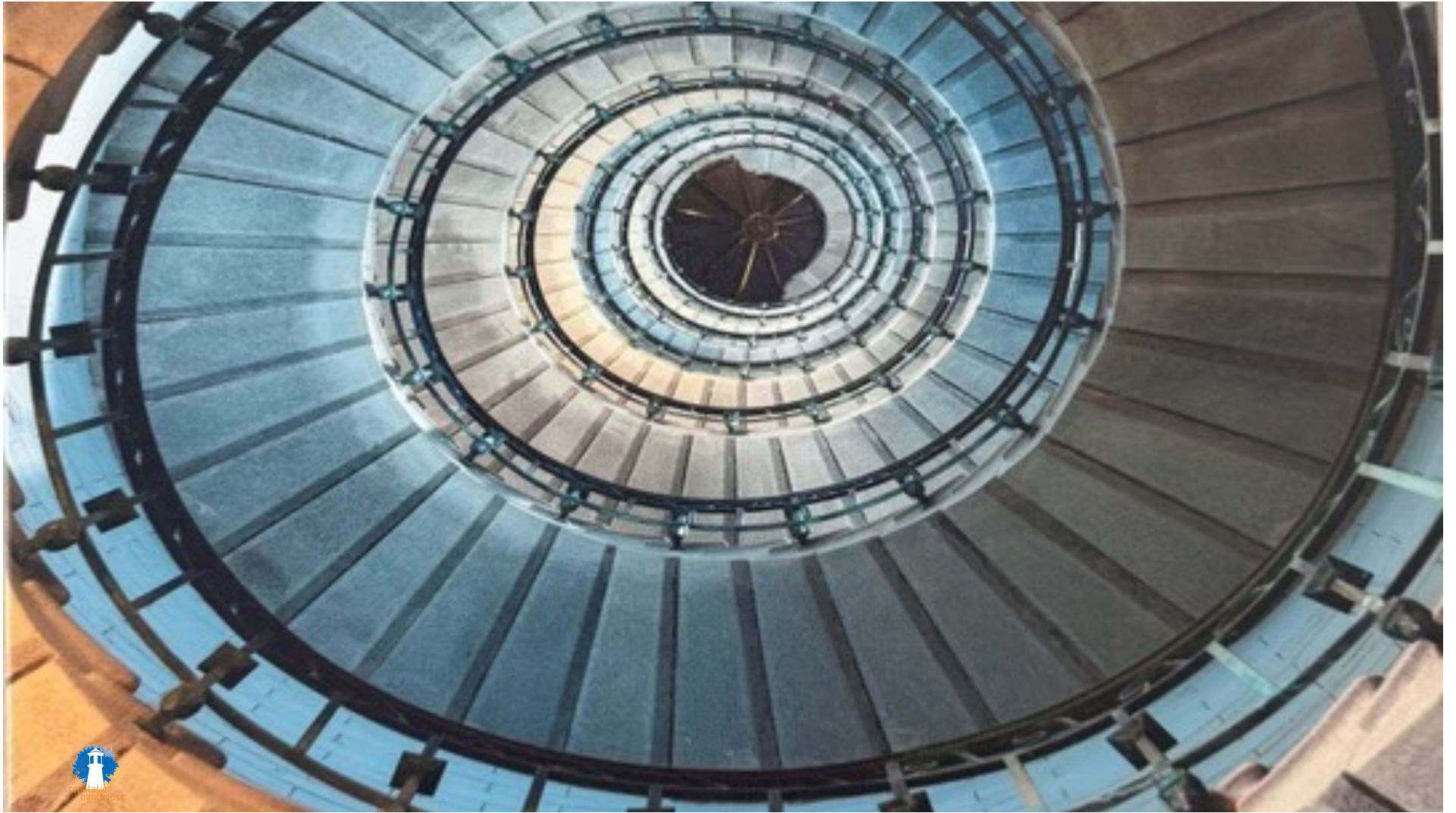
Austin AI Alliance Summer Intensive

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Current Reality

- ◆ Efficiency pressure is narrowing AI strategy
- ◆ GenAI fixation is obscuring agentic and systemic change
- ◆ Workforce trust is fracturing through resistance, workarounds, and shadow AI
- ◆ AI costs are driving decisions before the operating model is clear
- ◆ Workforce whiplash is emerging: layoffs, rehires, role confusion, and capability gaps
- ◆ Governance is lagging behind AI speed, autonomy, and embedded use
- ◆ AI decisions now have consequences beyond the organization, shaping work, trust, data, equity, regulation, and public legitimacy



AI as a Tool AI as Infrastructure

Tool framing

What platform should we buy?

How do we get productivity gains?

Who is allowed to use AI?

What are the risks of the tool?

What should we disclose?

Infrastructure framing

What decisions, workflows, and relationships will AI reshape?

How do we redesign work responsibly?

Where is AI embedded across the operating model?

What are the risks to trust, labor, data, equity, reliability, brand, and society?

What must be true internally before we communicate externally?



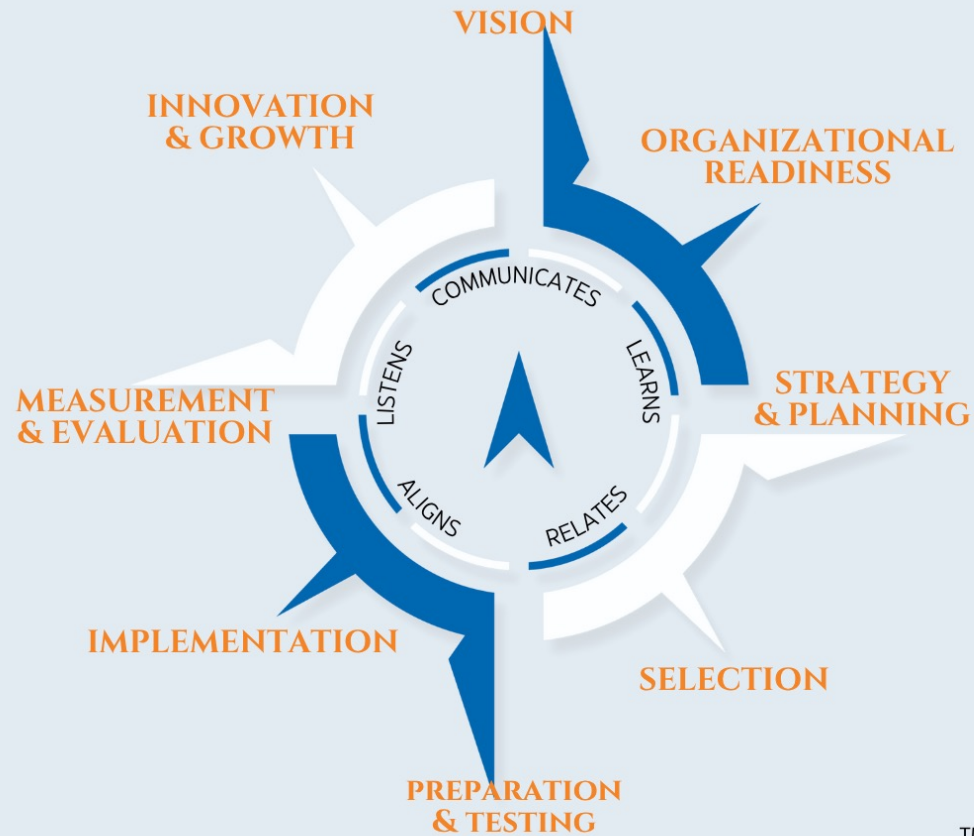
Defining Responsible AI

Responsible AI Implementation is the leadership discipline of aligning AI with business strategy, human impact, governance, stakeholder trust, and long-term value creation.





RESPONSIBLE AI IMPLEMENTATION COMPASS



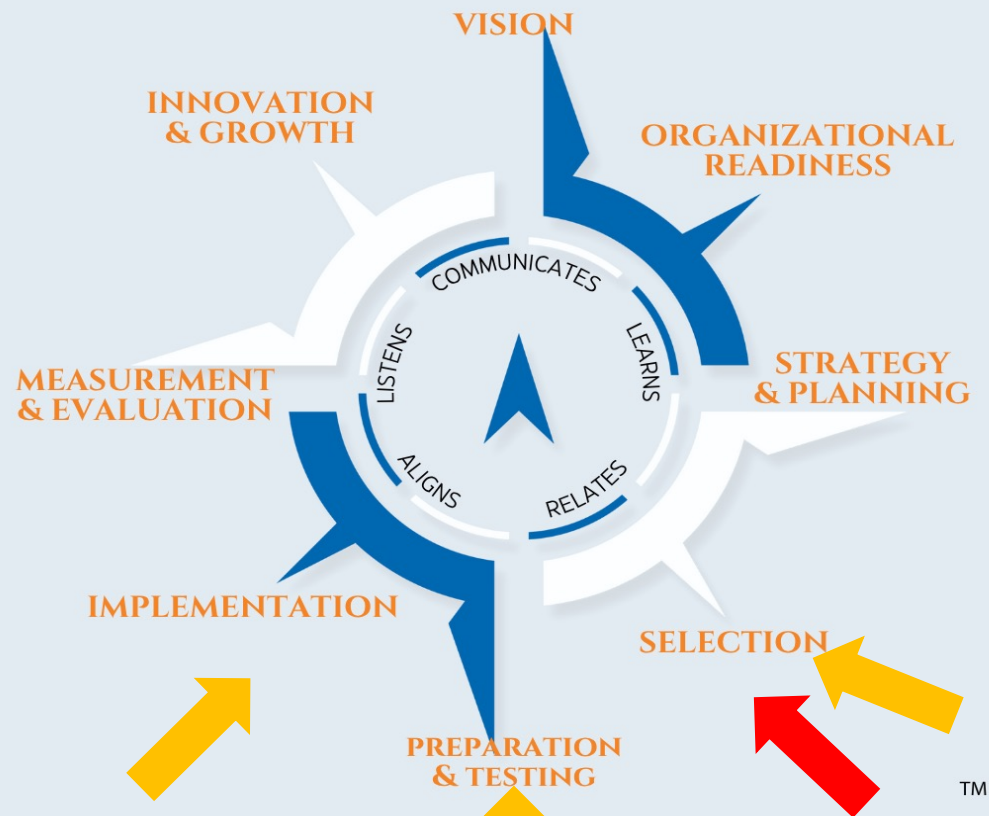
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RESPONSIBLE AI IMPLEMENTATION COMPASS



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Vision – Opportunity Mapping

Where are we now?

Function/Domain	Current Pain Points	Competitive Risks	AI Possibilities
Customer Experience			
Operations			
Marketing & Sales			
HR/Talent			
Finance			
Industry			



Vision – Opportunity Mapping

Where Could We Go?

AI Vision Canvas

- Domain/Use Case
- Potential AI Application
- Business Value (growth, cost savings, insight, agility)
- Responsible AI Risks (bias, privacy, brand trust, transparency)
- Ideal Outcome (in 1 year, 3 years)

Exercise: Industry reinvention

What would AI make possible in this industry that would threaten the current business model?

- SaaS Software
- Commercial Flooring
- Real Estate



Horizon Scanning



Monitoring the environment to identify early signs, weak signals, and trends of emerging change.

- What customer expectations are changing?
- What competitors or new entrants are making possible?
- Where are agents, automation, or embedded AI changing workflows?
- What regulatory, workforce, trust, or infrastructure signals are emerging?
- What assumptions about our industry may no longer hold?

Stakeholder Lens: *Who is Impacted by AI?*

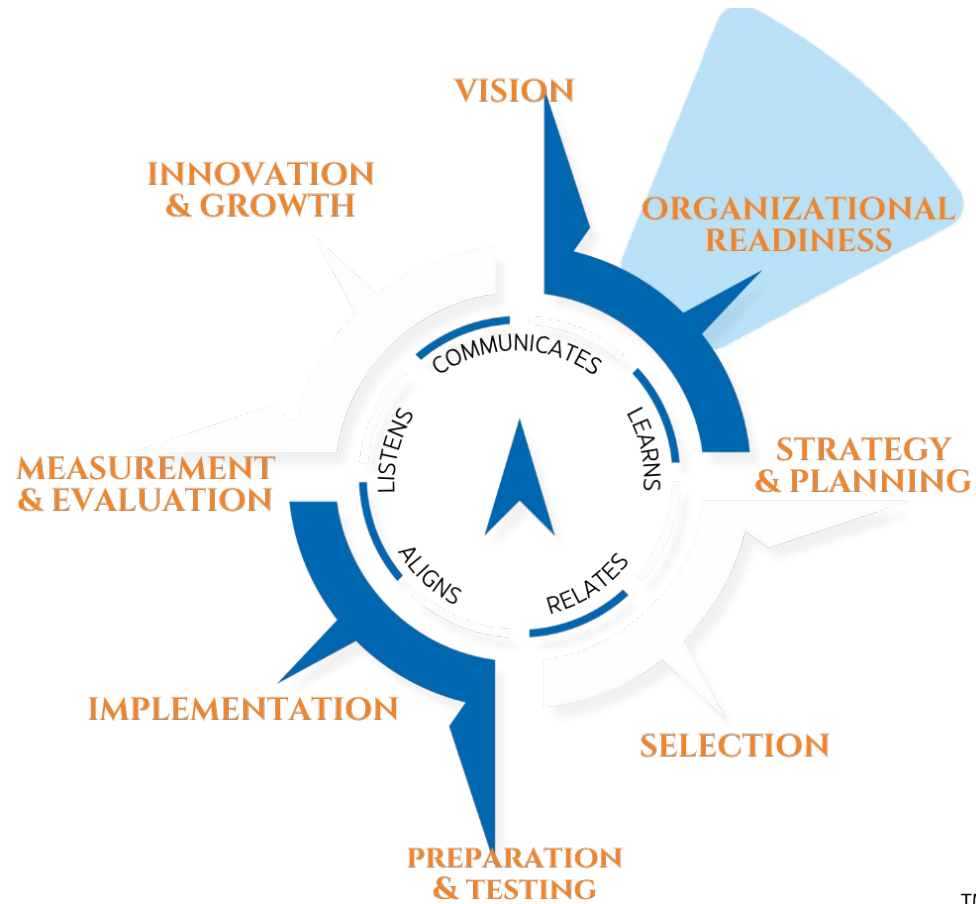


Reflection Questions:

- Who gains from this AI initiative — and who might be left behind?
- What does this transformation feel like *from the front line*?
- What do our customers/partners/regulators assume we are (or are not) doing with AI?
- Where are trust, fear, or misunderstanding already surfacing?

Stakeholder Types:

- 🧑 Employees (esp. non-technical)
- 🧑 Customers
- 🌐 Partners or vendors
- 🏛️ Regulators
- 📣 Media / Public
- 🌍 Communities or society



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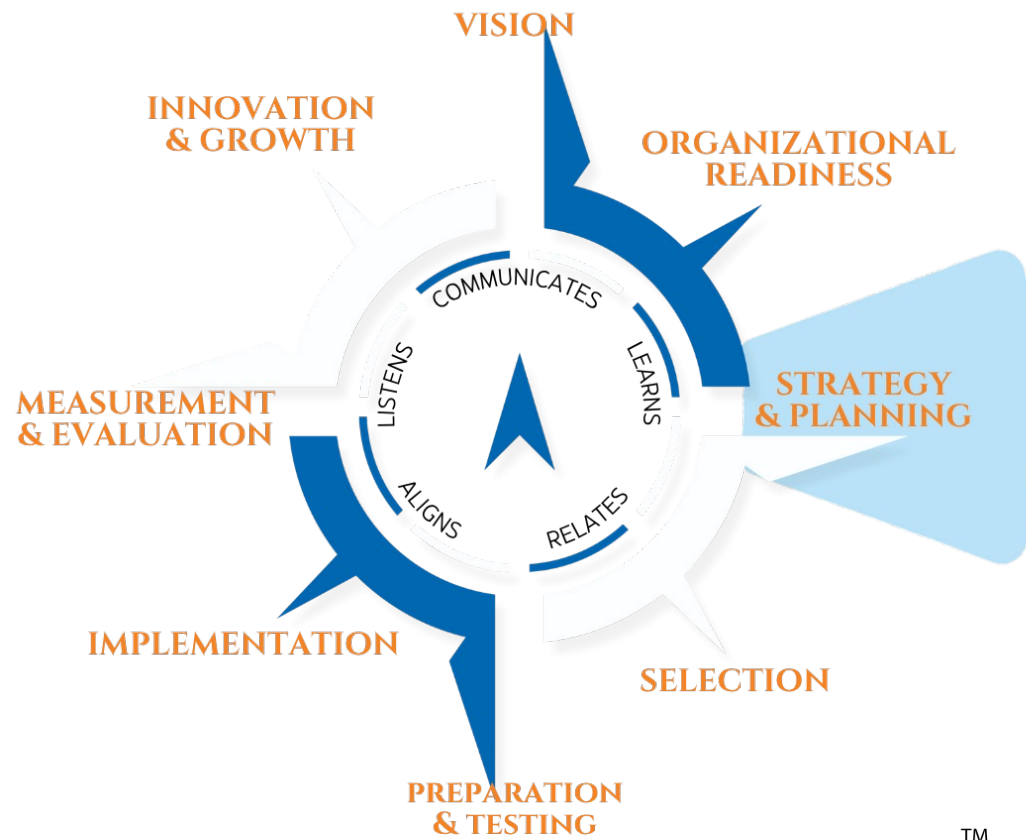


Organizational Readiness

Executive Pulse Check

1. We have a clear AI vision tied to strategy and brand
2. We know where AI is already being used across the organization
3. We have clear rules for data, tools, and acceptable use
4. We have defined human oversight and accountability
5. We understand stakeholder expectations around transparency
6. We have a cross-functional governance rhythm





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The Governance Shift: Outputs to Action



- ◆ Generative AI asks: Is the output accurate, fair, and appropriate?
- ◆ Agentic AI asks: What authority does the system have?
- ◆ Leaders must define:
 - What AI can assist with
 - What AI can recommend
 - What AI can act on
 - What AI must never do
 - Where human approval is required
 - Who is accountable when AI acts
 - When/How do we role back

Trust is Built Before Disclosure



- ◆ Governance defines what is actually happening
- ◆ Disclosure communicates what is happening
- ◆ If those diverge, trust erodes
- ◆ Leaders must know:
 - Where AI is being used
 - What data is involved
 - What level of autonomy exists
 - Who is accountable
 - What stakeholders expect to know

AI Now Touches the Systems People Depend On



- ◆ Work: roles, skills, autonomy, dignity, job design
- ◆ Trust: transparency, disclosure, credibility, public confidence
- ◆ Data: privacy, ownership, consent, security, surveillance
- ◆ Decisions: access, fairness, accountability, explainability
- ◆ Markets: competition, differentiation, productivity gaps
- ◆ Infrastructure: energy, water, data centers, compute access
- ◆ Society: equity, misinformation, institutional trust, public legitimacy

When AI Becomes Infrastructure, Risk Becomes Interdependent



Risk cluster

Strategic & operating risk

Data & autonomy risk

Workforce & stakeholder risk

Brand & societal risk

Leadership question

Are we redesigning the business or just automating existing processes?

What can AI access, recommend, approve, trigger, or expose?

Are people being prepared, displaced, ignored, or empowered?

Would this AI use strengthen or contradict who we claim to be?

Next Steps 30-day executive action plan



- Vision: What does AI look like as an infrastructure in my organization and industry?
- Organizational Readiness: Identify gaps for continuous change readiness/change resilience
- Inventory: Where is AI already being used, including shadow AI and embedded vendor AI?
- Classify: Which uses assist, recommend, act, or decide?
- Align: Which uses support strategy, brand promise, and stakeholder trust?
- Control: What data, oversight, approval, and escalation rules are required?
- Communicate: What do employees, customers, partners, and boards need to know?
- Govern: Who owns ongoing review, adaptation, and accountability?

Leadership Reflection

Where is AI moving faster than our organizational readiness?

What is one AI decision we are treating like a tool decision that is actually an infrastructure decision?





Introduction to Responsible AI Implementation

Executive Team

TOOLKIT

Responsible AI implementation is not a tool implementation, but rather a transformation of how you do business.

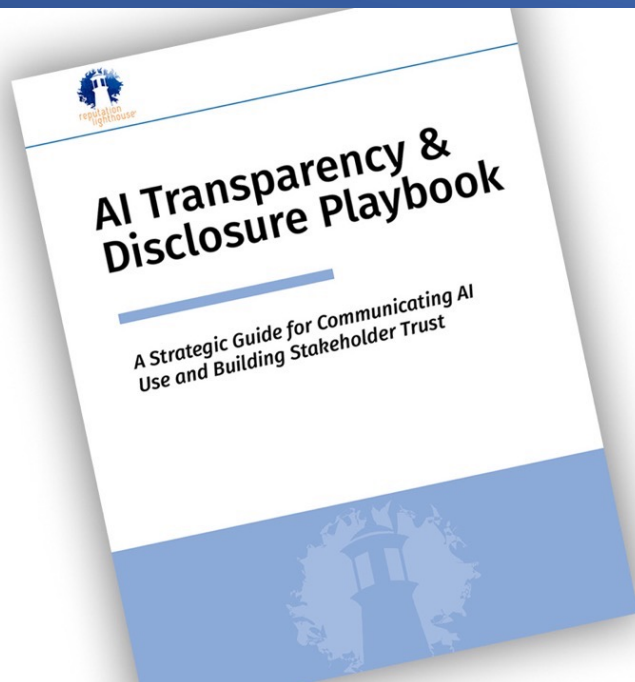


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