

Leadership



Impact

MAXIMIZING positive outcomes from use of AI on society, the economy and the environment.

Trust

CULTIVATING trust with users, stakeholders, and the wider public through consistent positive interaction, transparency, and accountability.

Ecosystems

PARTICIPATING actively in and contributing to platforms, and engaging with academia, startups, and industry for shared value creation.

Legacy

BUILDING towards lasting, powerful contributions the organization will leave for communities, industries, and nations.

Strategic Vision



Innovation

EXPLORING proactively current and potential applications of AI to enhance the organization's mission.

Scalability

DESIGNING AI platforms that can rapidly grow in capabilities and support the iterative scaling of the organization's scope and impact.

Sustainability

PRIORITIZING environmental, social, and economic impact in decision-making, and applying AI for efficiencies and sustainability innovation.

Evolution

DEVELOPING continually as an organization with AI capabilities improve, uncovering new opportunities for value creation and organizational design.

Performance



Excellence

OPTIMIZING the efficiency, accuracy, and effectiveness of AI systems and the processes in which they are applied.

Learning

EMBEDDING learning into every role and every AI interaction, continuously developing the skills of all staff and the organization.

Reliability

MAINTAINING AI systems as they expand so they are consistently available, robust, and dependable.

Safety

ENSURING AI operates without causing unintended harm or making risky decisions in critical situations.

Responsibility



Transparency

PROVIDING clarity on how AI systems operate and make decisions, ensuring stakeholders can understand and trust AI processes.

Accountability

ALLOCATING unambiguously the ownership of AI-related outcomes, with mechanisms to address and rectify any issues.

Bias and Fairness

SUPPORTING equity by identifying and rectifying biases in AI systems, ensuring fairness across all user groups.

Privacy and Security

PROTECTING user data, ensuring ethical AI data usage, and defending against potential threats or breaches.

Foundations



Alignment

ALIGNING all aspects of AI design and implementation with societal and organizational objectives and values.

Compliance

ADHERING to rapidly evolving legal and regulatory standards across nations and proactively meeting expectations.

Intellectual Property

ADDRESSING use and ownership of IP in AI models, and protecting algorithms, data, and applications.

Infrastructure

ESTABLISHING underlying technologies and systems that are robust and enable all higher-order objectives.

