AI USAGE & PROMPT BASICS

Responsible and Ethical AI Use

As leaders, our responsibility is not only to use AI effectively — it is to use it responsibly. This means understanding the limitations of these tools, questioning the outputs they generate, and being mindful of how our data, decisions, and actions may be influenced by them.

Responsible AI use is built on five core principles. Each one reflects a commitment to integrity that should guide every interaction you have with these t

🔒 **Protect Privacy**
Safeguard confidential information and avoid entering sensitive data into AI tools without understanding how it is processed and stored.

⚖️ **Recognize Bias**
AI reflects patterns in the data it was trained on. Be alert to potential bias in the outputs you receive and in the prompts you write.

📝 **Credit Original Work**
Attribute sources and original work appropriately when AI-generated content draws from or resembles existing material.

🔍 **Maintain Transparency**
Be clear with colleagues, stakeholders, and teams when AI has played a role in analysis, communication, or decision-making.

🧠 **Keep Judgment Central**
Human judgment, accountability, and lived experience must remain at the center of every important decision — AI supports, it does not replace.

> Curiosity and experimentation are powerful leadership traits — but they must always be grounded in **integrity and accountability.** Strong leaders recognize that technology can amplify both good and bad decisions. Responsible use is therefore not optional. It is essential.

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KNOWING THE BOUNDARIES

When AI Should Not Be the Decision Maker

AI can support analysis and reflection, but it should not replace leadership judgment in situations that involve high stakes, confidentiality, or irreversible consequences. In each of the following areas, AI may help you structure your thinking — but the accountability always remains with you.

- **Sensitive personnel decisions** — hiring, performance management, compensation, or role changes affecting individuals
- **Confidential organizational strategy** — information that is proprietary, competitively sensitive, or not approved for external sharing
- **Legal or regulatory determinations** — conclusions that carry legal weight or regulatory compliance implications
- **Ethical dilemmas affecting individuals or communities** — situations where harm, fairness, or dignity are at stake
- **Decisions requiring deep organizational context** — where history, relationships, and culture are as important as data

> **The rule of thumb:** In these situations, AI can help structure thinking — but accountability always remains with the human leader. Strong leaders know when technology is useful and when it should step aside.

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STAYING GROUNDED IN PRACTICE

Responsible AI Use Checklist

Use this checklist to evaluate each AI interaction before you act on it. Click each item to mark it as considered. Return to this checklist any time you are working on something consequential.

Before you act on an AI response, confirm:

- [ ] Am I clear on the purpose of using AI in this context?
- [ ] Have I validated the accuracy or reliability of the AI response?
- [ ] Am I protecting privacy and confidentiality in the data I share?
- [ ] Have I considered how bias might appear in the input or output?
- [ ] Am I giving appropriate credit if I use AI-generated content?
- [ ] Have I reviewed the output using my own judgment before acting on it?
- [ ] Does this use of AI align with my personal and professional values?
- [ ] What governance, regulatory, or reputational risks could arise if this AI output were implemented at scale?

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DEEPENING YOUR ETHICAL AWARENESS

Guiding Questions for Ethical Reflection

When working with AI, it can be helpful to pause and reflect before acting. These questions are not a checklist. They are an invitation to think more carefully about the human dimensions of what AI is producing for you.

> *What assumptions might the AI be making based on my prompt?*

> *Could this output reinforce a stereotype or systemic bias?*

> *If I acted on this advice, who would benefit — and who could be harmed?*

> *How transparent am I being about the role AI played in this process?*

> *Would I be comfortable explaining this decision to someone I respect?*



The goal is AI that strengthens leadership thinking — not replaces it.

These questions ensure you remain the decision maker. AI is a tool that serves your values and judgment — not the other way around.

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