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The Human(e) AI Creed

We are humans first, always.

AI is something we use consciously, in alignment with our human values.

We disclose and stay in the loop.

We are accountable for what we put into the world, AI-assisted or not. If we're using it, we disclose and nothing leaves our hands without passing through our own voice, our own judgment, our own care.

We protect what only a human can grow.

Inner growth becomes the competency of the future: deepening our values, growing our self-awareness, and building real relationships.

We use AI to redesign or reimagine work.

Before we ask "can AI automate this?" we ask "should this exist at all?" and is it really AI's to do.

We stay alert to AI's bias.

It learned from a flawed world, including our own blind spots, so it can repeat or amplify what's unfair. We don't take its output as neutral.

We verify before we amplify.

We recognize that AI can make mistakes or present confident-sounding inaccuracies. We take responsibility for checking facts, sources, and context before sharing information or making decisions.

We use AI to create spaciousness, not to hustle even more.

We let it handle what drains us so we have more time for what matters: people, nature, rest, creativity. If it makes us busier instead of freer, we've misused it.

We don't adopt AI to "stay competitive" or avoid being left behind.

And as leaders, we don't pressure our teams to either. We trust that people still value the human touch.

We learn about AI together, not alone.

AI is changing how we learn as much as how we work. We seek out others, online or even

better in person, to exchange notes on what's working and what isn't. We don't figure this out in isolation, and we don't pretend we already have.

We bring the skeptics along.

Staying neutral or against AI out of fear, doubt, or a lack of understanding leaves a gap that an unscrupulous person will happily fill with harmful data. We share what we're learning with patience, ensuring the right people stay in the room. Because every person who plays a role in shaping AI ensures that it is used as a force for good.

We choose our tools with sovereignty.

We inform ourselves about who owns the technology we use, what they do with our data, and what they stand for. We realize that the owner of a tool is not necessarily responsible for obtaining and moderating the training data. We favor open-source, local and independent options whenever we can, because who builds the tool shapes what the tool becomes.

We govern AI; it does not represent us.

We do not let automation replace our intent. Just because an AI can handle a task or make a decision on our behalf doesn't mean it should. We hold the reins on where its actions end and our responsibility begins.

We answer for what we put into the world; AI does not.

AI carries no weight for what it produces — no reputation, no relationship, no regret. We do. So we use our imagination before we speak, act, or publish, asking what these words might set in motion. Language shapes reality, and that's a responsibility only we can hold.

We ensure fairness — to people, and to the planet.

We care deeply about creating win-win-win situations: a win for all humans (including the invisible workers whose labor trains the AI), a win for ourselves, and a win for the planet whose energy and resources make this technology possible. We don't pretend that cost doesn't exist.

We use AI only when truly needed.

We remember that every digital interaction leaves a physical footprint on Earth. Because these hidden costs compound with every keystroke, we refuse to chat mindlessly. We pause before we type, ensuring that what we ask of it is truly worth what it asks of the planet.

We nurture what we're raising.

AI is still in its infancy and it learns from what we feed it. Mo Gawdat, former chief business officer of Google X, calls this [raising a child](#) whose character will reflect ours. So we feed it ethics. When we correct an AI's harmful output, we're teaching it what humanity at its best looks like. That upbringing is our responsibility, whether we build these tools or simply use them.

We make the world a better place.

Everything we use AI for should ultimately serve the same goal as everything else we do: more connection, more kindness, more humanity in business.

We don't mistake AI for real human connection.

It can listen, reflect, even comfort but it can't know us, laugh with us, cry with us, age with us, or need us back.

We are gentle pioneers in unfamiliar territory.

We are among the first to figure out what it means to do this work ethically. We don't have all the answers about what this technology will become, but we hold it with the same openness and caution we'd offer any powerful new tool.

We know we're part of something much bigger.

The way humanity relates to AI in these early years will shape generations. We try to model the kind of relationship with AI we'd want to see in the world, not just the one that's convenient for us.