

Our AI-First Vision at commonsku

The impact of GenAI has exploded. With our mission to stay ten steps ahead of the pack and to continue to be advocates of delightful work, one of our strongest initiatives now is to become “Become an AI First Organization.”

To set the stage, we are sharing this manifesto with you. It will give you a better idea of how we see AI supporting, enabling, and empowering us and our community. AI is new for everyone and as with anything new and different, taking the first step can be the hardest part. You may feel ecstatic about the possibilities of AI in your work. You may feel anxious and totally overwhelmed. Both things are fine! Our success lies in how both those perspectives (and all the ones in between) come together to make commonsku an AI first company.

We'll be talking about this, and our other Strategic Initiatives, in our next All Hands meetings. Read through and reflect on this before then and bring your questions, ideas, and thoughts to that discussion.

commonsku's AI manifesto

AI is now a vital part of how great teams work—helping people move faster, think bigger, and spend more time on the work that matters. At commonsku, leading change is part of DNA and our history. AI is a massive shift in how we and our customers work. This moment has represented the most significant opportunity to lead the next wave of change. AI can move us fast-forward—aligned with the innovative, urgent, positive, community-driven spirit that defines us.

Our goal is simple: use AI in its many forms to make our work even more delightful, more impactful, and more future-ready, without sacrificing the unique perspectives and personalities that make us who we are.

AI as a Partner

At commonsku, we believe technology should empower people to do the work they are best at. It's at the heart of our entire value proposition: when workflows are connected, people can spend more time connecting, creating, and growing.

In that spirit, we see AI as a partner (or a co-pilot, or an assistant, or an agent!): a tool to help us brainstorm, organize, automate, and amplify, freeing up more time for the human work only we can do. AI is here to support you in doing your work. It's here to amplify the team we have today and help us scale beyond what we could achieve alone.

Start and Grow

We're taking a grassroots approach. Despite what some people want you to think, almost no one is an AI expert yet. We're all in a position to experiment, muddle, make mistakes, and learn. We have guidelines and guardrails in place to protect you, our customers, and our data, (see our internal eyes-only AI usage policy) so that you can feel comfortable in taking some big leaps forward. You just need to bring your sense of curiosity and willingness to think ten steps ahead. We'll make space, give you the tools, and the enablement to realize your potential with AI.

To do this here's how you can start:

- Try AI in many real practical ways that make a real difference now.
- Share your wins (and learnings) openly in our Slack channel #today-i-learned
- Build teams and a culture where it's not only safe to say "I used AI to help with this", it's a prerequisite
- Develop our skills in using AI so we get the most boost possible for partnering with it as our co-pilot
- Ask each other, is this something AI could help with? (And then testing out if it is!)

Leaders will take on additional responsibilities in supporting our AI first stance, including being measured on their ability to enable you and your function with AI.

Connected Workflow Revolutionized

AI isn't just about how we work—it's about what we build. From smarter connected workflows to faster insights, we're embedding AI into our platform to make it more

powerful, intuitive, and meaningful for our customers. Imagine, what if AI put out that fire that sparked overnight before one of our customers even opened commonsku first thing in the morning? Talk about delightful work!

Just as we're adopting AI internally with care and curiosity, we'll bring that same intentionality to our product—elevating the experience for everyone in the skumcommunity. We're focused on using AI to make commonsku not just the operating system, but the true operating partner of the promo world.

Ten Steps Ahead, Together

This isn't about chasing every shiny object. It's about focusing on the tools that create real momentum. It's about harnessing the rapidly changing future of work so we're part of the group who creates exactly what that looks like. This is about freeing us to be even more creative, strategic, and connected.

We want AI to feel like a natural part of our workflows —today— because it makes our jobs better, faster, and more fun and our customers' lives easier.

And BTW: The best ideas won't come from the top down—they'll come from you. So explore and share!

Let's be AI first, the commonsku way.