Generative AI Guiding Principles

Our guiding principles for the use of AI

The following guiding principles have been crafted in alignment with industry experts, clients and partners who are leading in this space.

GPStrategies®

Maintain privacy and security

AI enabled learning products and services should be secure, protect business information, respect privacy by not exposing the confidential or restricted data of our clients, employees, affiliates, and partners. This is of utmost importance as they trust us to protect their data and information.

Ensure safety and well-being

AI enabled learning products and services should leverage data in a manner that promotes the safety and well-being of the learner or end-user. For example, AI driven analysis and assessment outputs can be used for self-improvement or by a manager to evaluate a performer — it is important to not only provide the tool, but also guidance on how they should be implemented.

Embrace diversity, equity, and inclusion

AI enabled learning products and services should reinforce our commitment to diversity, equity, and inclusion. For example, AI outputs and the underlying models should be assessed and monitored for cultural bias. How well does the AI work in different regions of the world? Does it work effectively for both Japan and Brazil?

Drive accountability

Our team must be accountable for the quality, accuracy, and included IP rights of AI enabled learning and development products and services. This includes, but is not limited to, respecting intellectual property rights, contractual obligations, and applicable laws and regulations. For example, when we are using AI to generate outputs for an end-user, is the content generated accurate, have the rights for copy or images been managed, and does it meet quality standards?

Convey transparency

Our team must be able to describe how AI enabled learning products and services generate outputs and the source and nature of the data used. Additionally, we should be transparent as to when and how these tools are being applied. In addition to the possibilities from AI, we need to convey its limitations.

Promote fair and equitable access

AI enabled learning products and services should be applied in a way that address skill gaps productivity equitably across the organization. Does AI enable access to information, instruction and performance support that otherwise would not have access to it.