

THE ETHICS OF AI: DEFINING USE FOR YOUR ORGANIZATION

Audience: Leaders | Type: Foundations

Why this matters

AI can help teams do more with limited resources, but it requires shared values and guardrails. You don't need a long policy to start. You need agreement on what matters, so teams can make good decisions with confidence.

A simple messaging approach leaders can use

- **Why:** We're exploring AI to save time, reduce burnout, and help more animals.
- **What it's not:** It won't replace people or make decisions without our oversight.
- **What we expect:** Thoughtful use, human review, and shared learning

Language to avoid

- "This will change everything."
- "You all have to use AI now."

Language that supports

- "We're learning together."
- "People are responsible, not AI."

What you can do this week

Schedule a team conversation and complete this framework together.

AI principle

We focus on responsible and beneficial use of AI. That means being intentional about how we use it and focused on the benefits to our mission.

A simple ethical framework (example answers included)

We use AI to: _____
(save time, reduce burnout, improve outcomes)

We believe AI should: _____
(support people, reflect our mission, reduce work where it makes sense to)

We will always: _____
(keep humans accountable, review outputs, protect trust)

We will not: _____
(use confidential data, create fake outcomes, use AI irresponsibly)

