

A Playbook for

Tool 1 Values-Driven AI

Aligning AI with your org's core values

Start here

Explore AI use through the lens of your core values.

This simple, structured playbook ensures that your team adopts AI responsibly and purposefully.

Outcomes

- Deeper understanding & application of your organizational values
- A clear AI implementation plan in your hand
- Stronger team alignment on ethical AI use
- Increased readiness for AI integration in your mission-driven work

Instructions

Gather your team and work through these steps:

1. Start by identifying an organizational **core value**. [Begin here](#) if your organization hasn't yet formalized core values.
2. Develop a commitment statement that reflects how each value **guides your AI use**.
3. Generate specific, implementable **actions** that embed this commitment into your workflows. The more ideas the better.

Here's to building AI literacy, one core value at a time!

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Examples

Here's how to develop an approach to AI adoption that's grounded in your core values. Below are three examples from a fictional organization that develops their approach from left to right: OUR CORE VALUE... GUIDES AI USE BY... CLARIFYING OUR ACTIONS.

Example Core Value - Transparency

OUR CORE VALUE



Write as an active statement that reflects how the value is practiced. Keep it to one sentence so it's easy to remember.



"We practice transparency with our team and organizational stakeholders."

GUIDES AI USE BY

Create a shared commitment that can be understood and followed by all team members. This speaks to how the core value will guide your team's use of AI.

"We will be open about how AI is used within our organization, ensuring that all stakeholders understand its purpose and implications."

CLARIFYING OUR ACTIONS

Identify how this will work in practice. Provide examples that show how this applies day-to-day. Flesh this out so your team has lots of ideas about how the core value will inform their work.

- "We'll inform team members when AI is used in ways that impact organizational culture and stakeholder trust."
- "The AI subcommittee will offer clear explanations of how decisions are made."

Example Core Value - Continuous Improvement

OUR CORE VALUE

"We engage in continuous improvement"

GUIDES AI USE BY

"We are committed to learning and adapting as AI technology evolves."

CLARIFYING OUR ACTIONS

- "Staff will have opportunities to share learnings from professional development engagements."
- "We'll offer quarterly staff trainings, led by Jake and Anitha, to stay current with AI advancements and ethical considerations."
- "Team members are encouraged to share takeaways about AI usage during staff meetings and in Slack."

Example Core Value - Authentic Partnerships

OUR CORE VALUE

"We create authentic partnerships."

GUIDES AI USE BY

"We will collaborate with other social impact organizations and share our learnings to advance the responsible use of AI in our sector."

CLARIFYING OUR ACTIONS

- "We'll participate in forums and partnerships that contribute to the broader understanding and responsible application of AI."
- "We'll invite partner representatives to Lunch & Learn sessions to discuss how AI informs our work and influences our impact."
- "We'll post about AI in the "Lessons Learned" section of our monthly newsletter."

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Worksheet

Now it's your turn. First, name your core value at the top of the section. Then, complete each column left to right: OUR CORE VALUE... GUIDES AI USE BY... CLARIFYING OUR ACTIONS. Repeat for each of your organization's core values; make copies of this page as needed.

OUR CORE VALUE



Write as an active statement that reflects how the value is practiced. Keep it to one short sentence so it's easy to remember.

GUIDES AI USE BY

Create a shared commitment that can be understood and followed by all team members. This speaks to how the core value will guide your team's use of AI.

CLARIFYING OUR ACTIONS

Identify how this will work in practice. Provide examples that show how this applies day-to-day. Flesh this out so your team has lots of ideas about how the core value will inform their work.

Core Value 1:

OUR CORE VALUE

GUIDES AI USE BY

CLARIFYING OUR ACTIONS

Core Value 2:

OUR CORE VALUE

GUIDES AI USE BY

CLARIFYING OUR ACTIONS

Core Value 3:

OUR CORE VALUE

GUIDES AI USE BY

CLARIFYING OUR ACTIONS