

“Artificial Intelligence, Ethics, and Integrity: The
Transparent and Trustless Future of Business
and Work.”

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In business, free market capitalism, to be exact. No one has any business telling others how to run their business. However, regulatory and compliance considerations for consumer protection rights are needed to avoid the “tragedy of the commons” in any sector. Here is the intersection for reconsidering the social contract of work. Where” work-life balance, right-to-work, employer-at-will” corporate, social, responsibility, and environmental, social governance policies are interconnected yet disparate and unequal. Based on geographic opportunity for in-person vs. remote/virtual vs. hybrid. The subtle nuances and the variances in strategies around cultural engagement are center-stage as emerging technologies accelerate the pace of collaboration and innovation. The “social contract of work” needs to be reimagined to support the demands of 9 to 5 in-person remote\virtual, and hybrid, in the “follow the sun” 24/7/365 nonstop data-driven business world. This requires new frameworks, methodologies, and business models for creating, capturing, and delivering value to last-mile end-users, company owners, shareholders, and stakeholders.

One of the biggest challenges of the Digital Epoch is how we take our combined shared ambitions, beliefs, characters, ethics, ideals, morals, values, and principles and embed them into integrated digital technologies to ethically, efficiently, and effectively design, develop, and deploy “human-centered-design-solutions” that incorporate “Artificial Intelligence Ethics, Integrity, and Accountability Standards.” At the same time, reducing our conscious and unconscious biases and vices that make all human beings fallible. Our approach must combine “American muscle” hardware frameworks with technical software ingenuity and innovation in new and

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creative ways to solve relevant environmental and social issues. To help ensure accountability and ethics are broadly represented in emerging technologies to help improve the human condition and mitigate risk and potential harm to humanity as we operate in an increasingly interconnected, interdependent, intersectional actual and augmented virtual reality. Artificially integrated intelligence, with ethics, integrity, accountability standards, and interoperability capabilities between software systems and hardware frameworks, to improve the human condition with intentionally intersectional “smart-social networks and contracts” that facilitate peer-to-peer interactions, data sharing, and e-commerce and standard transactions. In environmentally and socially responsible, economically viable, and sustainable ways. This is the “Future of Business and Work.”

“Leadership is about getting things right, not about being right. Popularity and progress aren't always the same process. It is better to be respected rather than liked whether building solutions or resolving a fight.” (Krause, J 2024) As we progress toward the potential of the “Internet of All Things.” We must be aware of the need to protect Human and Civil Rights in a way that allows humanity to maximize the potential and promise of today for future generations. What shared values, beliefs, and expectations do we, as individuals, communities, and organizations, A.B.I.D.E., have to accept and be guided by? To realize and maximize opportunities for increased “Shared Equity” ownership and “best-in-the-world-class outcomes.” The Digital Epoch of the Fourth Industrial Revolution will require Contingency Leadership skills for just-in-time, right-sized decision-making for designing, developing, and deploying

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closed-ended-comprehensive solutions. The “If that this, then that, but, and if that, then this” 24/7/365 information cycle is a continuous feedback loop of nonstop data. To address critical issues and shared concerns on areas of.

- The Environment.
- Social Justice: Human and Civil Rights.
- The Economy.
- Geopolitical and Socioeconomic Issues.
- Health and Human Services.
- Education.
- Finance /E-commerce.
- Manufacturing.

Understanding that any and all translational business relationships can and should be both transactional and transformational, and through transparency over time, can create “trustless” ecosystems and environments. This is a counterintuitive mindset because it is new in a sense. AI\ML and Blockchain Technology have been around for a long time; they are now getting more acceptance, adoption, and usage. Cognitive diversity in business harnesses the best of us' knowledge, skills, and abilities to benefit

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the rest of us” (Krause, J. 2024). This is the future of “Business and Work.” What do you A.B.I.D.E” will you accept and be guided by?” To get your time, talent, and tools.

- Strategically aligned
- Tactically defined.
- Operationally refined.

To offer the right place and time, “comprehensive-close-ended solutions, made simple, the best strategic solutions are simple because simplicity is the key to brilliance.” Simple is scalable, and simple is sustainable. To do this effectively. “Connect. Communicate. Collaborate. To. Map. Bridge. Integrate. And, build a better business one person at a time to help you focus on what matters most, helping you help more people.” We all have our zones of genius where our passion and purpose are perfectly aligned, making work more accessible, efficient, productive, and fulfilling. As we zoom into our core area of focus, the challenge is that we can lose sight of the forest for the trees on gaps between skill attainment, development, enrichment, and mastery in ourselves and others.

As leaders, we often assume people have the same level of aperture, perspective, or understanding based on the context in which we have met and engaged. Without accurate, reliable, and objective measures, we frequently misjudge others' competency and overestimate or underestimate their ability to perform a central role or function. We can't expect people to

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act and behave in ways they haven’t done before, ourselves included. This is where two-way communication is essential as a leader, especially during times of change and uncertainty. Suppose you can deal with ambiguity and act during times of uncertainty to build resilience and gain foresight to navigate change better. This is how new precedents are set and how the world is changed. All living things must adapt and evolve with their environment. The world is changing, and with the pace of technology changing at the speed of innovation and information sharing, humanity is on the frontier of an evolutionary transition where we will embed our collective thoughts, beliefs, principles, perspectives, biases, values, and prejudices into our moral, ethical, and technical infrastructure, either aligned or at times with competing interests. This is the scope and magnitude of the existential challenge of our time, which will require honesty, deference, transparency, and understanding with leaders.

- Asking a lot of open-ended questions.
- Using active and reflective listening.
- Giving and receiving problem-solution statements.

The “Future of Business and Work, is a discussion about how we use emerging technologies to augment our shared reality with “Artificial Intelligence, Ethics, Integrity, and Accountability” for the interconnected, interdependent, interdisciplinary, diverse, dynamic, and decentralized global environment, with humanity, and an environmentally friendly sustainable economic model to support it. Building trust will require

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honesty and transparent information sharing through consistent, clear communication. Self-awareness means knowing when to lead when to follow, and when to listen and learn.” The mindset of what we” need to do to get better, and how I” support others in getting better to help reach our shared goals and expectations?” How do “we” create more “shared equity?” Supported by accurate, reliable, and valid data sources to support real-time decision-making. To increase our “Shared Equity” through Artificial Intelligence, Ethics, Integrity, and Accountability” with “common sense” ethical and responsible frameworks and standards to mitigate risk and potential harm.

For “human-centered” design solutions that combine humans and emerging technologies for hardware and software platforms. It requires a firm and clear understanding of the “Governing Principles of Interpersonal Dynamics” within your organization and communities and their place within the global geopolitical and socio-economic ecosystem. The shared beliefs, commitments, values, goals, and expectations you have with all stakeholders within an ecosystem. Are the driving forces of that ecosystem. Having the synergy between your “why, what, and how.” Gives you more clarity, confidence, and control to be at your best for whatever comes next. That is the core concept of “Shared Equity”: getting better together.

The more accountable, business insights, decisions, and experiences you have. You value you can create, capture, and deliver within their ecosystem's owners, investors, shareholders, partners, and stakeholders for sustainable communal, relational, and financial resource accumulation, deployment, and management. Your end goal is your “shared destiny,”

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whether it is a lifestyle business, merging or acquiring, or building an SME, Large Enterprise, or IPO. Knowing your “end goal” is essential; “know your why in business before you try.” This discussion should start early and be fluid and flexible. This starts and stops with the amount of “shared equity” you can create from your idea, strategic plan, and execution with your one real “competitive advantage” of cultural engagement and alignment. As a tool, “technology is not sustainable by itself.” ([Woodlock, D. Beger, J., H March 20th, 2024](#)). It “can” democratize information sharing and knowledge transfer. But to effectively leverage it, we need to.

- Decrease the digital divide.
- Increase infrastructure bandwidth.
- Improve overall population health and digital and financial literacy.

When considering emerging technologies. Ensuring “that any task is done properly and aligned with ethics, values, and principles designed with character and integrity.” This is about intersectionality. How do we take into account diverse cultural values and beliefs? While managing the development of technical capabilities and how it embraces all aspects of diversity. This is about “Human Rights and Civil Rights.” Understanding our common values, shared beliefs, and experiences. And how it shapes the world that “we ALL” want to live in, driven by technology. What is our “Shared Equity” that supports our individual and communal, relational, and financial well-being? Contingency leadership in the Digital Epoch is “human in the loop, and on-the-loop” for “real-time” and “just-in-time”

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decision-making about AI and other ML Op design, development and deployment to automate and streamline workflows, data-sharing, storing, and security. The “if this, then that, but and if that, then this” spinning flywheel is not binary and linear but cyclical, fluid, dynamic, and diversified.

Time, our most precious shared resource is of the essence, and the world is, much too:

- Multifunctional
- Multidimensional
- Multimodal

For linear decision-making, too much information comes too fast. It is fluid and dynamic, and data flows continuously, which means the 24/7/365 decision-making is cyclical, similar to a “follow-the-sun” business strategy. Whether remote, virtual, hybrid, or in-person. “Prioritizing people helps you drive performance and increase your profits.”

This means you want and need the best talent that possesses:

- Core competencies: functional soft skills, decision-making, and technical expertise.
- Accountability, commitment, discipline, focus, self-motivation, goal orientation, and willingness to learn.

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- High character, emotional intelligence, with ethics, integrity, and morals.

This is vital, as they are closest to your customers because they are your customers. The human condition and experience are interconnected and interdependent and require intentional interdisciplinary intersectionality and diversity of thought to assess, engage, and exchange value for time and money. To solve some of our most significant issues and problems, we must reconsider the social contract of “employer-at-will, right-to-work, free-will-employment” in the rapidly changing world. The new “social contract” on the “Future of Business and Work” is:

- Diverse
- Dynamic
- Decentralized

We need a 360-degree comprehensive worldview to consider all corporate and social responsibilities related to environmental, socioeconomic, and shared governance issues. We must responsibly leverage emerging tools like conversational, generative, predictive AI, and deep learning ML OPs ethically and effectively while keeping this in mind.

- Biodiversity

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- Cognitive diversity
- Cultural & Ethnic diversity
- Socioeconomic Diversity

Supporting diversity of thought and cognitive diversity in business is more about “competitive advantage” than leveling the playing field. At least it should be. You want the best talent, ideas, and strategies you can get. Cultivating, attracting, recruiting, and retaining talent involves cultural alignment and engagement. To sustainably create, capture, and deliver value to company owners, investors, shareholders, and internal and external stakeholders. How you do that consistently as a leader is your most important role. Connecting people to whatever shared vision you are working towards. Companies need talent at all skill levels, from employees who work for short-term benefits to career-minded individuals who think long-term. “I think we should treat people according to their skills and integrity.”-Musk, E 2024 ([Milmo, D March 18th, 2024](#))

Ok. So, say we’re building a Rocket Ship to take a trip. We chart our trajectory (alignment and strategy). Get the right people in the right seats on the Rocket 🚀 Ship (tactics and operations), add some supercharged Rocket 🚀 Fuel (tech and tools), buckle up, and prepare for blast off. This is all “mission critical,” and the crew has to fit the mission with the right balance of.

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- **Core competencies decision-making, technical, and functional skills:** Can they do the job?
- **Organizational cultural alignment with values and beliefs:** Are we philosophically mutually an excellent long-term fit?
- **High character, self-actuated, and accountable:** Can we trust them to trust us, and how do we sustain that trust? ([Milmo, D March 18th, 2024](#))

Here in the US, We should be excited about the “Future of Business and Work.”

1. We created a democracy that has been sold as a basis for progress to the rest of the world.
2. Because of this, through the Industrial Revolution, we created and amassed vast amounts of wealth from the inception of the industrial and military complex.
3. We created the internet, the bedrock for winning the Fourth Industrial Revolution.

However, this transformation will require some shifts in our thinking around some basic principles in business.

1. Data is king. There is no way around this simple fact.

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2. Our disparate opportunities are based on geographical locales related to business, location, and industry.
3. There is too much at stake to allow these opportunities and, more importantly, our democracy to be decided by a small percentage of people.

This is the promise of AI and other emerging technologies to help us unlock insights that inform how we take disparate efforts from markets and population centers like California, Texas, and New York. To gather high-level strategic best practices, bolster smaller population centers with technology and innovation centers, support small business expansion, grow the GDP, and maintain good global political, economic, and environmental policy adherence to environmental, human, and civil rights guideline development. While also increasing access to infrastructure resources in marginalized pockets of the country, such as flyover states and traditionally underrepresented rural and urban population centers. By pushing broadly adopted technologies to the network's edges, strengthening the national technology infrastructure, and increasing the line of sight and bandwidth for developing newer aspects of information sharing, edge computing, and quantum mechanics. Providing more competitive learning capacity in the leading technology development marketplace.

This is where the innovations of the 21st Century, driven by emerging technologies, must be guided by our collective ambition and will, which will require an all-hands-on-deck, growth mindset and a willingness to embrace

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all aspects of our diverse country. The opportunities are limitless if we don't limit ourselves. You want competent, committed professionals who operate with clarity, confidence, and control. With the mentality that “I could” dominate, devastate, and decimate you. However, I digress and direct my dedicated effort to a future desired state of sustainable success, with engaged, empowered, energized, ethical exploration of evolutionary growth. On any team, it's not “you vs. me”; it's “us and we” vs. them,” Working, building, and growing together.

To create more “shared equity,” you need more.

- Opportunities
- Optimism
- Optimization

With effective use of your time, talent, and tools, that creates more:

- Transparency
- Trust
- Task completion.

With more effective use of your time, talent, and tools. Interconnected intersections of interdisciplinary acumen are how to get the best

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“closed-ended-comprehensive solutions.” Companies need varying levels of entry-level employees, career-minded individuals, and growth-minded leaders. You need frictionless talent and customer acquisition strategies to help address churn, retention, and seasonality.

Internal stakeholders:

- Attract
- Recruit
- Train
- Retain
- Promote

External stakeholders:

- Land
- Adapt
- Retain
- Expand

Whether it’s product-led growth or diversified offerings. Moving community members, clients, and customers along the continuum in your

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ecosystem. When you walk with them down the pathway of consideration and take them from a “nascent neighbor” to “the Golden Circuit.” Where they go from a “non-user” to a “brand ambassador.” In a trustless environment, this is how all stakeholders and participants of a community or organization come together. Codified on immutable blockchain smart contracts for peer-to-peer decentralized transactions as the backbone of trustless exchanges. Things such as

- Board \ Shareholder Voting Shares.
- Executive Compensation.
- Fair Pay Reporting.

All on immutable ledgers. Which makes it’s “MUCH” more essential to get it right than being right.” “We grow through what we go through, and new precedents are set during times of uncertainty.” (Krause, J, 2024) The speed of innovation is accelerating by the second. “The speed of advancements in artificial intelligence is moving much faster than most people recognize,” For instance, “ a solution is to apply the gold standard of science and medicine: prospective clinical trials. This means watching the performance of these algorithms over time – not just examining how they performed in the past. “Our first goal is to get prospective trials of these AI programs that are thoughtful, that understand local variation and therefore have the robustness we need.” ([Jennings, K., Knapp, A. March 2024](#))

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In the Digital Epoch, technology-driven culture is eating strategy for breakfast, lunch, and dinner. It wants seconds, a snack, and probably dessert. This means that culture is your only “real competitive advantage,” meaning individuals must be a cohesive team. In business, the best ideas and strategies that are effectively executed typically win. As a leader, if you can efficiently get the right people in the correct positions with the right tools, you can.

- Build the best teams to get the best ideas.
- Grow your momentum with the right tools for your talent to execute the strategy effectively.
- Evolve to increase value creation, capture, and delivery.

“If your organization is anything like most businesses,’ you will have realized that a shift in global workforce composition, what may initially feel like a lift and shift of resources, is akin to engineering a skyscraper: structural integrity, precision, and attention to detail are paramount to ensuring that the building can withstand any pressures and function according to the needs of its occupiers and stakeholders.” In business, “know your why before you try”; whether you are. An entrepreneur, startup founder, or small business owner bought a business or franchise. Start with your end goal in mind. And remember that “never is a long time.” ([Bertha, M March 11th, 2024](#)) Increasing “Shared Equity” and your communal, relational, and financial well-being. This means improving your

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organization's Governing Principles of Interpersonal Dynamics. First, you need to accept some fundamental truths.

- People matter.
- Data is king.
- We all share this planet.

Pick a problem you care about, find competent people to help you solve it, and tell the world how you can help. It's that straightforward.

- Truth, transparency, and trust.
- Energy, engagement, and environment.
- Action, accountability, and acquisition.
- Maximized, measurable, and maintainable.

If facts tell, but stories sell, reduce decision fatigue by removing friction to limit “white noise” (Krause, J. 2024). “Give your customers transparent, digestible facts” (Mustard, J. 2024). Understanding and aligning your philosophical beliefs with your principles helps set your priorities to support developing and effectively expressing your worldview, which leads to.

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- Skills attainment, development, enrichment, and mastery.
- Crafting your worldview based on lived experiences, current reality, and future opportunities with a willingness to learn.
- By consistently supporting your values and beliefs in alignment with your surroundings.

When you have similar interests with competing priorities.

- Abstraction
 - Compartmentalization
 - Signal distribution and Pattern recognition
 - Alignment of similar task functions.
 - Batch line items and streamline communication around all similar top-line priorities.
 - Then, prioritize and force rank.
 - Only top-line activities get your direct focus in batches.
1. Helps with a streamlined focus for communicating top-line objectives.

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2. Abstraction and compartmentalization to prioritize and delegate the second line of command.
3. Create an intentional feedback loop that gives a clear line of sight to all top-line priorities.

This helps with communication across all interconnected operating platforms. It creates more “white space” to clear the mechanism and help support communication to drive the overarching vision. Don’t fill those gaps of time. Ever. That will be the hardest part. We are talking about addition by subtraction. Flood your feedback loops with high-level functions and data structures to share information; this empowers people, creates more leaders, and improves performance.

Create a feedback loop:

- “Yes\no.”
- “Tell me more.”
- “I” will handle this specifically.” \ “Please take care of this, and let me know how I can support you.”

The perfect person for every job exists because we are all unique, have a purpose, and can add value—most high-value people are.

- Smart

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- Willing
- Capable
- Reliable
- Disciplined

When you care more about what they look like and less about who they are. None of that matters. Except. To your bottom line. Because of that, you want the best person, not the best.

- Quota Filler
- Figurehead
- Token \ Box Checker

“Person,” you want the best person on your Rocket 🚀 Ship. “Success is all about opportunity and circumstance. If given the opportunity, in the right circumstances, anyone can be successful.” -Michael Jordan. Remember, success and self-actualization are a continuous learning journey. Not a destination. “Seeing is believing, and doing is achieving because what gets measured gets done.” This is about maximizing the benefits and mitigating risks using emerging technologies with accountability, intelligence, ethics, and integrity. For the existential and digital good of humanity. “Leaders

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learn best when leaders learn from each other.” And when leaders learn how diversity makes everybody better, we all get better. Together.

There is so much realized value that can be recaptured and repurposed; the reuse, renew, and recycle circular economy is specially designed to support continuous innovation with intersecting and interoperable technology capabilities—the ability to take a commercial retail location and create a self-sustaining ecosystem of peer-to-peer trustless interactions; is one example. Companies can support foot traffic and e-commerce platforms that expand their digital and economic footprint. It saves capital markets from heavy investments in new vertical construction, keeps viable resources in the value network, and provides vendor buying leverage. It makes infrastructure upgrades more feasible and scalable, pushes innovation from the center to the edges, fills in the gaps in access and equity, and brings more people online. Expand our digital footprint globally. This is the best time to set the pace and lead! But we have to get some things in order.

- What can we do better than anyone, and what brings the most value to the world?
- Where are our most significant gaps for improvement from an infrastructure standpoint?
- How do we close the collective health, digital, and finance literacy gaps and apply what we’ve learned from previous epochs and revolutions

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that can be ethically used in 3-D and augmented virtual environments?

When any “business relationships” can be “open-source or bespoke coded” to immutable blockchain smart contracts for peer-to-peer transactions, those parties can then choose to work with their other partners in adjacent and interconnected ecosystems to reconcile their other “peer-to-peer” transactions. With intentional “smart social networks” that evolve and expand organically supported by a Decentralized-Autonomous-Organization” entity that acts as the governing agency for the shared collective and provides voting rights, solvency allocation, and distribution of any gained “shared equity benefits” based on:

- Agreed upon actions, by-laws, and code of conduct. KYC Know Your Customers Protocols.
- Responsible resource accumulation and reciprocity reconciliation.
- Commitments in “Good Faith,” dedication, and effort in attaining shared expectations.
- Honesty, integrity, and character; acting in the collective's best interests: Common-Standard-Language Data-sharing, Storing, Governance, and Security Use Agreements.

This is about—what you care about and the world you want to live in.

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What “shared equity” and value are you trying to create, capture, and deliver to build more communal, relational, or financial wealth? Who shares that vision, how do you work together ethically and sustainably, and for how long? It's about the future of “your Business and the Work; “you” want to do together. Do Your Work. Good Work. GREAT WORK! Ask basic questions, use first-person principles to challenge assumptions, and think of your desired shared future state.

Accountability - who are we accountable to, for what expectations, and over what timeframe?

Business - what business are we in? Who are our stakeholders? What value do we create, and how do we capture and deliver it to the world?

Insights -what is our Northstar? How do we find our “signal in the noise?” On what matters most to us and our stakeholders?

Decisions - the best ideas and strategies come from accurate, reliable, and valid data endpoints. What you measure matters: “Seeing is believing, and doing is achieving because what gets measured gets done.” Make real-time decisions in the “if this, then that, but if that, then this, then if this, then that” dynamic, fluid, and iterative process.

Experiences are based on our end goal, a past learning and best practices track record, and the current and desired future state. How do we grow and sustain that growth? To create maximum value and return on investment and “shared equity.”

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The Governing Principles of Interpersonal Dynamics for creating Shared Equity are based on fundamental assumptions and principles.

“Theory of Self-actualization:”

- **Morality:** We are all unique, but none of us are special. We each have value and something to offer.
- **Spontaneity:** Anything that can happen will happen.
- **Creativity:** Is “intelligence having fun.”
- **Problem-solving:** Crisis is the mother of invention. Overcoming challenges builds resilience, and when you stay ready, you don't have to get ready.”
- **Lack of prejudice:** Time is of the essence; we have a one-shared existence; we need a healthy planet with equal Civil and Human Rights.
- **Acceptance of Facts:** Data is king; we inhabit one planet, and emerging technology is a tool, not a replacement for humanity. We are all unique and have value, but none of us is special.

Theory of Interpersonal Relationships:”

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We are interconnected through business, commerce, and work to address our basic economic, health, and social-related needs, as we all want a sense of.

- Acceptance
- Belonging
- Emotional and Psychological Safety
- Purpose
- Respect

Based on our current health, financial, and digital literacy levels, goals, and priorities. And all organizations need.

- Employees’ short-term involvement and sometimes with minimal engagement.
- Career-minded individuals who will invest discretionary effort for increased compensation and recognition.
- Pioneers, leaders, change agents, and trendsetters. They can add value from anywhere, anytime, on any level. These people set the benchmark for excellence in every organization.

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“Nash Equilibrium Theory | The Law of Governing Dynamics: “

Leveraging “internal non-competing games” for strategic planning to help create better internal alignment for achieving shared goals, objectives, and expectations. It changes the discussion framework from “you vs. me” to “us” vs. “them.” Honesty and internal transparency make it easier to assess and navigate externalities in the market. Operating around affirmed commitments, values, and beliefs makes goal-setting and goal-getting” much more realistic, reproducible, and rewarding.

- With improved cohesion, interpersonal, and team dynamics.
- Making for better collaboration and innovation.
- Sustainable growth, performance, maximum realized return on investment; net gain in “shared equity.”

“Human-centered design solutions start with the humans in your current sphere of access and influence. Here are some basic things to keep in mind.”

1. Give your people the training they need to succeed.
2. Create shared goals.
3. Delegate tasks and authority.
4. Build trust in your people.
5. Make it safe to fail.
6. Celebrate wins.
7. Provide honest feedback in real time.

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“Regarding recruitment and retention, AI is a technological tool and a strategic asset that can help companies overcome the labor shortage. AI’s applications in predictive staffing, retention, recruitment, and operational efficiency are reshaping how organizations approach talent acquisition and management. As we venture further into this AI-driven era, the focus must remain on leveraging these technologies responsibly, ensuring that the pursuit of efficiency and innovation does not overshadow ethical considerations—six trends to consider for talent recruitment and acquisition in the time of AI.

1. Widespread Adoption of Generative AI to Reduce Demand for New Hires.
2. Transforming Staff Attrition with Predictive Analytics.
3. Revolutionizing Recruitment with AI Tools.
4. Finding the Best Candidates.
5. Using AI to Improve Employee Retention.
6. Using Generative AI to Assist Hiring Managers and HR.

[\(Gow, G February 25th, 2024\)](#)

“The next time someone criticizes you, your business, or one of your products or services, pause for a beat. If the criticism is justified, try to be grateful even though it's difficult. A well-thought-out critique is truly valuable. But if the criticism is just noise? Stay the course because the only course that matters is the course in which you want to stay. [\(Haden, J. March 20th, 2024\)](#) Building an empowered team isn't a stroke of luck or an accident -- it's a strategic investment in your people. When you grant authority and autonomy to your teams, you cultivate a culture that fosters

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productivity and success. The result? A team that thrives -- and ultimately, an organization that reaps the benefits of their collective potential.”

[\(Economy, P. March 19th, 2024\)](#). “Know your “why” before you try.” (Krause, J, 2024).

The Future of Business and Work is about doing more with less, using technology to create more time for reconnecting with ourselves and learning how to reconnect with each other. That is the beauty of technology as a tool and resource. We can spend less time doing and more time connecting, communicating, collaborating, mapping, bridging, and integrating ideas and solutions that move humanity forward, working, building, and growing together. We have the chance to lead the world, but we must use technology as a tool to do so.

- We can recapture lost potential.
- Explore new possibilities.
- Increase “shared equity.”

The Transparent and Trustless Future of Business and Work will use emerging technologies driven by Artificial Intelligence, Ethics, Integrity, and accountability to solve critical issues and improve the human condition.

A future where we build sustainable frameworks for more.

- Accountable
- Business

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- Insights
- Decisions
- Experiences

The Future of Business and Work is interconnected, interdisciplinary, intersectional, dynamic, diverse, and decentralized.

Time: Location-specific, follow the Sun's strategies for nonstop data sourcing in a 24/7/365 interconnected world.

Talent: Core competencies, knowledge, skills, and abilities. It can be in-person, fully remote/virtual, or hybrid.

Tools: Investment capital, human assets, tech stacks, data governance, storage, and security.

The organizations that get their time, talent, and tools.

- Strategically aligned.
- Tactically defined.
- Operationally refined.

To produce comprehensive-close-ended, right-place, right-time solutions made simple because simplicity is the key to brilliance. Win! “Welcome to the Future of Business and Work.”

- Live in the moment and look to the future.

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- Learn from our past experiences.
- Lead the way into the future.
- Build better relationships and businesses.
- Grow our shared equity of communal, relational, and financial well-being.
- Evolve as a species, protect the planet, and secure future generations.
- Passion leads to.
- Purpose and persistence lead to.
- Progress that comes from overcoming challenges.
- Synergy is harmony, balance, and flow between your why, what, and how.
- Sustainability comes from consistently positive, accurate, reliable, and valid outcomes.
- Success and self-actualization are about continuous learning and improvement.
- Clarity allows for the gift of foresight.
- Confidence comes from knowing your philosophy, principles, and priorities.
- Control is about managing circumstances to optimize for success and minimize risk.

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When we understand life is fleeting, “we are all unique, but none of us are special.”

- The more creativity and imagination you use, the more you have.
- Anything that can happen will happen; we must react accordingly and control what we can control.
- Feedback is a gift, and intelligence is the ability to use old information to learn new information and create new solutions and ideas.
- No one knows everything about anything, and we all have unique perspectives that add value, which is at the core of every Civil and Human Rights issue.
- And some immutable laws of physics and nature can be debated but not argued.
- We’re aware of only one inhabitable planet; the Sun will outlast all of us. All human beings have value, rights, and free will. Data is king; technology is a tool.

“Welcome to the Future of Business and Work.” It’s here. Didn’t you get the memo? Sounds like a job for AI. Good luck!

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