

This AI Responsibility Framework was developed by **Larry Davis, PhD, Chief AI Officer** of BDC Strategy Group. Our team is available to deliver workshops to help your team put this framework into practice. Contact Trish@bdaviscomm.com to learn more.

PRE-FRAMEWORK READINESS: QUESTIONS YOUR TEAM SHOULD ANSWER FIRST

1	What AI tools are we currently using — officially and unofficially?
2	Who is accountable when an AI output causes harm or error?
3	What client or company data is being fed into AI systems, and is that permitted by contract?
4	How do we disclose AI use to clients and end audiences?
5	What types of work should never be fully AI-generated?
6	Do our team members have adequate AI literacy to use these tools responsibly?
7	How do we evaluate and vet new AI tools before adoption?
8	How will we monitor, audit, and update our AI use over time?

STEPS TO BUILD A RESPONSIBLE AI FRAMEWORK

Phase 1 · Discover	Audit Current AI Use — Inventory all AI tools and use cases across your agency — official and Shadow IT (unapproved tools used without a formal sign off) alike.
Phase 2 · Align	Assemble a Working Group — Include leadership, account leads, creatives, and legal/compliance to ensure all voices are represented.
Phase 3 · Define	Define Core Principles — Agree on your agency's non-negotiables around transparency, fairness, and data privacy.
Phase 4 · Formalize	Draft Your Policy — Write a concise, binding policy document with clear rules, permitted uses, and consequences for misuse.
Phase 5 · Build	Build Your Framework — Develop workflows, client disclosure templates, vendor evaluation checklists, and training materials.
Phase 6 · Enable	Train Your Team — Roll out structured AI literacy and responsible use training for all staff — from leadership to creatives.
Phase 7 · Evolve	Review & Iterate — Schedule quarterly reviews; update your framework as tools, regulations, and client needs evolve.