



AI TRUST CERTIFICATE PROGRAM

Facilitator Guide



Preparation:

- [Vimeo video from DSL](#) (for additional Context)

Reference Materials

- [Real life context for references scenarios](#)

Guidelines:

Each breakout or thought exercise is 30 minutes— If you are in a group this translates into about 3 minutes per person at a 10-person table.

- **Start each question with with a quick round of introductions:**
Name, role in company, and a current AI-related challenge– and then answer the question
- **Encourage focus:**
Guide the group to dive into the core discussion topic—remind folks they can continue personal side conversations during breaks or lunch.
- **Create space:**
Invite everyone to speak, but don't force it. It's okay if some want to listen more than share.
- **Manage the time:**
Keep things moving so everyone gets a chance to contribute. More important to have all participate than to get to all the questions.
- **Capture insights (optional):**
If time allows, help the group land on a key takeaway or “aha” moment to share out if called on.

Instruction (LMS)

Facilitator Guide – Modules 8-9 Integration

Purpose

This facilitator guide supports learners after **Modules 8-9**. It enables reflection, guided board-level questioning, and structured application of the **TRUST Framework** to Omni MegaMart’s scenario and to the learner’s own enterprise context.

STRUCTURE & FLOW

Stage	Module	Theme	Learning Objective	Key Activity Type
1	1	CEO Vision & Technology Goals	Board evaluates early-stage AI strategy	Facilitated Board question set (LMS)
2-7	2-7	TRUST Framework	Learn and Understand the Trust Framework	Discussion Questions
8	8	AI Simulation I	Board applies T (Risk Triage) + R (Right Data)	Scenario analysis + poll

9	9	AI Simulation II	Board applies U + S + T (Uninterrupted Testing, Supervision, Technical Docs)	Breakout reflection + poll
10	10	Wrap-up	Summation and schedule live consultation with Dominique	Discuss Observations; Complete Evaluation

MODULE 1 FACILITATION: Board Review of Sukhinder’s Technology Goals

Scenario Summary

Sukhinder Prasad, CEO of Omni MegaMart, outlines her plan to scale the company’s reach and efficiency through AI—especially in supply chain optimization, customer analytics, and hiring automation.

Her vision emphasizes speed, personalization, and global expansion.

Facilitator Instructions (LMS Flow)

Step 1 - Context Brief (Auto-display Video)

Learners watch Omni MegaMart’s founder story video introducing Sukhinder and the company’s technology goals.

Step 2 - Review AOP and Consultant Report

Learners should review Sukhinder’s plans for AI Technologies in her [Annual Operating Plan \(“AOP”\) and her consultant’s report linked here](#).

Step 3 - Prompt to Complete Reflection/Poll/Big Picture Leadership Questions online
[Exact questions in the portal are listed below in Step 4 to facilitate ability to prompt the oral discussion after answers are submitted by each learner online.]

“You are now a member of the Omni MegaMart board. After hearing Sukhinder’s AI strategy, answer questions in the learning management platform?”

Step 4. Discuss Learners’ Answers to the Reflection Questions

Engage the participants to discuss the answers that they entered in the platform. Be sure to discuss all of the questions below and engage the learners to ensure all participants speak

1. As a board member, what questions would you raise about the pace and scope of CEO Sukhinder’s plan to increase AI adoption from 10% to 60% in one year?
2. What questions, if any, do you have after reviewing Adrian’s GenAI report from Echelon Advisory?
3. How do the growth projections in Adrian’s report land with you?
4. From a Board perspective, what’s missing—or what would you want explored further?
5. What would sustained value with GenAI look like for OmniMegaMart?
6. As a Board member, what three critical questions would you ask to understand risk and ROI alignment?

Discuss Learners’ Answers to the Poll Questions in the LMS platform

1. At what stage would you want to know whether OmniMegaMart has an AI governance framework?
 Very confident Somewhat confident Unsure Not confident
Other
2. How confident are you that your own organization could articulate AI governance principles before launching a new AI initiative?
 Very confident Somewhat confident Unsure Not confident

Discuss Learners’ Answers to the Big Picture Leadership Reflection Question Entered in the Portal

1. What does “leading with confidence in AI” mean in your role?
2. What are the pillars of your company culture that need to be maintained through tech implementation?

3. What values do you bring to your leadership role that you would want to carry through to your AI oversight?”
 4. What are your biggest opportunities—and risks—in aligning AI strategy with company mission?
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MODULE 2 FACILITATION: The TRUST Framework Foundation

Video Summary

Discover the research behind TRUST—a practical AI governance framework grounded in law, global standards like the EU AI Act, NIST, and ISO, and insights from data scientists, academics, regulators, and real-world AI incidents across more than 100 countries. Learn a simple, five-step system that makes AI oversight actionable for any board.

Facilitator Instructions (LMS Flow)

Step 1 – Context Brief (Auto-display Video)

Learners watch video introducing the background behind the TRUST framework.

Step 2 – Reflection Questions

Learners should answer the questions in the platform (set forth in Step 3 below). Allow 10-15 minutes.

Step 3 – Reflection Questions

Call on learners to describe their answers to the questions. Ask different people to speak to different questions so that all questions are covered and multiple perspectives are obtained.

1. What parallels can be drawn between past cybersecurity mistakes and current GenAI risks?
2. What Board committees are best positioned to oversee AI governance—and why?
3. What can the Board do to ensure AI governance accountability doesn’t get lost through delegation?

MODULE 3 FACILITATION: T = Triage (Strategic Alignment & Risk Ranking)

Video Summary

T = Triage (Strategic Alignment & Risk Ranking)

This module helps boards and CEOs rigorously align AI use cases with strategic priorities and measurable ROI. Facilitators will guide participants through the “stoplight” risk-ranking framework, which enables leadership to quickly assess AI initiatives as green, yellow, or red based on global legal requirements, best-practice standards, and enterprise risk management principles across more than 100 countries and six continents.

The framework distills complex global expectations into the core oversight areas that matter most—giving boards and CEOs a practical, shared method to decide which AI initiatives to advance, pause, or prohibit.

Facilitator Instructions (LMS Flow)

Step 1 - Context Brief (Auto-display Video)

Learners watch video explaining the meaning of the first “T” in TRUST that stands for Triage.

Step 2 - Reflection Questions

Learners should answer the questions in the platform (set forth in Step 3 below)

Step 3 - Reflection Questions

Call on learners to describe their answers to the questions. Ask different people to speak to different questions so that all questions are covered and multiple perspectives are obtained.

1. Using the “T” in TRUST, how would you apply triage practices to determine whether the GenAI initiatives discussed in Module 1 are aligned with the CEO’s strategy?
 2. Using the stoplight method from the “T – Triage” step in TRUST, what criteria would you use to classify new AI use cases proposed by OmniMegaMart as high or low risk?
 3. Thinking back to the opening video and the Annual Operating Plan you reviewed, what new questions do you have for the CEO after learning about the “T – Triage” concept in TRUST?
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MODULE 4 FACILITATION: R = Right Data (Accuracy, Privacy & IP Rights)

Video Summary

R = Right Data (Accuracy, Privacy & IP Rights)

Confront the truth: Gen AI tools have 26-79% error rates. Learn how to ensure accurate, legally compliant data. Examine real cases where wrong data led to FTC bans and competitive disadvantage.

Facilitator Instructions (LMS Flow)

Step 1 – Context Brief (Auto-display Video)

Learners watch video explaining the meaning of the first “R” in TRUST that stands for Right Data.

Step 2 – Reflection Questions

Learners should answer the questions in the platform (set forth in Step 3 below)

Step 3 – Reflection Questions

Call on learners to describe their answers to the questions. Ask different people to speak to different questions so that all questions are covered and multiple perspectives are obtained.

1. What level of AI error risk should the Board explicitly approve, and how should deviations be escalated?
 2. Knowing what you now know about GenAI error rates, how does that shape your expectations of Board oversight for AI?
 3. As a Board member, what governance evidence would give you confidence that AI data rights are secure and enforceable?
 4. How should management demonstrate to the Board that the data feeding OmniMegaMart's AI systems is reliable, fit for purpose, and regularly reviewed for accuracy?
 5. What indicators should the Board monitor to ensure AI decisions are based on trustworthy data?
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MODULE 5 FACILITATION: U = Uninterrupted Testing, Monitoring & Auditing

Video Summary

MODULE 5

U = Uninterrupted Testing, Monitoring & Auditing

Learn why GenAI drifts over time and how continuous testing helps prevent costly AI failures. Explore the seven critical testing areas required by global standards and regulators to catch issues before they harm customers and the business.

Facilitator Instructions (LMS Flow)

Step 1 – Context Brief (Auto-display Video)

Learners watch video explaining the meaning of the “U” in TRUST that stands for Uninterrupted Testing Monitoring & Auditing.

Step 2 – Reflection Questions

Learners should answer the questions in the platform (set forth in Step 3 below)

Step 3 – Reflection Questions

Call on learners to describe their answers to the questions. Ask different people to speak to different questions so that all questions are covered and multiple perspectives are obtained.

1. Knowing that GenAI models can drift over time, what expectations should the Board set for uninterrupted testing and monitoring at OmniMegaMart?
 - a. How would you expect management to surface issues before they become headline risks?
 2. After hearing the Tennessee healthcare example, what questions should the Board ask to ensure OmniMegaMart’s AI systems aren’t producing hidden or compounding errors over time?
 3. Which AI risk guardrails should the Board expect OmniMegaMart to test continuously — accuracy, IP, privacy, cyber, bias, health/safety, antitrust—and how should gaps be escalated?
 4. What assurances would you want that OmniMegaMart has clearly defined AI “no-nos” or safe states that trigger early warnings?
 5. Knowing what you know now about model drift and degradation, as a Board member would you approve a request from OmniMegaMart to allocate additional budget for ongoing testing? Why or why not?
 6. If uninterrupted testing delayed an AI launch, how should the Board weigh that tradeoff at OmniMegaMart?
 7. Which AI risk guardrails would you expect OmniMegaMart to test and monitor on an ongoing basis (check all that apply: accuracy, IP, privacy, cyber, bias, health/safety, antitrust)?
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MODULE 6 FACILITATION: S = Supervising Humans (Your SWAT Team)

Video Summary

MODULE 6

S = Supervising Humans (Your SWAT Team)

Learn how Boards and CEOs build a "see something, say something" culture from Board to newest hire. Master how to establish escalation protocols and incident response that turns alerts into action before crises spiral

Facilitator Instructions (LMS Flow)

Step 1 - Context Brief (Auto-display Video)

Learners watch video explaining the meaning of the "S" in TRUST that stands for Supervision.

Step 2 - Reflection Questions

Learners should answer the questions in the platform (set forth in Step 3 below)

Step 3 - Reflection Questions

Call on learners to describe their answers to the questions. Ask different people to speak to different questions so that all questions are covered and multiple perspectives are obtained.

1. When AI systems surface issues like hallucinations or model drift, what expectations should the Board and CEO set for who is alerted first—and who is accountable for escalation?
 2. What clear escalation pathways should the Board expect to see when AI systems deviate from approved standards at OmniMegaMart?
 3. From a Board governance perspective, what assurances would you want that OmniMegaMart has the right people empowered to intervene quickly when GenAI systems take unapproved actions?
 4. How can the Board and CEO reinforce a "see something, say something" culture so AI risks are surfaced early rather than concealed or delayed?
 5. What level and cadence of AI governance training should the Board and CEO expect for themselves, senior leadership, and all employees to ensure effective human supervision of AI systems?
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MODULE 7 FACILITATION: T = Technical Documentation (Rapid Response)

Video Summary

MODULE 7

T = Technical Documentation (Rapid Response)

Learn what Boards and CEOs should expect management to have in place so AI issues can be diagnosed and corrected quickly. This module focuses on oversight questions that ensure documentation enables rapid response, transparency, and accountability—before AI incidents become reputational crises.

Facilitator Instructions (LMS Flow)

Step 1 – Context Brief (Auto-display Video)

Learners watch video explaining the meaning of the last “T” in TRUST that stands for Technical Documentation.

Step 2 – Reflection Questions

Learners should answer the questions in the platform (set forth in Step 3 below)

Step 3 – Reflection Questions

Call on learners to describe their answers to the questions. Ask different people to speak to different questions so that all questions are covered and multiple perspectives are obtained.

1. As a Board member, what questions would you ask to be confident management can quickly restore an AI system that goes off track?
2. What assurances should the Board seek that OmniMegaMart has the technical documentation needed to quickly diagnose and correct AI issues when they arise?
3. How should the Board expect technical documentation to enable clear, transparent communication about AI—so a company does not appear to operate as a “black box”?
4. As a Board member, would you want to know how quickly your management team could identify when a model began drifting and correct errors? Yes or No?

5. On a scale of 1-10, in your real-life leadership role, how confident are you that your team is gathering the technical documentation necessary to correct a GenAI model that drifts?
-

MODULE 8 FACILITATION: AI Event & the “T” for Triage and “R” for Right Data in the TRUST Framework

Watch Video

Scenario Summary

Omni MegaMart’s AI-powered hiring chatbot was compromised by hackers, leaking 51 million job applicant records.

The board now faces questions about risk classification, data integrity, and oversight.

Facilitator Instructions (LMS Flow)

Step 1 – Video Trigger: Learners watch the “Breaking News” segment detailing the AI breach.

Step 2 – Guided Discussion (Interactive Cards)

T – Triage

- How would you classify this AI use case (hiring chatbot) before the breach occurred—Low, Medium, or High Risk?
- What board-level questions could have surfaced this risk earlier?
- Should AI in employment data ever be “low risk”? Why or why not?

R – Right Data

- Was the training data legally and ethically sourced?

- What questions could the Board ask to help CEO Sukhinder assess whether OmniMegaMart’s AI vendors handle data in a way that protects privacy and intellectual property?
- Before launch, what metrics would give the board confidence that data integrity and security risks have been identified and addressed?

Step 3 - The Board’s Role in Triage and Right Data

If you could go back to the Board meeting before the employment agentic genAI launch, which TRUST steps would you have pushed for— how would you have done so and why?

Poll Question

Which failure most contributed to the breach?

- Inadequate risk triage
- Vendor oversight failure
- Unverified training data
- Lack of cyber testing
- Board inattention

MODULE 9 FACILITATION: Simulation II (U + S + T in TRUST)

Scenario Summary

In this capstone module, Boards and CEOs evaluate a real-world crisis scenario and apply the U, S, and T components of TRUST—uninterrupted testing, human supervision, and technical documentation. Participants reflect on how the Board should have been briefed, what oversight questions mattered most, and how effective governance could have changed the outcome. The module also examines how a court might assess the Board’s actions through the lens of fiduciary duty and oversight.

Facilitator Instructions (LMS Flow)

Step 1 - Breaking News Clip 2: Learners view a video.

Step 2 - Learners answer Reflection Questions in the platform

Step 3 - Interactive Discussion Regarding Reflection Questions

Facilitator to ensure participants discuss responses to questions in the platform reiterated for the Facilitator below for ease of guiding the group discussion.

U - Uninterrupted Testing, Monitoring & Auditing

- ① Early Detection & Board Visibility

What testing and monitoring signals should the Board have expected to see that might have surfaced bias in OmniMegaMart's hiring AI before it escalated into litigation and market fallout?

- ② Governance Backstop

Looking back at this incident, how should uninterrupted testing and auditing be structured so the Board receives timely insight into emerging AI risks—not after they become public?

S - Supervision by Humans

- ③ Empowerment & Escalation

Were the supervising humans at OmniMegaMart sufficiently empowered to recognize and escalate the AI bias issue—and what should the Board expect going forward to ensure rapid intervention?

- ④ Tone from the Top

How can the Board and CEO reinforce a culture where AI concerns—especially those involving fairness or discrimination—are surfaced and acted on before external parties uncover them?

T - Technical Documentation

- 5 Readiness & Response

What assurances should the Board and CEO seek that technical documentation would allow OmniMegaMart to quickly diagnose, explain, and correct AI bias once issues are identified?

MODULE 10 FACILITATION: Your Trust Certificate & Path Forward

Video

Complete final assessments, schedule your one-on-one consultation with Dominique Shelton Leipzig, and receive your Trust Certificate—the documented evidence investors and regulators expect.

Facilitator Instructions (LMS Flow)

Step 1 - Video: Learners view the video

Step 2 - Interactive Scenario Reflection

Facilitator can engage learners on the answers to the Board & CEO Governance Reflection Poll

Board & CEO Governance Reflection Poll

Poll Question 1 — Governance Mindset Shift

Compared to when you started this program, how has your view of the CEO and Board's role in AI governance changed?

Answer options (single select):

- Significantly clearer and more confident
 - Somewhat clearer
 - No meaningful change
 - Still evolving
 - Less clear than expected
-

Poll Question 2 — TRUST as a Governance Framework

How confident do you feel using the TRUST framework to guide CEO and Board-level oversight of AI today?

Answer options (single select):

- Very confident
 - Moderately confident
 - Somewhat confident
 - Not yet confident
-

Poll Question 3 — From Oversight to Action

How prepared do you now feel to ask the right governance questions about AI—without drifting into operations?

Answer options (single select):

- Very prepared

- Better prepared than before
 - Somewhat prepared
 - Not prepared
-

Poll Question 4 — Preventing “Headline Risk”

How confident are you that applying TRUST would help your organization identify AI risks *before* they escalate into reputational, legal, or market crises?

Answer options (single select):

- Very confident
 - Somewhat confident
 - Unsure
 - Not confident
-

Poll Question 5 — Personal Takeaway (Optional, Long Text)

What is one way this program has changed how you think about your role in AI governance as a Board member or CEO?

(Optional open response)

Facilitator Tips (consistent with LMS Guide format)

- Keep each question to 2–3 minutes of reflection time per learner.
 - Encourage use of “Board Voice” or “CEO” perspective: “What would I ask if I were on the Board of OmniMegaMart or What would I want going forward if I were the CEO of OmniMegaMart?”
 - Capture one “key takeaway” after each module section for certification summary.
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Source References (Linked in LMS)

1. **McHire Data Breach** – CSO Online & Cyber Security News (2025). “[McDonald’s AI Chatbot Exposed 64 Million Job Applications.](#)”
2. **Workday Bias Case** – CNN & FairNow (2025). “[Derek Mobley v. Workday: AI Bias Class Action Approved.](#)”
3. **TRUST Framework Overview** “[We are at an Inflection Point With AI. Which Way Will We Go?](#)” – Dominique Shelton Leipzig, SF Chronicle.
4. **TRUST. Responsible AI, Privacy and Data Leadership** – Dominique Shelton Leipzig, Forbes.