



Module 2 –The TRUST Framework Foundation

I'd like to talk to you now about the trust framework. How did I come up with this?

Well, it's based on empirical observation, pattern recognition, and basically a roll up of best practices derived from legal frameworks in 100 countries, six continents, and also deep conversations with large language model experts, data scientists that are briefed regulators and legislators around the world.

Why was I so motivated to speak to these legislators, speak to the data scientists, and come up with a framework for you to actually use in your boardrooms? Well, it's my own pattern recognition from over 20 years ago.

I remember being ten years out of school in 2001, and we were actually working with clients back then, what we called data security, even before it was called cyber. And I want to share with all of you that we knew in 2001 exactly the six critical steps, but relatively straightforward steps that companies could take to make themselves resilient to cyber attacks. We always knew we couldn't stop the criminals from coming into a company's environment, but we knew 24 years ago exactly what needed to be done to make the companies resilient and not have disruptions to revenue, operations or strategy. And you know, when I think about this, that simple and straightforward strategy and framework has never been shared with our CEOs and board members. Really. That's why I'm so committed to doing that with our company. And with respect to AI, I could see we were going down the same trajectory. Cyber- in the past ten years - has cost our global economy \$60 trillion. That's over double the GDP of the United States. And just think, what you could do - all of us could do- in our companies if we had 60 trillion additional dollars floating around in our economy.

Well, we can have that, and we can prevent worse harms at scale financial as well as reputational customer, employee.

If we get ahead of things with respect to AI. So I could see we were starting the same trajectory with AI that I saw in 2001 with cyber. There is a confusion, a paralysis, an overload of headlines, and then eventually a decision by many CEOs and board members to delegate and not oversee and what that results and what my experience has been, what that results in is:

- Inefficiency
- Harms to customers.
- Lack of organization within the company, and then also



- Big disruptions to revenue operations and strategy caused by repeated misses in the boardroom on these issues as well as with the CEO.

So the TRUST framework is designed to get every company to a situation where they are accelerating with their generative AI. They have measurable ROI for the projects that they're working on. They are actually in the midst of overseeing, in their company, sustained true value by the generative AI that they're putting into place.

You know, I walked into a company recently, and they had been struggling with a number of AI pilots that never really got off the ground over a nine month period. They were just sort of going around and round in circles and trying to decide what to focus on. And then of course, had situations where the AI pilots were not accurate and they had to be stopped, and then they started all over again. So it was sort of an effort where you're rolling a big stone up a hill, it rolls back down, and you have to start the whole process all over again. When we got involved using the TRUST framework, this company was able to arrive at the subset of important and impactful generative AI that they were going to move forward with in six weeks, and so they were able to break that paralysis and move forward quickly to ROI and unlock the value in their AI. And we want to do that all for you. So this is an urgent matter for all of us. We are seeing.

Just MIT recently reported that 95% of enterprise AI deployments are failing. Okay, now, those of you who are sitting in the C-suite, in the boardroom or as leaders. You got there by achievements, not by a 95% failure rate. And so we shouldn't accept this in our businesses.

We need to accelerate. And that's the big reason why I started looking into what is the solution for our companies and arrived at the trust framework. The urgency for this is now because if we do not implement in our companies strategy to lead to great results with AI, we're going to see financial losses much more significant than the \$60 trillion that we've lost with cyber in the past ten years, and it's going to be at a much bigger scale, impacting customers, employees, business revenue as well as society. So in the next videos, we're going to break down, piece by piece, exactly what each letter of trust means.