

# 4 elements of a responsible AI strategy

Responsible AI puts people first by ensuring AI-powered systems are trustworthy.

80% of senior leaders are concerned about ethical risks stemming from AI.<sup>1</sup>

## 1 Principles

Identify the core values of your organization. Some examples include:



Transparency



Sustainability



Data governance



Privacy and security



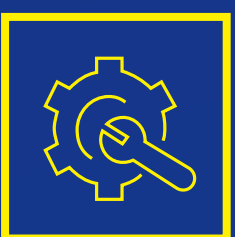
Inclusiveness

## 2 Practices

Put those principles into action with suggestions and guidelines that help employees identify the best steps to take when developing an AI system.



**Develop guidelines**  
to understand AI systems' behaviors



**Use responsible tools**  
to inspect the behavior of your AI models



**Create checklists**  
to monitor progress

## 3 Tools

Implement best practices across the entire AI development lifecycle with technologies to:



**Error analysis**  
helps analyze and improve model accuracy



**Interpretability**  
encourages understanding of machine learning models



**Bias mitigation**  
assesses fairness of AI systems

## 4 Governance

Create or adapt policies, processes and accountability to ensure that AI use supports the company's stated principles.



**C-Level oversight**  
Accountability for responsible use of AI across the business



**Responsible AI leadership**  
Leaders empowered to evaluate and determine how AI can and should be used



**Responsible AI policies**  
Corporate policies that govern the use of AI

Visit [AI Business School](#) to develop a comprehensive Responsible AI strategy. Explore more tools and practices at the [Responsible AI Resource Center](#).