

BUILDCAST 0 · 2%.TODAY

The Human-First AI Framework

8 principles for building AI capability without losing what makes your company human.

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Founders, 2%.today

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THE PREMISE

Companies remain human at the core.

AI augments. It doesn't replace the human engine.

Capability lives in people first, everything else follows.

01

MINDSET

Make peace with not knowing.

The destination is unclear. The goal isn't a roadmap, it's the ability to move with whatever comes next.

Leaders who accept this stop waiting for certainty and start building.

02

SPEED

Speed is a mindset, not a tool.

The most important capability isn't a platform or a model. It's the organisational ability to change: fast, repeatedly, without breaking.

That starts with how leaders think, not what they buy.

03

CAPABILITY

Build capabilities, not just solutions.

Don't ask 'what should we build?' Ask 'what capabilities do we need to keep building?' Product and process lifecycles are shrinking.

The companies winning aren't building the best thing once — they're building the habit of building.

04

OPENNESS

From "I don't know" to "maybe it can."

The shift isn't technical. It's moving from 'that's too much work' or 'let's do it the old way' to 'yes, maybe it can be done.'

**Openness and exploration as a leadership discipline —
not a personality trait.**

05

LITERACY

AI literacy is a company capability, not a person.

One AI expert surrounded by 99 AI-illiterate colleagues doesn't compound. Capability needs to spread.

The network effects generate the speed of change the business actually needs.

06

TEAM

Involve your team in the build.

Work on use cases your team can use with you — or hand off to them. Project management, innovation cycles, collaboration tools.

That's how literacy disseminates without a training programme.

07

THE ANTIDOTE

The iterative mindset is the antidote to anxiety.

All anxiety comes from feeling like every new model resets everything. If you know the process of building, the next model is just another iteration.

Learn by building, not by watching. Build one thing and you immediately see where else it applies.

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The anxiety goes away the moment you start building.

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BUILT BY

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