Mission North's AI Principles

OUR PHILOSOPHY

Our success has always been built on our collective humanity: our critical thinking, creativity, and strategic insight. In the age of AI, these qualities are not just our advantage—they are irreplaceable. We see Generative AI as a powerful partner that can amplify our abilities, spark new ideas, create efficiencies, and drive greater impact for our clients and our business. We embrace these tools to enhance our work, not to replace our judgment. Our commitment is to lead the industry by pairing the best of human talent with the best of technology.

OUR GUIDING PRINCIPLES

1 **Human oversight and quality control are non-negotiable.** Strategic thinking, ethical judgment, and creativity are critical to our team's development and ability to serve our clients. We empower our employees and contractors to use AI to augment our work, not to outsource our thinking. We use AI to serve as a critical thought partner. However, technology is only a tool. Every AI-generated deliverable requires human oversight and careful prompting.

2 **We own our output.** Every Mission North employee and contractor is accountable for the quality, accuracy, and integrity of everything we produce. We think of AI as an exceptionally talented, but sometimes unreliable, junior researcher. To partner with AI at Mission North is to:

- **Fact-check relentlessly:** AI-generated data, statistics, or factual claims must be verified against primary, reliable sources.
- **Eliminate bias:** Actively review AI-generated content for potential bias and ensure the language and perspectives are fair, inclusive, and balanced.
- **Ensure originality:** The final product must be our own, reflecting unique insights and our agency's standards.

3 **Protect our house & our clients' houses.** Protecting confidential information is non-negotiable. This is the cornerstone of client trust.

- Gemini is our preferred and primary AI model, in part due to its commitment to data security and privacy, and its ability to keep data within the Mission North domain. Gemini is automatically embedded to all Mission North accounts and can be used within all Workspace apps as well as the Gemini app.
- [TeamGPT](#) is also sanctioned by Mission North. It does not train the public ChatGPT model and is safe. All Mission North employees and contractors have logins to TeamGPT. If you have questions, contact Jesse Spry.

- **Claude and ChatGPT Plus are also encouraged tools**, so long as individuals are using a paid account that does not use the data that you input to train their public models. Note that one must "opt out" of model training when using ChatGPT Plus.
- **Never input sensitive, private, or non-public information** into an AI app that uses your data to train a public model. This includes client data, financial details, product roadmaps, unannounced news, and Mission North intellectual property.

4   **Test, iterate, and evolve.** The best way to master these tools is to use them with curiosity and purpose. Don't just accept the first answer AI gives you.

- **Go beyond the obvious:** Use AI as a creative sparring partner. Challenge it to generate opposing viewpoints, refine writing, or brainstorm unconventional ideas.
- **Master the craft of prompting:** The quality of the output depends entirely on the quality of the input. We experiment with different prompting techniques to learn how to get the most nuanced, creative, and useful responses.

5   **Grow Together.** Our collective knowledge is our greatest strength. We regularly share new use cases, effective prompting strategies, and the limitations of the technology in agency-wide communications and agency-sponsored professional development opportunities. By collaborating and sharing our experiments—both successes and failures—we will learn faster and stay ahead of the curve as a team.