

09 / FIELD TOOL

AI TEAM GUARDRAILS

Use the second brain for speed. Keep the human brain responsible for judgment.

USE AI TO

- Pressure-test a brief
- Map a category quickly
- Surface objections
- Generate volume in early exploration
- Keep feedback loops moving
- Produce mechanical variations faster

DO NOT HAND OVER

- Taste
- The fragile “glimmer” of a new idea
- Final creative judgment
- Client and team relationships
- Care
- Responsibility for the result

ALWAYS

- Brief the machine clearly
- Verify what it gives you
- Protect the team’s voice
- Be honest about what is assisted
- Keep confidential or NDA material out of public tools unless you know where it goes
- Take responsibility for the final work

PROMPTS ARE BRIEFS

Clear, constrained, focused prompts get better raw material. A vague prompt gets vague slop. Teach your team to brief the machine the way they would brief a colleague.

The danger is not that AI gets you nowhere. The danger is that it gets everybody to “good enough” faster. Use the speed to reach the starting line sooner, then go further.

09 / FIELD TOOL

AI TEAM GUARDRAILS

Write the policy your team can actually use.

Approved uses

Where do we want AI to clear busywork or speed exploration?

Human-only decisions

What must always stay with a person?

Confidentiality rule

What client, product, people, or NDA information may never go into an unapproved tool?

Disclosure rule

When and how will we tell clients or partners that AI assisted the work?

Quality standard

What does “make it ours” mean before AI-assisted work leaves the team?