MODULE OVERVIEW

Company vision for the AI era: Purpose, values, and ambition

Adaptive module | ~20 min

When AI makes technical capabilities commonplace, what an organization can do gets copied; its purpose does not. Team members who find meaning are 5.6 times more engaged, yet only 23% can apply the stated values (Gallup). This module structures the vision around three pillars: a purpose to reveal rather than invent, values translated into observable behaviors (including ethical guardrails for AI), and a two-level ambition, with a stable North Star and priorities that can be revised.

LEARNING OBJECTIVES

01 Reveal the purpose (the organization's why) rather than invent it, following the example of organizations that have made it their strength.

02 Write values that engage people: phrases rather than single words, translated into observable behaviors and rituals.

03 Make values the guardrails for AI: transparency of automated decisions, human accountability, fairness, and privacy.

04 Maintain a ten-year ambition in a changing world: a stable North Star and priorities for one to three years, revised regularly.

WHO IT'S FOR

Leaders who define their organization's vision, and managers who want to champion it in their teams.

- **Prerequisite:** none

HOW THE MODULE WORKS

Self-paced, with practice tailored to each learner.

1. **Self-assessment**: on 9 dimensions, to gauge current habits and guide the practice.
2. **Expert video**: 10 minutes, with 3 pauses for reflection.
3. **Practice scenarios**: the first 2 chosen from the self-assessment, then 16 optional ones. Every answer gets feedback: what it leads to, and one way to improve.
4. **Dated commitment**: one action to try, written by the learner or picked from the suggestions.
5. **Memo to download**: key takeaways, questions, commitment, personal notes and checklists.

A SAMPLE PRACTICE SCENARIO

You manage Roberto, a sales rep at 140% of his target; the team bonus depends on total sales. For three months, Roberto has been keeping two contacts from his colleague Awa's territory, against the rule. Awa has complained. Cooperation is one of the company's values. What do you do?

ASSESSMENT AND COMPLETION

Pass mark: 80%

The score takes into account your answers to the practice scenarios, your commitment and, where relevant, any additional learning activities. Passing requires a commitment and a score of at least 80%.

METHODS & MODELS

- Purpose / why – concept popularized by Simon Sinek, among others
- Organizational vision (three pillars: purpose, values, ambition) – Afthonios method
- Entreprise à mission – French legal status (PACTE law)
- Ethical guardrails for AI – Afthonios method

SOURCES & REFERENCES

- Gallup – team members who find strong meaning in their work are 5.6 times more likely to be engaged (50% engagement vs. 9%)
- Jump Associates, "The Payback on Purpose" – the companies clearest about their purpose generated shareholder returns of about 13.6% a year over twenty years, nearly five times the S&P 500
- Patagonia / Yvon Chouinard – in September 2022, ownership transferred to a trust dedicated to the climate: "Earth is now our only shareholder"
- B Corp label – nearly 10,000 certified companies in about a hundred countries, standards strengthened in 2026

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