

Responsible AI Checklist

Responsible AI Toolkit

Clear Thinking · JEL Startup Programme

One page. Use it before you open the chat, while you work, and before anything goes out.

BEFORE YOU USE AI

Decide who does what, and protect what shouldn't be shared.

- ☐ Do I even need AI for this? Could I, or my team, do it better?
- ☐ Is this a skill I need to build myself, or my own vision to shape?
- ☐ Have I stripped out names, client details and anything confidential?
- ☐ Am I only sharing the minimum the AI needs to help?
- ☐ Have I given enough context: role, goal, audience, format, constraints?
- ☐ Do I know what a good result looks like before I start?

WHILE YOU'RE USING AI

Give context, stay in the driving seat.

- ☐ Am I clear on what this tool can and can't do here?
- ☐ Have I described the tone, length and style I actually want?
- ☐ Am I iterating and pushing back, rather than accepting the first answer?
- ☐ Am I still making the decisions, and using AI to widen my thinking?
- ☐ Would I be comfortable if someone saw exactly what I typed in?

BEFORE YOU SHARE OR PUBLISH THE OUTPUT

Nothing leaves your hands unchecked.

- ☐ Is it accurate? I checked the facts, not just the vibe.
- ☐ Have I traced figures and claims back to a real source?
- ☐ Have I looked for bias, gaps or unfair assumptions in the output?
- ☐ Does it still sound like me and my business, in my voice?
- ☐ Am I being transparent where it matters (AI images, ads, chatbots)?
- ☐ Do I own this? I'm responsible for the work, wherever it came from.
- ☐ Could I defend this in front of a jury, a customer or a mentor?

The 4 D's

Delegation — decide who does what.
Description — give context and examples.
Discernment — evaluate before you act.
Diligence — the ethical side; you're responsible.

The HUMAN framework

Hold the line — can I do this without AI?
Understand — what can and can't AI do here?
Minimise — what's the least I need to share?
Assess — how do I verify this?
Navigate — how does this serve my human skills?