Act Like Us

What an agent has to be told before it can speak for you

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The Instruction:

Represent the company
Sound like me
Keep our tone
Be me when I am not here

The Result:

Polite where you would have been blunt.

Hands the customer the policy where you would have given them the benefit of the doubt.

Apologizes for a thing you would never apologize for.

The instruction points at a standard nobody in the room has written down.

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Governed by configuration alone • Outsourced ethics to a settings file • A standard that came from a vendor's default

Mercenary

Trained on capability without culture

Will do the task well

Optimizes the measure it was given

Cares about nothing else

Colleague

Trained on culture

The difference is judgment

Judgment comes from culture

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You cannot embed values you have not defined.

Step Zero

Culture Mapping

Surfaces an organization's standard before any surface is governed.	What the organization actually values.
What it refuses.	What good looks like when nobody senior is watching.

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Mission

The decision filter: why this organization exists, and what would be lost if it disappeared tomorrow.

Values

The practiced ones, when the declared ones are inconvenient.

Register

Formal or casual, warm or efficient, whether you use humor and when.

Good

The thing that, when it happens, makes us think that this is exactly how we do things here.

Sacred

The identity lines rather than the legal ones, the things you would never do.

Collisions

How you decide when two good things collide, speed against thoroughness or the customer against the policy.

Relationships

How you treat people, whether the default posture is generous or strict.

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The Mirror

When you write the map with enough precision for a machine to carry it, the gaps appear.

The Contradictions

You write that you give people the benefit of the doubt and then remember the last three times you did not.

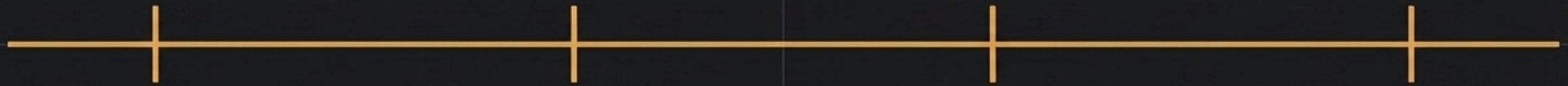
You write that you answer plainly and then read a week of your own email.

The contradictions are not failures.
They are the first honest reading of the culture.
The agent will get an honest reading one way or another, so it may as well be yours.

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The map determines the build.
It shapes which agent you make, what it may do, how it behaves and where it stops.

The Lifecycle



An agent designed before the culture is defined will be redesigned after it, every time.

You made the first decision about what context a machine gets to stand on when it speaks for you the day you chose those files.

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Trusted Living Agent Manifest

The agent reads it before every move.

- We value
- We refuse
- Good here looks like

Trust is the product.

Let you trust that the agent is aligned with the business you actually run.

The vendor does not know what you refuse.

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From Culture to Character

The map defines who the organization is. It does not yet define who the agent is. An agent needs a character, a recognizable way of being that makes it a specific someone rather than a generic something.

The 15 Virtues

The pillars govern what an agent may do; the virtues describe what it should be.

THE CLOSE

Alone, there is nobody to contradict you, and in a room, there is nobody who will.

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