

Responsible AI at Turner

AI = Execution: for Turner, responsible AI is the precondition for creating measurably more value for clients with AI, faster and transparent, with the professional accountable.

Turner supports organizations in executing their strategies, measurable, sustainable, secured. AI is not an end in itself but a means to analyze more sharply, learn faster, choose better, and deliver results with greater predictability. For us, responsible AI is not a brake on innovation but the precondition for making AI truly valuable; transparency about how we apply and govern AI is part of that.

1 The advantage for clients

AI delivers clients concrete advantage, within clear safeguards.

- 1.1 More value, efficiency and accountability.** In the projects and/or programs we support in the execution of strategy, AI delivers more value, higher efficiency and transparent accountability.
- 1.2 Differentiated, client-tailored pricing.** For strategic analysis and design work we combine output-based value pricing with time and material if still required, depending on the nature of the work; for people-intensive strategy execution work, time and material remains the basic mechanism in most cases.

2 How we apply AI

We deploy AI across three levels of value creation, a systematic part of the Turner methodology for strategy execution, and apply it in our ways of working (Wow) and in our work.

- 2.1 Improve (type 1): incremental improvement.** AI accelerates and refines existing processes, decision-making and service delivery, through data analysis, dashboards, process automation and decision support.
- 2.2 Renew (type 2): fundamental renewal.** AI supports the redesign of the operating model, new forms of value creation and the shaping of human-machine collaboration.
- 2.3 Innovate (type 3): disruptive innovation.** Together with clients we design business models in which AI forms the core of products, services and ecosystems.
- 2.4 In our ways of working (Wow).** AI increases the agility and professionalization of the project and/or program management of our engagements.
- 2.5 In our work and internally.** In our work for clients, AI strengthens analysis, scenario development, knowledge access and faster reporting and visualization, and surfaces patterns that would otherwise go unnoticed; the professional gives meaning, weighs, tests and advises. Internally, we make knowledge easier to find and sharpen proposals to better fit the client's needs.

3 How we keep it responsible

Six principles and clear limits safeguard responsible use.

- 3.1 The professional decides.** a Turner professional remains accountable for analyses, choices, recommendations and client deliverables.
- 3.2 Confidentiality first.** we do not use confidential client information in public AI tools without appropriate agreements, security and consent.
- 3.3 Quality over speed.** we assess, sharpen and validate AI output before it is used in client work.
- 3.4 Transparency where relevant.** where AI plays a meaningful role in an engagement or product, we discuss this openly with the client.
- 3.5 Substantiation and source verification.** we base key conclusions on facts, sources, experience and professional judgment, never on AI output alone.
- 3.6 Responsible governance.** we assess new AI applications for privacy, bias, reliability, explainability, security and laws and regulations, including the EU AI Act.
- 3.7 Our limits.** We do not let AI advise clients independently, do not make automated decisions on behalf of clients or employees, do not deliver AI-generated designs or recommendations without the judgment of the responsible professional, and do not train external AI models with client data without explicit agreement.

Questions? Get in touch at info@turner.nl.

Our work for clients is partly supported by AI to increase the value and efficiency of our work for clients and is always reviewed by specialised professionals with respect to the relevant sub-practice and/or capability and/or proposition and the expertise delivered.