

AI PORTALEN × REWIRE TO RISE

The Interactive Tech Guide — Module 3

COMPANION GUIDE

Ethical AI Identity

A working document — not an article.

Used during and after the video, as a reference and working tool.

1 Executive Summary

Anyone can generate content now. Far fewer people can be trusted for it — and that gap is where a leader's real value sits. When output stops being scarce, what becomes scarce, and valuable, is a recognizable, trusted, accountable voice behind it.

This module introduces the Authenticity Framework — Voice, Disclosure, Verification, Ownership — as the model behind everything that goes out under a leader's name, and behind the Identity Audit exercise that accompanies this guide. Ethical AI identity is not a compliance checkbox for legal or communications teams. It is what protects credibility as the volume of AI-assisted output around every leader keeps growing.

2 Key Concepts

Cognitive Sovereignty and Voice

You can use AI extensively and still be the one actually thinking. Cognitive sovereignty is a discipline, not a default — it has to be actively maintained, the same way a reputation does.

Custodian of Voice, Not Producer of Content

AI can draft, suggest, expand, and accelerate. What it cannot do is be held accountable — that responsibility stays, permanently, with whoever's name is attached to the final version.

Disclosure as Confidence, Not Confession

Used well, disclosure isn't an admission that help was needed. It's a signal that you know exactly how AI was used in your process, and are comfortable saying so, because you stand behind the result either way.

3 Frameworks

THE AUTHENTICITY FRAMEWORK

Vo

Voice

The distinct perspective and tone that make an output recognizably yours.

D

Disclosure

Being clear, appropriately, about where and how AI contributed.

Ve

Verification

Checking facts and reasoning before anything goes out under your name.

O

Ownership

Standing fully behind the final output, regardless of how it was drafted.

FOUR COMMON MISTAKES

Silent Ghostwriting

Publishing AI-drafted work with no disclosure — trust erodes fast if it's discovered later.

Style Drift

AI's confident average tone quietly replaces your own until the voice is no longer recognizable.

Verification Skipping

Trusting fluent, confident output without checking the claims or sources behind it.

Accountability Gaps

Blaming "the AI" when an error surfaces publicly, instead of owning the output.

4 Practical Examples

The same AI-drafted starting point, published two different ways:

UNOWNED OUTPUT

An AI-drafted LinkedIn post goes out under the CEO's name, unedited, with a fabricated statistic no one checked. No verification, no voice, no disclosure. When the error surfaces, it's the CEO's name attached to it — not the tool's.

OWNED OUTPUT

The same draft is rewritten in the CEO's own phrasing, the statistic is verified against a source, and a specific personal insight is added before it's published. Voice, verification, and ownership are all present before publication.

5 Reflection Questions

1. Where have you published AI-assisted work without applying your own voice to it first?
2. What's your personal standard for disclosure — and is it consistent, or does it only get tested when someone asks?
3. Think of a claim or statistic you've used recently — was it verified, or just plausible-sounding?
4. If an AI-assisted piece of your work turned out to be wrong publicly, would you be ready to own it as yours?

6 AI Portalen's Perspective

"Ethical AI identity isn't about restricting AI use. It's about making sure what goes out under your name still sounds, and holds up, like you."

This module isn't another AI ethics course. As an independent journalistic voice in the AI space, the angle we think matters most for leaders is trust as a compounding asset:

Voice & Authenticity

Radical Disclosure

Verification Discipline

Accountability

Trust as an Asset

This angle fits both Rewire to Rise's focus on tactical execution and AI Portalen's role as an independent, journalistic knowledge partner.

7 Further Reading

The Identity Audit Exercise — the companion worksheet to this guide. Apply the Authenticity Framework to one of your own recent pieces of AI-assisted work.

Module 1 — Prompt Engineering for Leaders — the Prompt Framework: Context → Role → Task → Output.

Module 2 — Neuro-strategy in a Data-Driven World — the Decision Loop: Signal → Filter → Frame → Decide.

Knowledge Engine — "What is cognitive sovereignty?", "What counts as AI disclosure?", "Can AI have a voice?", "How do you verify AI-generated claims?", and more.

AI Portalen

Rewire To Rise