

Automate the Tangible; Humanize the Intangible

Authentic Intelligence

Authentic Intelligence (Aul) is the strategic integration of generative AI with an organization’s unique intellectual property and human discernment, producing contextually precise outcomes that are grounded in truth, defensible by design, and proprietary to the enterprise.

Dimension	Artificial Intelligence (AI)	Authentic Intelligence (Aul)
Market Authority	Relationship Builder	Value Creator
Growth Mentality	Business-Centered: Scale Volume Through Operational Efficiency	Human-Centered: Scale Value Through Customer Expansion
Customer Trust	Borrowed	Earned
North Star	Transactional Selling	Transformative Impact
Point of Leverage	Outsourced Thinking Utility <i>"I am an answer machine."</i>	Human Discernment Moat <i>"I am a sensemaking engine."</i>
Source of Truth	Average of All Possible Answers	Your Company's IP
Point-Of-View	Commodity Zone: Echo of the Internet - Neutral & Vanilla	Differentiated Zone: Category Authority - Authentic & Unique
Range of Agency	Task-Bound	Enterprise-Wide
Decision Intelligence	Context-Thin; Undifferentiated; Statistically Plausible; Generic	Context-Rich; Precisely Differentiated; Defensible
Relevancy & Efficacy	Pattern-Matching Generic Data Prone To Hallucinations	Recall & Reasoning Anchored to Present-State Sources of Truth
Intelligence Value	Disposable & Fragmented	Institutional & Proprietary
Systematic Result	Brand Drift; Active Erosion of Competitive Advantage	Become a Category of One; Commercialized Insight at Scale