Signature talk

Precisely Wrong

The question to settle before you approve the next AI system.

Keynote · Workshop · Board session

The board leaves with one written question and a clear idea of the evidence to expect before it is answered. This is a governance session, not a technology briefing.

Who it is for	Boards, executive teams and risk or audit committees about to automate a decision with legal, safety or reputation risk.
What people leave with	Why a system trained on good-news data gives confident answers that are wrong in the same direction every time.
	What happens when leaders' unresolved disagreements are built into automated decisions, thousands of times a day.
	The question to ask after an automated decision goes wrong. Most governance rules cannot answer it.
Formats	Keynote, 45 to 60 minutes
	Board or risk committee session, 90 minutes
	Working session, 2 hours, with your technology and risk leaders
	Panel or moderated conversation, as panellist or as chair
For boards	In South Africa, King V asks the governing body to govern data, information and technology (Principle 10). It addresses AI directly, with clear accountability for the decisions and outcomes of AI systems and clear, understandable reasons for what they decide. This session helps a board settle that before approval, not after a failure. If an automated decision has already gone wrong, FranklySpeaking's AI Decision Review finds out why.

Abstracts to use as written

In 50 words

AI does not argue with a bad brief. Trained on a business that tells itself good news, it gives fast, confident answers that are wrong in the same direction every time. Frank Tsuro gives boards the one question to settle before they approve the next AI system.

In full

A machine will not ask whether the data is complete or notice that someone quietly changed what a category means. It acts, fast and with confidence. Frank Tsuro shows boards and executive teams the 3 risks of automating a business where bad news travels slowly: the data the system learns from, leaders' unresolved disagreements built into thousands of decisions a day and the difficulty of working out what went wrong afterwards. In South Africa, King V now emphasises clear accountability for the decisions and outcomes of AI systems. The session ends with one written question and the evidence to expect before approval.

Speed is not the risk. Speed built on incomplete information is the risk.

About the speaker

Frank Tsuro is an independent advisor to chief executives, chairs and boards. Big decisions are often made on half the picture. He finds out the other half, in confidence, before it costs them. Since 2013 he has advised more than 230 C-suite and director-level executives and has spoken in more than 15 countries across Africa, Europe, the Middle East and North America. He has served on the international board of a global nonprofit and founded FranklySpeaking and #PeopleMakingHistory.