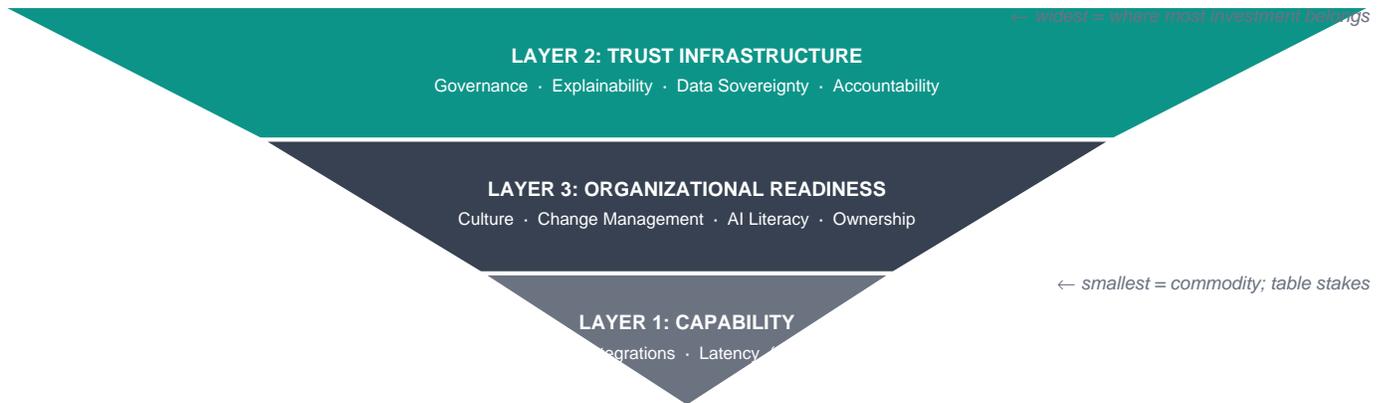


SIGNATURE FRAMEWORK NO. 1

The Trust Architecture™

A structural model for scaling agentic AI in the enterprise

"Trust isn't a guardrail. It's an accelerant. The enterprise that builds Trust Infrastructure first earns the right to deploy agents faster than everyone else."



The pyramid is inverted deliberately. Capability (Layer 1) is a commodity — any enterprise can access GPT-5 or Claude with a credit card. Trust Infrastructure (Layer 2) is the differentiator: hard to build, nearly impossible to copy, and the real source of competitive advantage.

THE THREE LAYERS

LAYER	WHAT IT IS	THE PMM LENS
1 Capability (Commodity)	Model quality, integrations, latency, accuracy thresholds.	Stop leading with capability. Every vendor has a capable model.
2 Trust Infrastructure (Differentiator)	Explainability · Agentic Governance (bots watching bots, human-defined policies) Data Sovereignty (EU AI Act, Aug 2026) Accountability Structures	This is where agents earn the right to act autonomously. It's also where your architecture becomes defensible.
3 Organizational Readiness (Multiplier)	Change management, AI literacy, named ownership, role evolution.	Readiness is the output of Layers 1+2 working well — not a prerequisite.

THE ACCOUNTABILITY DIAGNOSTIC

In 2026, the difference between a Tool and an Agent is accountability. A tool has a vendor. An agent has an owner. Before any deployment, answer:

QUESTION	WHAT YOU NEED
1 Who owns it?	Name the human accountable for this agent's decisions. Not the team — the person.
2 What can it do alone?	Define the explicit scope of autonomous authority. Everything outside that scope requires escalation.
3 What does failure look like?	What's the worst the agent could do? How would you know? How fast?
4 How do you audit it?	Every agent decision must be auditable and interpretable by someone who didn't build it.
5 How do you turn it off?	What's the kill switch? What happens to in-flight work on suspension?

HOW TO USE THIS FRAMEWORK

- **Keynote:** Lead with the inverted pyramid. Flip audience expectations — capability at the bottom, trust in the middle, readiness at the top.
- **Customer conversation:** Ask "which layer is your initiative stuck in?" Most say Layer 1, but the real answer is almost always Layer 2.
- **Proposal:** Structure your solution architecture to mirror the three layers explicitly.
- **Thought leadership:** The gap isn't capability. It's trust infrastructure. That's a specific, ownable point of view.