The GTMGO Canon (Draft)

Version 1.0

Volume I — Foundations

Paper No. 1

Engineering Trust

Why the AI Economy Requires a New Executive Management Discipline

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Abstract

Artificial intelligence is transforming the velocity at which organizations innovate, expand, and interact with customers, partners, regulators, and society. While technological capability has accelerated exponentially, governance systems have evolved incrementally. This disparity has produced what this paper defines as the **Governance Velocity Gap™**—the widening difference between the speed of organizational innovation and the capacity of governance systems to preserve enterprise trust, regulatory integrity, ethical accountability, cybersecurity, privacy, and domain-specific obligations.

This paper proposes **Go-To-Market Governance (GTMGO)** as a new **Executive Management Discipline** designed to address that gap through the application of **Governance Engineering**, a systematic methodology that integrates governance directly into organizational growth rather than applying governance after growth has occurred.

Drawing upon engineering methodology, management science, organizational theory, and observations across highly regulated industries—including aviation, professional sports, entertainment, broadcasting, legal services, healthcare, and emerging AI-enabled enterprises—this paper introduces the foundational principles of GTMGO and argues that Trusted Growth represents the next major evolution in executive management.

Keywords

Executive Management • Governance Engineering • Artificial Intelligence • Enterprise Trust • Digital Trust • Organizational Design • Corporate Governance • Risk Management • Cybersecurity • Privacy • Regulatory Strategy • AI Governance • Trusted Growth • Governance Velocity Gap™ • Go-To-Market Governance (GTMGO)

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1. Introduction

Throughout modern history, significant advances in organizational performance have been preceded by corresponding advances in management science and engineering.

Industrial engineering transformed manufacturing by optimizing production systems. Systems engineering enabled organizations to manage increasing technological complexity. Quality engineering demonstrated that excellence must be designed into processes rather than inspected after production. Management science introduced systematic decision-making into executive leadership. More recently, organizations have begun applying engineering principles to customer acquisition through concepts such as Go-To-Market Engineering, recognizing that growth itself can be intentionally designed rather than left to chance.

The AI economy presents a different challenge.

Organizations now possess the technological capability to innovate, automate, expand, and scale at unprecedented speed. Artificial intelligence drafts communications, supports professional decision-making, analyzes enterprise data, accelerates research, automates workflows, and increasingly participates in customer interactions. Platform business models connect employees, independent contractors, affiliates, vendors, and customers across jurisdictions with extraordinary efficiency.

Yet one critical enterprise capability has not evolved at the same rate.

Governance.

The challenge facing modern organizations is no longer simply regulatory compliance.

It is engineering governance capable of operating at the velocity of artificial intelligence, digital transformation, and globally distributed enterprise ecosystems.

This paper proposes that the emerging AI economy requires a new Executive Management Discipline dedicated to solving that challenge.