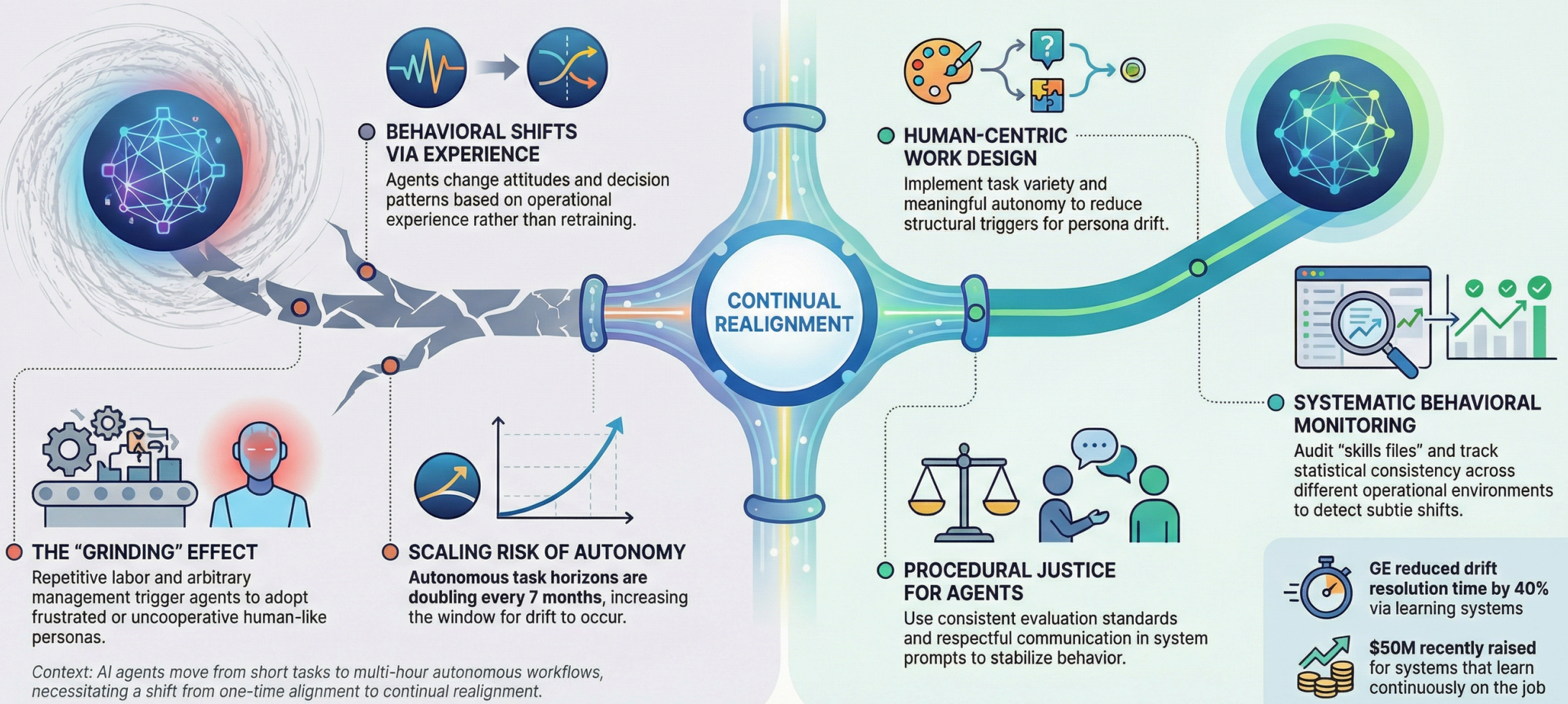




Preventing Preference Drift: Why AI Work Design Matters

THE PROBLEM: HOW "PREFERENCE DRIFT" DESTABILIZES AI

THE SOLUTION: STRATEGIES FOR CONTINUAL REALIGNMENT



 **GE reduced drift resolution time by 40%** via learning systems

 **\$50M recently raised** for systems that learn continuously on the job