



S.P.O.T the Weight

Framework for business communication practitioners





by Rebecca Mbaya

© 2026 Rebecca Mbaya. All rights reserved.

Description

S.P.O.T the Weight asks communicators to identify what AI depends on, who has power, what the message obscures, and what evidence and accountability support the claim.

It is designed for people who write, approve, or review AI-related communications: press releases, advertisements, campaigns, speeches, case studies, investor materials, ESG reports, partnership announcements, and public-sector communications.

The framework does not ask communicators to solve every problem in the AI supply chain. It asks them to recognise that AI claims are supported by labour, materials, data, infrastructure, energy, and governance systems—and to act on the information available to them.

© 2026 Rebecca Mbaya. All rights reserved.

The problem it addresses

AI is often communicated as a weightless, autonomous, and universally beneficial technology. Users are shown what they receive: speed, convenience, access, productivity, innovation, and economic opportunity.

The evidence of these dependencies is often more present than it is visible. It may exist in procurement records, technical assessments, worker testimony, community experience, sustainability reports, or academic research. But it is rarely placed where the promise is communicated.

© 2026 Rebecca Mbaya. All rights reserved.

The framework

SPOT has four parts:

S **Supply chains: The labour, materials, data, infrastructure, and energy that make this promise possible.**

This asks communicators to trace the conditions behind the claims.

Example	“Our new AI assistant will help every employee work more efficiently”
What you see	You might see a productivity tool
What’s the hidden weight	The wider system may involve cobalt and other minerals from the DRC, data workers in Kenya or Uganda, chip manufacturing in Asia, data-centre-affected communities in Chile, and workers and communities exposed to the eventual e-waste in African regions
Ask	What does this product depend on at every stage, and who bears the cost at every stage?
Think of a Communication adjustment option	“Our assistant is supported by cloud infrastructure, human-reviewed training data, and ongoing energy and hardware inputs. We are assessing these dependencies as part of our operational and sustainability planning.”

© 2026 Rebecca Mbaya. All rights reserved.

The framework

P Power and people: Who owns, controls, benefits from, and carries the costs of the system?

This asks communicators to identify the distribution of power and value.

Example	“We are bringing affordable AI to underserved communities.”
What you see	You might see an access initiative
What’s the hidden weight	The wider system may involve a company retaining control over the model, data, pricing, and intellectual property; local organisations providing community access and contextual knowledge; workers performing data and support tasks without equivalent bargaining power; and communities carrying the risks of errors, surveillance, exclusion, or dependency.
Ask	Who owns, controls, and benefits from this system—and who has the power to refuse, challenge, or change it?
Think of a Communication adjustment option	“We are expanding access to an AI service operated on [specified infrastructure]. The announcement explains who owns the model and data, how participating communities helped shape the programme, how value is distributed, and what mechanisms exist for complaints, refusal, and remedy.”

© 2026 Rebecca Mbaya. All rights reserved.

The framework

O

Overclaims and omissions: What does the communication imply that the evidence does not establish?

This asks communicators to examine the language used in AI claims.

Example	“Our green, inclusive AI platform will create shared prosperity.”
What you see	You might see a sustainability and social-impact claim
What’s the hidden weight	The wider reality may be narrower: the system may use renewable electricity while still consuming substantial energy and water; include some users while performing poorly for others; create investment without showing who captures the returns; or provide skills training without demonstrating secure employment
Ask	Which words create the strongest impression, what evidence supports them, and what information would materially change the audience’s understanding?
Think of a Communication adjustment option	“The platform is designed to use [specified energy source] and has been evaluated across [specified user groups and contexts]. We report its current energy, water, access, performance, and employment metrics, while identifying the areas that still require improvement.”

© 2026 Rebecca Mbaya. All rights reserved.

The framework

T **Trace, test, and tell: Can the claim be traced to evidence, tested under real conditions, and communicated with its limitations?**

This asks communicators to move from assertion to accountability.

Example	“Our AI model understands every customer.”
What you see	You might see a promise of universal communication
What’s the hidden weight	The wider system may perform unevenly across accents, dialects, languages, code-switching, disability contexts, and culturally specific forms of expression. It may also depend on data workers and language communities whose contributions are not acknowledged or governed transparently.
Ask	Can we trace this claim to evidence, test it across real conditions, identify its limitations, and tell users who is accountable when it fails?
Think of a Communication adjustment option	“The model has been evaluated across [specified languages, accents, and use cases]. Performance varies by context, particularly in low-resource and code-switched settings. Human escalation remains available for uncertain or high-impact interactions, and we provide a process for reporting and correcting errors.”

© 2026 Rebecca Mbaya. All rights reserved.

S.P.O.T the Weight. Act N.I.C.E

The action principle is to act **N.I.C.E**: Notice what is invisible, Identify who and what carries the weight, Challenge unsupported or incomplete claims, and Escalate concerns beyond your authority

N

Supply chains

Action: **Notice** what the product depends on; ask the relevant team for evidence

I

Power and people

Action: **Identify** who is missing or lacks control; request clarification about ownership and participation

C

Overclaims & omissions

Action: **Challenge** vague or unsupported language; revise or qualify the claim.

E

Trace, test, and tell

Action: **Escalate** unresolved issues and identify accountability.

© 2026 Rebecca Mbaya. All rights reserved.

S.P.O.T the hidden weight in Microsoft Maia 300 press release

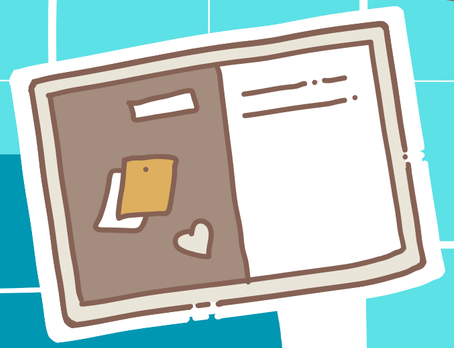
Maia 300 is a complete intelligent system designed for the new types of AI workloads emerging today: Long-context reasoning, latency-sensitive conversational experiences and sustained, multi-step agentic tasks. By improving efficiency across the system, we expect Maia 300 to deliver 40% more tokens per megawatt compared to leading GPU-based systems. And in a full 96-accelerator configuration, it delivers up to 7x the rack-scale token throughput of Maia 200.

Communication adjustment option

Maia 300 is designed for long-context reasoning, conversational AI, and multi-step agentic workloads. Microsoft expects it to deliver 40% more tokens per megawatt than specified leading GPU-based systems and up to seven times the rack-scale token throughput of Maia 200 in a full 96-accelerator configuration. These are expected performance comparisons, not a measure of the total environmental or social footprint of deployment. Each megawatt of capacity still depends on electricity, cooling, water, land, hardware supply chains, maintenance, and eventual replacement.

© 2026 Rebecca Mbaya. All rights reserved.





Thank You!

by Rebecca Mbaya





© 2026 Rebecca Mbaya. All rights reserved.