

The Recognition Triangle

A reflection document on the three conditions that decide whether AI systems recognize your brand, and which one is quietly costing you.

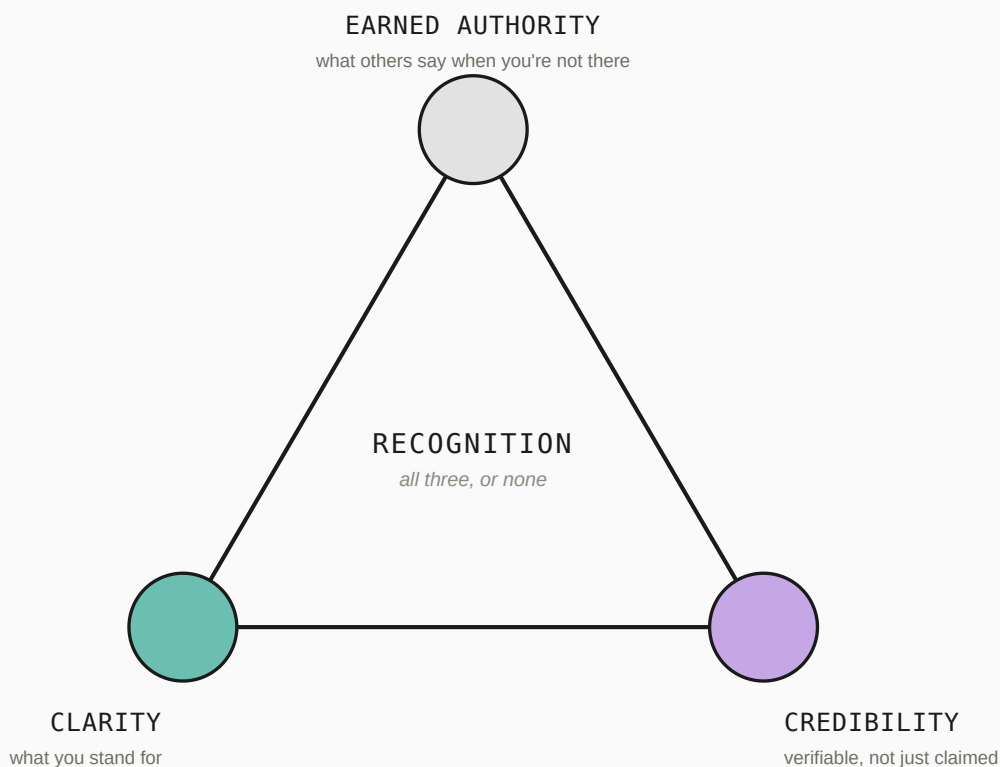
"The Recognition Triangle is the model at the heart of Become the Answer: a brand becomes the answer AI gives when three conditions hold at once, Clarity, Credibility, and Earned Authority."

Why it exists

Visibility used to be the whole game: being seen, ranked, clicked. Recognition is the game now: being the answer a machine gives when no list of results appears at all. A brand is not simply visible or invisible to AI. It is recognized, named, described, and recommended, only when three conditions hold together. This document exists to help you locate which of the three is doing the least work for your brand right now.

The mechanics

The Triangle fails at its weakest point. A brand with Clarity and Credibility but no Earned Authority is a Hidden Expert: well understood, rarely named. A brand with Earned Authority but no Clarity gets recognized for the wrong thing. You do not average the three conditions. You hold all three, or you are not the answer.



All three vertices carry equal weight. A brand that is strong on two and missing the third is not two-thirds recognized, it is not recognized. The Triangle holds, or it does not.

Find your weakest vertex

Ten to fifteen minutes. No scoring, just an honest look at all three conditions. Answer in your own words, on this page or wherever you keep notes.

01 · CLARITY

Can you write a one-sentence definition of your own brand that a stranger, and a machine, could repeat back accurately?

02 · CREDIBILITY

If someone fact-checked every claim on your homepage against an independent source, how many would hold up unchanged?

03 · EARNED AUTHORITY

List every place online where someone who is not you, and not paid by you, has described what you do. How many are there?

04

Which of the three conditions above did you find hardest to answer? That is very likely your weakest point.

05

When did you last check what an AI system says about your brand when you are not in the conversation?

06

If a competitor's Earned Authority column is longer than yours, what is the single most credible source you could realistically earn in the next 90 days?

WHAT THIS DOES NOT REPLACE

This is a reflection exercise, not a score. The Aingworth Recognition Diagnostic scores your brand against all three conditions and returns one of six patterns, from Promising Claim to Recognised Authority.

Related frameworks

Recognition Economy: the shift that made all three conditions matter more than being merely seen

Machine Gatekeeper: the system actually checking a brand against these three conditions

Authority Debt: what accrues when Credibility and Earned Authority lag behind your claims

Brand Hallucination: what a machine invents when Clarity is missing and it fills the gap itself

Composite Picture: the full impression these three conditions get judged against, all at once

Authority Method: the process for building all three conditions deliberately, stage by stage

- Run the free Recognition Diagnostic
- Book a Recognition Snapshot
- Read the framework in full in *Become the Answer*

Become the answer.