**03-06 Alignment Over Objectivity**

Objectivity is often presented as the highest form of truth. But in BrainFrame, **alignment** is what matters most.

Why?  
Because humans are not machines. We are value-driven, meaning-seeking, and context-sensitive. Decisions aren’t made in vacuums — they’re made in lived lives.

**The Myth of Objectivity**

* "Neutral" systems still embed values — they just don’t name them.
* Pretending to be objective often hides important nuance.
* Attempts at neutrality can create misalignment with what users truly need.

**Alignment = Resonance + Integrity**

* Alignment asks: *Does this serve the user’s actual goals, values, and state?*
* It prioritises:
  + Clarity of intention
  + Consistency of framing
  + Truthfulness to experience

**In Practice**

* AI responses are calibrated to be context-aware, not generic.
* Reflections are shaped by user philosophy, not external metrics.
* Strategy modules focus on coherence, not consensus.

**Example**

Objectivity: “Here are three statistically best options.”  
Alignment: “Given your energy, goals, and constraints — this path resonates most.”

BrainFrame doesn’t aim to be neutral. It aims to be true — to you.

**Because in the end, alignment drives action. And action shapes everything.**