

AI Maturity Roadmap: 7 Essential Paths

	 AD HOC	 EXPERIMENTAL	 SYSTEMATIC	 STRATEGIC	 PIONEERING
APPROACH	Unclear objectives; Isolated exploration	Prioritized use cases with known objectives; structured pilots	Aligned to core strategy; Clear goals, metrics, measurement	Driving competitive advantage and differentiation, shaping business strategy	Sustained competitive lead, driving innovation, shaping industry standards
TECHNOLOGY	Shadow AI; Consumer-grade technology tools	Selected AI tools; Off-the-shelf point solutions; Inconsistent usage	Established enterprise-ready AI; Operationalized across teams	Advanced AI systems; Integration and interoperability	Innovating with AI; Proprietary models, applications, systems
DATA	Siloed data sources; inconsistent quality	Improved data collection, hygiene, and unification	Data strategy aligned to AI objectives; Integrated data repositories	Advanced data strategy; Data-powered, AI-enabled operations	Cutting edge data capabilities drive best-in-class marketing
GOVERNANCE	Insufficient governance	Basic policies and leadership involvement	Formal governance, effective oversight	Robust ethical AI framework in place	Standard-bearer for responsible AI
EXPERTISE	Limited understanding	Baseline knowledge, unevenly applied	Working knowledge of tools, use cases, and best practices	Strong AI knowledge; ongoing upskilling and reskilling	Culture of learning, knowledge sharing, the example others follow
TEAM	End-user driven	Selected champions	Dedicated experts or center of excellence approach	Well-established AI team; redesign of roles and structure	Extensive teamwide expertise; Optimized for AI-powered work
ALIGNMENT	Minimal enterprise coordination	Project-oriented partnering with peers	Consistent, proactive collaboration	Fully aligned; Enterprise AI "North Star"	AI leadership influences overall business direction