

Business AI Maturity Framework

	Low				High
	1	2	3	4	5
 Strategy: Role of AI in the Org	AI not considered to be a strategic priority	Executive level tech lead, but not integrated across other functions	Executive level non-tech AI sponsor, but recently appointed.	Executive board discussing and implementing Org-wide AI strategies	Integrated into business strategy at the highest level
 People: Levels of knowledge	Extremely limited learning facilitated by the business	Isolated, small number of specialists, mostly in tech roles	Data science team working in a silo	Data science team connected into major teams and projects, large numbers of staff familiar with AI projects.	Org-wide fluency in AI
 Data organization	Reliant on third party data, very little (if any) first party data	Collecting data across various platforms (CRM, Website etc), but mostly focused on diagnostic and descriptive analytics	Some deep data, but fragmented and not interoperable	Integrated data pool, combining different sources and accessible by different departments	Data lake accessible by whole organization
 Tech stack	Isolated tech platforms with little to no integration	Integrated frontend and backend but with limited business intelligence	Using a cloud platform (such as AWS) with add-ons	AI tools integrated into the Tech Stack, but with limited capacity	Working with specialist AI providers to innovate within the tech stack
 Procedures & Processes	None defined. Individuals experimenting with tools, without any guidance	Basic safety and compliance training for use of both data and AI	Teams encouraged to experiment and innovate with AI, but no clear guidelines or policies	Clear playbook which is enforced	Teams encouraged to explore and innovate using new tools, with clear scalability strategies in place