



DIAGNOSTIC · FIND YOUR RUNG

# The AI Adoption *Maturity* Ladder

Adoption races ahead of impact because value has to climb four rungs, and a different thing blocks it at each. Tick the lowest rung where the answer is still uncomfortable. That is where you are.

**THE TOP: MEASURABLE, REINVESTED IMPACT**

Value shows up in the results, because the freed capacity was pointed at something that matters.

▲ climb in order ▲

**4 MEASUREMENT WITHOUT REINVESTMENT**

You can see the saving, but it leaks: the freed time refills with more of the same work.

**NEXT MOVE:** decide in advance where recovered capacity goes, and hold to it.

**3 INTEGRATION WITHOUT MEASUREMENT**

A workflow changed, but nobody measures whether it helped, so value stays anecdotal.

**NEXT MOVE:** pick one honest outcome measure; take a baseline and track it.

**2 COMPETENCE WITHOUT INTEGRATION**

Skilled individuals, unchanged workflows, so the skill never compounds.

**NEXT MOVE:** redesign one real workflow around the skill, not just train people.

**1 ACCESS WITHOUT COMPETENCE**

Everyone has the tools; few use them with judgement. Logins are not literacy.

**NEXT MOVE:** build AI literacy and find a worthwhile first use case.

**How to read it:** start at rung 1 and work up. The first rung where the honest answer is “no, not really” is the one to fix, and fixing a higher rung first is wasted effort. Different teams can sit on different rungs.

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