

INTELLIGENT SYSTEMS PRESS™

EXECUTIVE ASSESSMENT SERIES

EA-003:

AI Strategy Maturity Review™

Is Your Enterprise AI Strategy Clear, Governed, and Positioned to Deliver Measurable Value?

Purpose

A practical executive maturity review for evaluating whether enterprise AI ambition is translated into strategic choices, accountable ownership, investment priorities, operating capabilities, responsible governance, and measurable outcomes.

Educational Executive Self-Assessment | Version 1.0

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About This Review

AI strategy maturity is the enterprise ability to make deliberate choices about where AI should create value, what capabilities and controls are required, and how progress will be governed and measured. This review helps leaders identify whether AI activity is connected to enterprise strategy or remains fragmented across pilots, vendors, and functions.

How to Complete It

- 1. Rate each statement**
Use the 1-5 scale based on current, observable enterprise practice - not future intent or isolated examples.
- 2. Score each domain**
Add the five ratings in each domain. Every domain score ranges from 5 to 25.
- 3. Calculate the total**
Add all eight domain scores. The overall maturity score ranges from 40 to 200.
- 4. Interpret the pattern**
Review the total and the distribution. Any domain below 15 represents a material strategic dependency.
- 5. Select 90-day actions**
Choose a limited number of leadership actions that clarify direction, ownership, governance, or investment.

Rating Scale

1	Strongly Disagree	Practice is absent or contradicted by current evidence.
2	Disagree	Practice is inconsistent, informal, or limited to isolated areas.
3	Partly Agree	Practice exists in several areas but is not yet enterprise-wide.
4	Agree	Practice is generally reliable, measured, and consistently applied.
5	Strongly Agree	Practice is integrated, evidence-driven, and continuously improved.

Recommended use: Complete individually first, then compare results as an executive team. Differences in ratings are evidence of strategic misalignment and should be discussed before averaging scores.

Domain 1: Strategic Intent & Enterprise Alignment

Rate each statement from 1 (Strongly Disagree) to 5 (Strongly Agree). Base the rating on repeatable enterprise behavior and current evidence.

Assessment statement	1	2	3	4	5
Executive leaders have defined the specific enterprise problems and opportunities that AI is expected to address.	☐	☐	☐	☐	☐
AI priorities are explicitly connected to enterprise strategy, customer or mission value, and measurable objectives.	☐	☐	☐	☐	☐
Leadership has identified where AI should not be used because the value, risk, or operating conditions are unsuitable.	☐	☐	☐	☐	☐
AI ambition is translated into a coherent enterprise direction rather than separate functional or vendor-led agendas.	☐	☐	☐	☐	☐
Strategic assumptions about AI are periodically reviewed as technology, regulation, competition, and operating conditions change.	☐	☐	☐	☐	☐

Domain score: _____ / 25

Evidence or observations:

Domain 2: Portfolio Choices & Investment Discipline

Rate each statement from 1 (Strongly Disagree) to 5 (Strongly Agree). Base the rating on repeatable enterprise behavior and current evidence.

Assessment statement	1	2	3	4	5
AI initiatives are selected through a consistent process that compares strategic fit, expected value, feasibility, risk, and dependencies.	☐	☐	☐	☐	☐
Investment decisions distinguish exploratory learning, capability building, operational improvement, and scaled transformation.	☐	☐	☐	☐	☐
The enterprise has clear criteria for starting, continuing, scaling, redesigning, or stopping AI initiatives.	☐	☐	☐	☐	☐
Funding decisions account for the full lifecycle cost of data, integration, governance, adoption, monitoring, and support.	☐	☐	☐	☐	☐
The AI portfolio is balanced to avoid excessive concentration in one vendor, technology, function, or unproven assumption.	☐	☐	☐	☐	☐

Domain score: _____ / 25

Evidence or observations:

Domain 3: Leadership Ownership & Decision Rights

Rate each statement from 1 (Strongly Disagree) to 5 (Strongly Agree). Base the rating on repeatable enterprise behavior and current evidence.

Assessment statement	1	2	3	4	5
An accountable executive sponsor has authority to resolve cross-functional barriers affecting AI strategy execution.	☐	☐	☐	☐	☐
Business, technology, data, risk, legal, security, and workforce leaders understand their respective AI decision rights.	☐	☐	☐	☐	☐
AI-related decisions are escalated according to defined thresholds for value, risk, cost, and organizational impact.	☐	☐	☐	☐	☐
Leaders receive evidence sufficient to challenge assumptions, compare alternatives, and make informed AI investment decisions.	☐	☐	☐	☐	☐
Executive accountability continues after pilot approval through adoption, operational performance, benefits realization, and retirement.	☐	☐	☐	☐	☐

Domain score: _____ / 25

Evidence or observations:

Domain 4: Value Proposition & Outcome Definition

Rate each statement from 1 (Strongly Disagree) to 5 (Strongly Agree). Base the rating on repeatable enterprise behavior and current evidence.

Assessment statement	1	2	3	4	5
Priority AI initiatives begin with a clearly defined business or mission problem rather than a technology searching for a use case.	☐	☐	☐	☐	☐
Each initiative identifies intended users, affected stakeholders, baseline performance, target outcomes, and success measures.	☐	☐	☐	☐	☐
Expected benefits include measurable improvements in value, quality, speed, cost, risk, capacity, or stakeholder experience.	☐	☐	☐	☐	☐
Leaders distinguish activity metrics, technical model metrics, adoption metrics, and enterprise outcome metrics.	☐	☐	☐	☐	☐
Benefits claims are tested against evidence and revised when actual results differ from initial assumptions.	☐	☐	☐	☐	☐

Domain score: _____ / 25

Evidence or observations:

Domain 5: Operating Model & Capability Roadmap

Rate each statement from 1 (Strongly Disagree) to 5 (Strongly Agree). Base the rating on repeatable enterprise behavior and current evidence.

Assessment statement	1	2	3	4	5
The enterprise has defined how strategy, governance, delivery, operations, and continuous improvement will work together for AI.	☐	☐	☐	☐	☐
A capability roadmap identifies the data, technology, process, workforce, governance, and change capabilities required over time.	☐	☐	☐	☐	☐
Roles and responsibilities are designed for sustainable operation rather than temporary project delivery alone.	☐	☐	☐	☐	☐
AI initiatives are integrated with existing planning, architecture, cybersecurity, procurement, quality, and risk processes.	☐	☐	☐	☐	☐
The operating model supports controlled experimentation while maintaining appropriate enterprise standards and accountability.	☐	☐	☐	☐	☐

Domain score: _____ / 25

Evidence or observations:

Domain 6: Responsible AI & Strategic Risk

Rate each statement from 1 (Strongly Disagree) to 5 (Strongly Agree). Base the rating on repeatable enterprise behavior and current evidence.

Assessment statement	1	2	3	4	5
AI strategy explicitly addresses legal, privacy, cybersecurity, ethical, accessibility, reputational, and regulatory risk.	☐	☐	☐	☐	☐
Risk tolerance and prohibited uses are defined according to the consequence, uncertainty, and reversibility of AI-assisted decisions.	☐	☐	☐	☐	☐
Human oversight requirements are designed into strategy and operating processes rather than added after deployment.	☐	☐	☐	☐	☐
Third-party models, platforms, data sources, and vendors are evaluated for strategic dependency, transparency, and continuity risk.	☐	☐	☐	☐	☐
Leaders can explain how responsible AI principles influence portfolio priorities, solution design, approval, and monitoring.	☐	☐	☐	☐	☐

Domain score: _____ / 25

Evidence or observations:

Domain 7: Workforce & Change Alignment

Rate each statement from 1 (Strongly Disagree) to 5 (Strongly Agree). Base the rating on repeatable enterprise behavior and current evidence.

Assessment statement	1	2	3	4	5
AI strategy identifies how roles, decision authority, skills, workload, and workforce capacity are expected to change.	☐	☐	☐	☐	☐
Employees and managers receive clear communication about the purpose, boundaries, benefits, and limitations of AI adoption.	☐	☐	☐	☐	☐
Workforce plans distinguish capabilities to build internally, acquire externally, partner for, or automate.	☐	☐	☐	☐	☐
Change and adoption requirements are funded and managed as core elements of AI strategy execution.	☐	☐	☐	☐	☐
Feedback from employees, users, customers, and affected stakeholders informs strategic decisions and implementation priorities.	☐	☐	☐	☐	☐

Domain score: _____ / 25

Evidence or observations:

Domain 8: Measurement, Learning & Strategic Adaptation

Rate each statement from 1 (Strongly Disagree) to 5 (Strongly Agree). Base the rating on repeatable enterprise behavior and current evidence.

Assessment statement	1	2	3	4	5
Leaders review AI performance against enterprise outcomes, user impact, risk, cost, quality, and operational reliability.	☐	☐	☐	☐	☐
The enterprise compares expected and realized value across the AI portfolio to improve future investment decisions.	☐	☐	☐	☐	☐
Lessons from pilots, incidents, adoption barriers, and operational performance are translated into strategy and governance improvements.	☐	☐	☐	☐	☐
AI strategy is reassessed at defined intervals and when material changes occur in business priorities, technology, data, or regulation.	☐	☐	☐	☐	☐
Leadership can demonstrate how evidence has changed an AI priority, investment decision, control, or operating approach.	☐	☐	☐	☐	☐

Domain score: _____ / 25

Evidence or observations:

Score Summary & Maturity Interpretation

Record each domain score, calculate the total, and examine the pattern. Treat any domain below 15 as a priority dependency even when the overall score is higher.

Domain	Score	Priority observation
1. Strategic Intent & Enterprise Alignment	____ / 25	_____
2. Portfolio Choices & Investment Discipline	____ / 25	_____
3. Leadership Ownership & Decision Rights	____ / 25	_____
4. Value Proposition & Outcome Definition	____ / 25	_____
5. Operating Model & Capability Roadmap	____ / 25	_____
6. Responsible AI & Strategic Risk	____ / 25	_____
7. Workforce & Change Alignment	____ / 25	_____
8. Measurement, Learning & Strategic Adaptation	____ / 25	_____
Total AI strategy maturity score		____ / 200

Overall Maturity Levels

180-200	Strategically Mature	AI strategy is integrated, governed, evidence-driven, and continuously adapted.
150-179	Advancing	Strong strategic foundations exist, with targeted gaps that should be resolved before broader scaling.
110-149	Developing	Several strategic capabilities are established, but maturity remains uneven and dependent on isolated strengths.
70-109	Emerging	AI activity is fragmented, pilot-heavy, or weakly connected to enterprise choices and operating capabilities.
40-69	Fragmented	Material gaps in direction, ownership, governance, and value discipline create significant exposure.

Important: This review is a discussion and prioritization tool, not a certification. Strategic maturity should be validated with evidence, stakeholder input, and initiative-specific risk analysis.

Executive Reflection & 90-Day Action Plan

Use the maturity pattern to identify the few leadership actions that will most improve strategic clarity, execution discipline, and responsible value realization.

Top strategic strengths

Which capabilities provide a reliable foundation for enterprise AI direction and execution?

Critical strategy gaps

Which weaknesses could fragment investment, increase risk, or prevent measurable value?

Decisions required from leadership

What direction, ownership, funding, policy, or prioritization decisions cannot be delegated?

90-Day Priority Actions

Priority action	Executive owner	Success measure	Target date

Executive commitment: We will review progress by _____ and reassess affected domains using current evidence.

Continue Your AI Strategy Journey

Mature AI strategy connects enterprise direction, Process Intelligence, requirements, governance, quality, technology, workforce readiness, and continuous improvement as one operating system.

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