

# AI JOURNEY MATRIX

Before you define your AI vision or sketch out a strategy, it helps to understand where you're starting from. The AI Journey Matrix offers a clear, structured way to reflect on your current state, spark honest conversations, and prepare your organization for the road ahead.

	Tinkering	Experimenting	Fragmented adoption	Direction set	Scaling	Embedded	Transformative
Employees	Informal use of GenAI tools by individuals	Small teams test GenAI use cases without central support	Adoption grows, but uneven across teams	Champions emerge, learning pathways launched	AI skills integrated into team workflows	AI is part of day-to-day work practices	Employees co-lead innovation and contribute feedback
Clients & Stakeholders	Clients unaware of AI impact, no communication	Initial demos shared with selected clients	Client-facing AI appears but lacks consistency	AI messaging aligned with brand and trust principles	AI enhances services and responsiveness	Clients experience seamless AI-powered interactions	Clients co-create services via AI tools and feedback
Technology & data	Shadow AI tools used outside IT knowledge	Experiments run using open-source or SaaS tools	Multiple tools adopted without integration	Tech teams audit tools and define standards	Data infra improved; API access managed	Models and data pipelines standardized	Self-service AI platforms available across org
Leadership & governance	No leadership guidance, AI seen as optional	Leaders tolerate isolated experiments	Debate emerges on AI priorities and risks	Executives issue principles and resource pilot teams	AI strategy managed via cross-functional bodies	KPIs tied to AI impact, governance reviewed	Leaders embed AI vision into org values and roadmap
Business value & strategy	No link to business goals, mostly curiosity	Productivity gains seen in isolated tasks	Some functions report faster delivery or insights	AI included in OKRs or strategic roadmaps	New services/products shaped with AI inputs	AI measurable in margins, experience, outcomes	Business model evolves to integrate AI-led value
Organizational challenges & risks	No visibility into risks or ethical issues	Concerns raised about fairness, security	Tension between speed and oversight surfaces	Different teams define risks differently	Mitigation practices exist, but rarely questioned or tested	Ethics KPIs ignored under delivery pressure	AI scale amplifies unseen bias and decision opacity