

AI Readiness Assessment Template

Section 1: Strategy & Vision

1. Has your agency identified clear business goals that AI can support?

- ☐ Yes – documented goals exist
- ☐ Partially – some ideas but not formalized
- ☐ No – no goals identified

2. Do you have leadership commitment to AI initiatives?

- ☐ Strong leadership buy-in
- ☐ Some interest but no dedicated plan
- ☐ Minimal or no leadership support

Section 2: Data Readiness

3. How would you describe your data quality and accessibility?

- ☐ High – clean, centralized, easily accessible
- ☐ Moderate – some data is siloed or inconsistent
- ☐ Low – fragmented systems, poor data management

4. Does your agency actively use data for decision-making today?

- ☐ Regularly
- ☐ Occasionally
- ☐ Rarely or never

Section 3: Technology Infrastructure

5. Do your current systems (AMS, CRM, etc.) integrate easily with new tools?

- ☐ Yes – modern, API-friendly systems
- ☐ Mixed – some integrations possible but limited
- ☐ No – legacy systems block integration

6. Have you piloted or adopted any AI tools already (e.g., chatbots, predictive analytics)?

- ☐ Yes – in multiple areas
- ☐ Limited – one or two pilots
- ☐ None yet

Section 4: People & Skills

7. What is your team's comfort level with digital tools and AI?

- ☐ High – digital-first culture, continuous learning
- ☐ Moderate – open to change but need training
- ☐ Low – resistance or fear of replacement

8. Do you provide training or resources for AI adoption?

- ☐ Yes – structured training programs exist
- ☐ Informal – ad hoc learning or vendor-led
- ☐ No – no training resources

Section 5: Implementation Readiness

9. Have you allocated budget for AI initiatives?

- ☐ Yes – with clear ROI expectations
- ☐ Limited – only exploratory funding
- ☐ None – no budget assigned

10. Do you measure success with clear metrics (time saved, error reduction, revenue growth)?

- ☐ Yes – metrics already defined
- ☐ Partially – some metrics tracked
- ☐ No – no formal measurement process

Scoring & Interpretation

- High Readiness (Mostly “Yes/High” answers): Your agency is well-prepared to start AI adoption at scale.
- Moderate Readiness (Mix of responses): Start with small, high-impact AI pilots and build momentum.
- Low Readiness (Mostly “No/Low” answers): Focus on foundational work first—data cleanup, leadership alignment, and culture building.