



AI Scalability Barrier Assessment Framework

Use this framework to understand if you are facing the most common barriers for AI scale.

Barrier	What to Look For (Signs of the Barrier)	Indicators in Your Organization
1. Do you have a clearly defined goal for AI?	<ul style="list-style-type: none">• AI initiatives are not tied to specific, measurable outcomes.• Lack of key performance indicators (KPIs) for AI projects.• Projects have vague or shifting goals.	<ul style="list-style-type: none">• AI tools are being used in an ad-hoc, “nice-to-have” manner rather than being aligned with strategic business goals.• No clear objectives for how AI will impact revenue, efficiency, or customer outcomes.• Teams aren’t aligned on what AI should achieve, no end-to-end plan for AI integration.
2. Is your data clean, accessible, and integrated?	<ul style="list-style-type: none">• Data is stored in silos across different departments and platforms.• Inconsistent data formats or no data governance policy.• Data discrepancies or gaps in key datasets (missing or incomplete data).	<ul style="list-style-type: none">• Marketing teams struggle to retrieve clean, usable data.• Cleaning data requires significant time to be spent before AI can be applied.• No unified data management or visibility across teams, leading to inefficiencies.
3. Are your current processes efficient enough?	<ul style="list-style-type: none">• Workflows rely heavily on manual intervention or repetitive tasks.• Frequent errors or delays in executing basic marketing operations.• No process automation or optimization efforts in place.	<ul style="list-style-type: none">• Teams lack well-documented processes; unclear steps lead to inefficiency.• AI is applied to broken workflows without improving efficiency.• No effort made to automate or optimize key processes.
4. Is there alignment across leadership?	<ul style="list-style-type: none">• Lack of shared vision or strategy for AI across leadership teams.• Discrepancies in AI adoption priorities between departments.• Leadership treats AI as a buzzword rather than a critical strategic asset.	<ul style="list-style-type: none">• AI projects are initiated in silos without input or support from leadership.• Senior leaders are unclear or resistant to AI’s strategic role.• No executive sponsor pushing AI as a transformation priority.
5. Are your teams equipped for AI adoption?	<ul style="list-style-type: none">• Teams lack AI literacy or an understanding of how AI impacts their work.• Resistance to AI adoption due to fear of job displacement.• No change management plan in place for transitioning to AI workflows.	<ul style="list-style-type: none">• Little or no AI training for employees.• Employees are skeptical of AI or unsure how to use AI tools in their daily tasks.• AI is introduced without sufficient guidance, leading to low adoption rates.