

# AI Capability Maturity Model Self-Assessment Guide

A structured diagnostic tool for understanding where your organisation sits across the five levels of AI maturity — and what to do at each stage to advance safely and effectively.

- 5 Maturity Levels
- 4 Dimensions
- Self-Scoring Worksheet

### WHAT THIS FRAMEWORK DOES

Maps your organisation across four key dimensions of AI readiness — Strategy, Data Quality, Talent, and Governance — to identify your overall maturity level and the weakest dimension holding you back.

### WHY THE CEILING DIMENSION MATTERS

Your lowest-scoring dimension limits what AI initiatives you can safely pursue. A Level 4 Strategy score is irrelevant if your Governance is at Level 1. Fix the ceiling first — not the average.

### HOW TO USE THIS GUIDE

Score each dimension on pages 2–3 (1–5 per level statement). Calculate your total and identify your ceiling. Use the interpretation guide on page 4 to define your next step.

### THE FIVE MATURITY LEVELS AT A GLANCE

LEVEL	NAME	WHAT IT MEANS FOR YOUR ORGANISATION	APPROPRIATE AI INITIATIVES
1	Ad Hoc	No formal AI strategy, scattered data, minimal governance, individual experimentation only.	Personal productivity tools only. No shared deployments yet.
2	Emerging	Leadership awareness growing, some governance forming, data partially structured, piloting underway.	Q1 internal initiatives (AI-assists, low risk). Structured pilots with defined outcomes.
3	Operational	Formal strategy, consistent data, measurable governance, workforce capability building in progress.	Q1–Q2 initiatives. AI in internal workflows with human review. Grounded AI beginning.
4	Managed	AI delivering measurable ROI, integrated data infrastructure, strong governance, measurable adoption.	Q2–Q3 initiatives. External-facing AI with governance. Workflow automation expanding.
5	Transformative	AI embedded in competitive strategy, compounding knowledge infrastructure, agentic systems in production.	Q3–Q4 initiatives. Agentic systems, autonomous workflows, governed AKE deployment.

### THE STRATEGIC RULE

Never pursue an AI initiative that requires a maturity level you haven't built. A Level 3 initiative deployed at a Level 1 organisation will fail — not because the AI is bad, but because the organisation cannot support, verify, or sustain it.  
**Match the initiative to your actual level, not your aspirational one.**

**How to score:** For each level statement, circle or note the level that best describes your organisation today. Be honest — overestimating your maturity leads to misaligned initiatives. Your score for each dimension is the highest level where you can confirm *all* statements above it are true.

## 1 Strategy

How intentional and business-connected is your AI approach?

My score: / 5

LEVEL	WHAT THIS LEVEL LOOKS LIKE IN YOUR ORGANISATION	CIRCLE
Level 1	No formal AI strategy. Individual employees experiment with AI independently without coordination or oversight.	1
Level 2	Leadership awareness is growing. AI is discussed but there is no approved plan, named sponsor, or allocated budget.	2
Level 3	A named sponsor has AI responsibility. At least 2–3 priority use cases are identified and connected to business goals. Budget exists.	3
Level 4	An approved AI strategy exists. Initiatives are linked to measurable KPIs. Progress is reviewed quarterly by leadership.	4
Level 5	AI is embedded in the strategic planning cycle. Investment decisions incorporate AI readiness as a standard criterion.	5

## 2 Data Quality

Is your data, knowledge, and infrastructure ready to support AI?

My score: / 5

LEVEL	WHAT THIS LEVEL LOOKS LIKE IN YOUR ORGANISATION	CIRCLE
Level 1	Data is scattered across spreadsheets, emails, and people's heads. No central access and no consistent definitions.	1
Level 2	Core systems exist but operate in silos. Data can be exported but definitions vary across teams and tools.	2
Level 3	Most key data is centralised. Definitions are largely agreed. SOPs and policies are documented and findable.	3
Level 4	A governed data warehouse exists with consistent semantic definitions. Systems are integrated or have accessible APIs.	4
Level 5	Data is AI-accessible, version-controlled, and continuously governed. Internal knowledge is maintained as a structured, trusted source.	5

### NOTES — STRATEGY & DATA QUALITY OBSERVATIONS

### 3 Talent & Skills

Can your workforce effectively evaluate, use, and oversee AI tools?

My score: / 5

LEVEL	WHAT THIS LEVEL LOOKS LIKE IN YOUR ORGANISATION	CIRCLE
Level 1	Most staff have no experience with AI tools in a work context. Leadership has limited awareness of AI's capabilities or risks.	1
Level 2	Some individuals use AI informally. Basic prompting is attempted but output quality and verification habits are inconsistent.	2
Level 3	Key staff can write effective prompts and apply the four verification questions. Leadership understands AI governance requirements.	3
Level 4	Most staff across teams can evaluate AI outputs confidently. AI literacy is a tracked capability. Structured training has been completed.	4
Level 5	AI capability is a managed, measurable workforce competency. Role-specific training is ongoing. Leadership drives AI-augmented workflow design.	5

### 4 Governance & Risk

Are appropriate guardrails, accountability, and policies in place?

My score: / 5

LEVEL	WHAT THIS LEVEL LOOKS LIKE IN YOUR ORGANISATION	CIRCLE
Level 1	No formal AI governance. Staff use any AI tools they choose. No privacy rules, no output review, no incident escalation path.	1
Level 2	Informal guidance exists (memo or conversation). Some awareness of privacy risk. No written policy or approved tool list yet.	2
Level 3	A written AI use policy exists covering acceptable use, approved tools, and data sharing rules. Human review checkpoints are defined for high-stakes outputs.	3
Level 4	Risk tiering is in place (Tiers 1–3 by initiative risk level). Escalation paths are documented. AI tool selection involves security and compliance review.	4
Level 5	Full governance framework with audit trails, incident response, access controls, and regular policy reviews. Governance is a leadership practice, not a checklist.	5

#### SCORE SUMMARY — TRANSFER YOUR SCORES HERE

Strategy / 5	Data Quality / 5	Talent / 5	Governance / 5	Total / 20
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Your ceiling dimension: The dimension with your lowest score. Write it here: \_\_\_\_\_ Score: \_\_\_\_ / 5

## INTERPRETING YOUR SCORE — BY LEVEL

<p><b>Score 4 – 7</b></p> <p><b>L1</b></p> <p><b>Ad Hoc</b></p> <p>Focus on governance foundations and data documentation before any tool investment. Book the Maturity Diagnostic.</p>	<p><b>Score 8 – 11</b></p> <p><b>L2</b></p> <p><b>Emerging</b></p> <p>Fix your ceiling dimension. Q1 initiatives appropriate. Prioritise training and written governance policy.</p>	<p><b>Score 12 – 15</b></p> <p><b>L3</b></p> <p><b>Operational</b></p> <p>Q1–Q2 initiatives viable. Focus on grounded AI, workflow integration, and use-case prioritisation with ROI design.</p>	<p><b>Score 16 – 18</b></p> <p><b>L4</b></p> <p><b>Managed</b></p> <p>Q2–Q3 initiatives appropriate. Pursue workflow automation, workforce redesign, and external-facing AI with governance.</p>	<p><b>Score 19 – 20</b></p> <p><b>L5</b></p> <p><b>Transformative</b></p> <p>Q3–Q4 initiatives viable. Agentic systems, AKE deployment, compounding knowledge infrastructure.</p>
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## WHAT TO DO ABOUT YOUR CEILING DIMENSION

<p><b>IF CEILING IS STRATEGY</b></p> <p>Identify a named AI sponsor. Connect at least one AI initiative to a measurable business priority. Define success before selecting tools.</p>	<p><b>IF CEILING IS DATA QUALITY</b></p> <p>Prioritise data consolidation. Define metric semantics. Document core SOPs and policies. Consider the AI-Ready Data Architecture service.</p>
<p><b>IF CEILING IS TALENT</b></p> <p>Run structured AI training before scaling tools. Start with AI for Everyone, then role-specific skills. Build verification habits across the team.</p>	<p><b>IF CEILING IS GOVERNANCE</b></p> <p>Write your AI use policy first. Define an approved tool list. Establish human review checkpoints for any high-stakes AI output before expanding use.</p>

## RECOMMENDED NEXT STEPS BY LEVEL

<p><b>LEVEL 1 – 2</b></p> <p><b>Book the AI Maturity Diagnostic</b></p> <p>A structured 90-minute leadership session with Tariq. Identifies your ceiling, scores all dimensions with specific evidence, and defines what must be fixed before any tool investment.</p>	<p><b>LEVEL 3</b></p> <p><b>AI Portfolio &amp; Governance Roadmapping</b></p> <p>Map your AI initiatives to the Four Quadrants. Build the governance framework. Design the data foundation that makes your top 3 initiatives viable with measurable ROI.</p>	<p><b>LEVEL 4 – 5</b></p> <p><b>Workflow Design or AKE Deployment</b></p> <p>Custom AI workflow playbooks for your departments. Or scope the Agentic Knowledge Engine (AKE) — a governed RAG-based intelligence layer connecting LLMs to your proprietary data.</p>
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<p><b>TAKE THE NEXT STEP</b></p> <p><b>Book a Free 30-Minute AI Readiness Consultation</b></p> <p>Tariq reviews your scores, maps your ceiling dimension, and recommends a clear, sequenced path forward.</p> <p><a href="https://denagentical.com/ai-readiness-consultation" style="color: white;">denagentical.com/ai-readiness-consultation</a></p>
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