

● AI ADVISORY

AI Readiness *Assessment.*

A senior-led, multi-week diagnostic that turns AI ambition into a clear, sequenced operating model.

INSIDE THIS BRIEF

The problem on your desk • *Our thesis* • *How we work* • *What's included* •
What you walk away with



AI Readiness *Assessment.*

A four-to-six-week assessment that pressure-tests how your marketing organization can capture its AI bets. For leaders who know where AI should help but not how.

THE PROBLEM ON YOUR DESK

Knowing your best AI bets is only the start. Actually capturing them means changing how the team operates, what the stack supports, and how the work gets governed. Most AI assessments stop at the tools, but the hard answers and the real risk live in the operating model and the people. AI fails on adoption far more than on technology.

OUR THESIS

The Sprint tells you where to invest. *The Assessment tells you how.*

What we examine

01 · THREE LAYERS OF READINESS

01

Operating model

We map how marketing actually operates, then mark every place structure will let AI compound and every place it will quietly choke it.

02

Stack & content

A practitioner-level review of your data, integrations, and content operations against real AI use, separating what is ready from what only looks ready.

03

People

Interviews and a readiness read across the team, plus the change-management plan that turns a capable few into a fluent whole.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A scored picture of team, stack, and governance readiness
- ✓ Team interviews and a candid adoption readiness read
- ✓ A sequenced roadmap modelled for impact
- ✓ A practitioner-level audit of stack and content operations
- ✓ A prioritized set of gaps, risks, and opportunities
- ✓ A built-in change-management plan and enablement session

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

01

Know your *real readiness*.

02

Prioritize *with confidence*.

03

De-risk *the rollout*.

04

AI ambition, *made operational*.

“

It reframed the whole conversation with our board.

CMO · ENTERPRISE B2B, REGULATED INDUSTRY

See your *full operating picture*.

Book an Assessment to pressure-test your operating model, stack, and team readiness.

Book a session →

demandspring.com/contact