

Content-First + AI Readiness Scorecard

Evaluate how well your organization aligns people, processes, and platforms across content, design, and AI – to build systems that communicate clearly, scale intelligently, stay true to the customer’s voice, and increase ROI.

01

Framework & Process Maturity

There’s a system in place to prevent message misfires and ensure the content-to-AI pipeline runs on target.

Questions	Yes (2)	Partial (1)	No (0)
Has your organization adopted a repeatable Content-First Framework (Diagnose → Operationalize → Rewrite/Design → Test)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is that framework embedded into daily workflows with checkpoints at every stage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are message misfires systematically diagnosed and corrected before design or AI deployment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do all teams understand their role in each phase of the framework?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is testing built into every release, with results feeding back into content standards and AI training data?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does leadership review framework results as part of ROI and readiness reporting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subtotal (out of 12):			

02

Leadership & Strategy

Alignment of business goals, content, and AI direction.

Questions	Yes (2)	Partial (1)	No (0)
Are content and AI leaders jointly involved in early strategic planning?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do executives understand that message clarity drives AI and brand trust?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there a unified content + AI roadmap tied to measurable ROI?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subtotal (out of 6):			

03

Team Alignment & Collaboration

Cross-functional teams start together and stay aligned.

Questions	Yes (2)	Partial (1)	No (0)
Are content, design, and AI teams included at project kickoff meetings?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there a shared message hierarchy or language framework across teams?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do teams have defined roles for human judgment vs. AI automation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subtotal (out of 6):			

04

User Research & Voice of the Customer

Understanding how real customers talk, think, and feel.

Questions	Yes (2)	Partial (1)	No (0)
Do you collect qualitative and quantitative data on customer language and tone?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is this research shared with all teams, including AI and content?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are customer insights used to train models, guide message testing, and shape experience design?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subtotal (out of 6):			

05

Structure & Systems

Content and AI share a modular, scalable architecture.

Questions	Yes (2)	Partial (1)	No (0)
Do you use structured content models that feed both channels and AI systems?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are taxonomies, metadata, and tagging consistent across systems?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there a single source of truth for content that trains or informs AI?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subtotal (out of 6):			

06

Governance & Consistency

Every message, human or machine-made, follows clear rules.

Questions	Yes (2)	Partial (1)	No (0)
Are there documented voice, style, and AI-use standards?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is every output (human or AI) reviewed for consistency before release?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do teams measure message alignment across channels and touchpoints?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subtotal (out of 6):			

07

Training & Continuous Improvement

Your teams – and your AI – learn and adapt together.

Questions	Yes (2)	Partial (1)	No (0)
Are writers and designers trained to prompt, evaluate, and refine AI?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are feedback loops in place to retrain AI with approved, high-performing content?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are lessons from each campaign or release captured to improve both content and AI models?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subtotal (out of 6):			

SCORING

Total Score	Readiness Level	Meaning
44 – 54	Fully Integrated Content + AI Leader	A documented, living framework drives every decision – content and AI work from the same playbook.
34 – 43	Operationally Aligned	Framework is active but needs stronger enforcement and measurement loops.
20 – 33	In Progress	Solid foundations; framework steps are recognized but not yet systemic.
20 – 33	At Risk	No formal structure connecting content quality, message accuracy, or AI training.

NEXT STEP: Schedule a Content-First + AI Readiness Review to pinpoint alignment gaps and ROI opportunities.

Book a Complimentary Clarity Call

[Click Here](#)