

AI Maturity Assessment

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Critical actions to grow AI capability

1. **Assess AI maturity** in your team/company
2. Invest in **face-to-face tailored workshops**
3. Understand and explain **how to use the freed time**



Sequential mixed-method AI maturity assessment



Expert Interviews

Why:

- Avoid generic measurement
- Reflect company-specific factors
- Increase the legitimacy of the survey among the employees

How:

- 8–10 expert interviews
 - Editorial leaders
 - Commercial managers
 - Data/product leaders
 - HR / leadership representatives
- Each interview lasts 30-60 minutes

Deliverables of Expert Interviews

- **Deliverable 1: AI Use Case Map**
 - Documented current AI applications across functions.
- **Deliverable 2: AI Risk & Friction Map**
 - Identified governance uncertainty, barriers, and tensions.
- **Deliverable 3: Capability Hypotheses**
 - Preliminary view of where and why maturity may differ.
- **Deliverable 4: Tailored Survey Instrument**
 - Revised survey grounded in Your context.

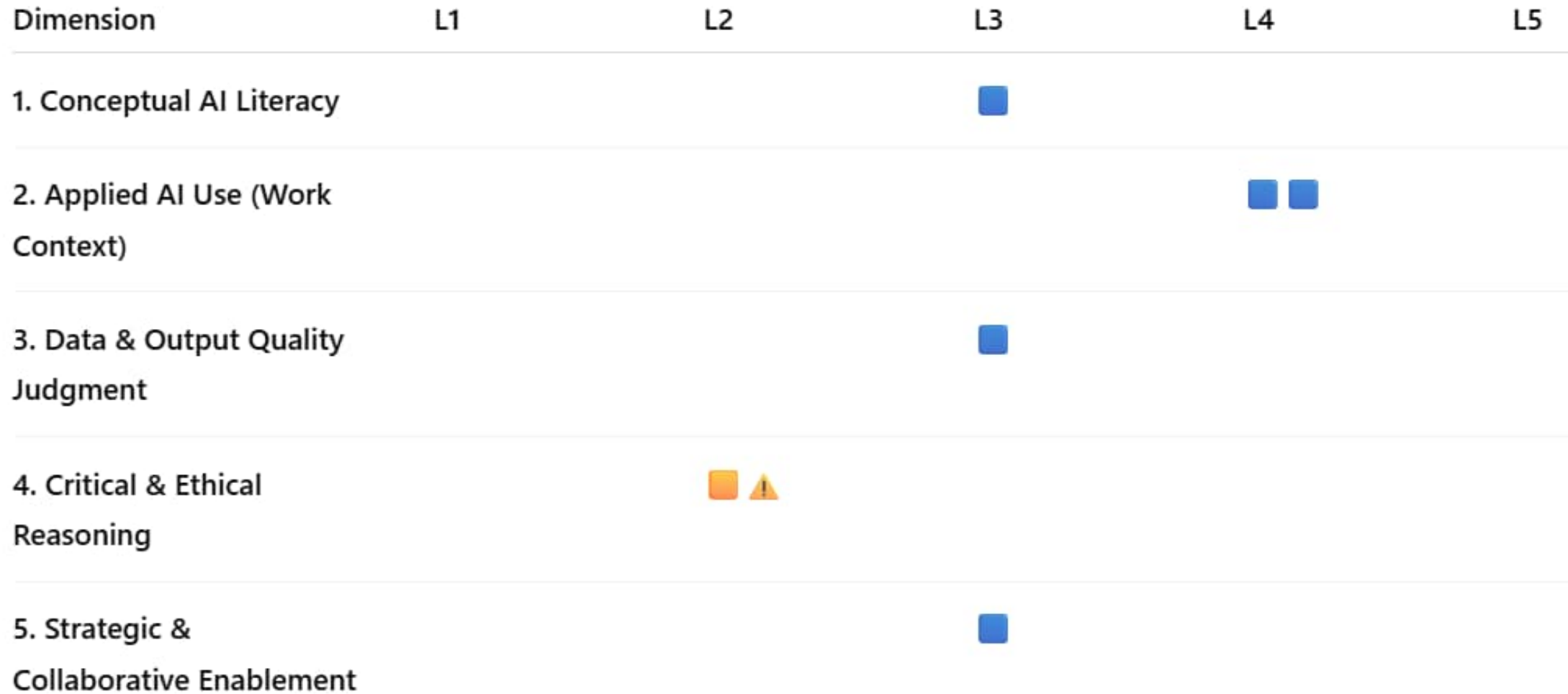
Survey: 20 questions to diagnose 5 dimensions

Dimension	What it captures
1. Conceptual AI Literacy	Understanding what AI can/cannot do
2. Applied AI Use	Hands-on use in work-relevant tasks
3. Data & Quality Judgment	Ability to evaluate inputs and outputs
4. Critical & Ethical Reasoning	Risk, bias, responsibility
5. Strategic & Collaborative Enablement	Scaling, integration, influence

AI Maturity Model

Dimension	What it captures	L1 – Aware	L2 – Informed	L3 – Operational	L4 – Integrated	L5 – Enabling
1. Conceptual AI Literacy	Understanding what AI can/cannot do	AI seen as “tools like ChatGPT”	Can explain core AI concepts in simple terms	Understands strengths & limits in media use cases	Applies AI concepts in workflow or product design	Coaches others; shapes shared mental models
2. Applied AI Use (Work Context)	Hands-on use in work-relevant tasks	Rare or ad-hoc use	Uses AI for simple tasks	Uses AI regularly with adapted prompts	AI embedded in daily workflows	Designs or scales AI use cases
3. Data & Output Quality Judgment	Ability to evaluate inputs and outputs	Accepts outputs at face value	Performs basic checks	Critically evaluates accuracy & bias	Builds review checkpoints into workflows	Defines quality standards & review norms
4. Critical & Ethical Reasoning	Risk, bias, responsibility	Ethics seen as abstract	Aware of risks	Actively questions AI use	Applies ethical guardrails in practice	Acts as ethical reference point
5. Strategic & Collaborative Enablement	Scaling, integration, influence	AI is “someone else’s job”	Participates when asked	Translates needs into AI use	Cross-functional AI collaboration	Drives portfolio-level AI impact

AI Maturity Heatmap



Survey has strong methodological rigor

1. Technology Acceptance Model (TAM) Davis (1989)

- Core constructs:
 - Perceived usefulness
 - Perceived ease of use
 - These predict technology usage behavior.

2. Unified Theory of Acceptance and Use of Technology. Venkatesh et al. (2003; 2012)

- Core constructs:
 - Social influence
 - Facilitating conditions

3. AI Literacy Framework Long & Magerko (2020)

- Defines:
 - Understanding AI strengths and limitations
 - Ability to interpret outputs
 - Awareness of bias and data dependence
 - Critical in media contexts.

4. Psychological Safety Edmondson (1999)

- Responsible AI use depends on:
 - Willingness to question
 - Ability to raise concerns

How You Can Use This Practically

- Leadership briefing: “Where we really are”
- Targeted upskilling (e.g., L2→L3 only, for some teams only)
- Risk identification (high use, low ethics)
- Development-tailored workshops
- Understand and explain how to use the freed time
- Tracking change over time (same instrument, 6–12 months)

Schedule

Week 1 – Alignment & Initial Interviews (Calibration Phase)

- Kick-off & scope definition
- 6–8 expert interviews
- Identify real AI use cases & governance gaps
- Tailor survey language per team

Output: Calibrated, team-specific survey

Weeks 2–3 – Organization-Wide Survey

- 15–20 question tailored survey
- 10–14 day response window
- Team segmentation

Output: AI maturity dataset

Week 4 – Maturity Analysis

- Heatmap by dimension & team
- Adoption–governance balance detection

Output: Preliminary maturity profile (Where we now)

Week 5 –6 Deep-Dive Interviews (Explanation Phase)

- 4–6 targeted follow-up interviews
- Explore “why” behind imbalances
- Understand structural & cultural drivers

Output: Causal insight layer (Why we are here)

Week 6 – Executive Debrief & Roadmap

- Integrated findings (qual + quant)
- 3–5 priority actions
- 6–12 month capability roadmap

Output: AI Capability & Strategy Roadmap

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