

AISMI–AISM Model

The Strategy-Centered AI Maturity Model

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Executive Summary

The Challenge

Organizations often struggle to move beyond isolated AI initiatives toward enterprise-wide transformation. Existing AI maturity models emphasize technical readiness, operational scaling, or governance, treating strategy as one of many dimensions rather than the core driver. As a result, AI efforts can remain fragmented and loosely connected to long-term business objectives.

Our Solution – AISMI-AISM Model™

Building on insights from existing AI maturity and adoption frameworks, AISMI-AISM Model offers a strategy-centered AI maturity model that guides organizations in embedding AI across the enterprise. Success is measured by integration into: enterprise strategy execution, strategy-driven executive leadership and decision-making, organizational structures, and sustainable value creation.

The AISMI-AISM Model organizes AI transformation into seven key strategic pillars, each of which plays a vital role in supporting the integration of AI across the enterprise:

- Strategic AI Alignment
- Executive Leadership and Strategic Competence
- Governance, Ethics and Responsible AI
- Organizational Design and Operating Model Adaptation
- Culture, Mindset and Change Readiness
- AI Value Realization and Strategic Impact
- AI Roadmap Execution and Strategic Planning Capability

Five-Stage Maturity Progression

The model defines a five-stage path from early experimentation to fully integrated AI transformation, emphasizing strategy-driven executive capability, enterprise-wide coordination, and sustainable adoption.

Intended Impact

AISMI-AISM helps organizations:

- Align AI initiatives with business objectives
- Develop executive leadership for AI governance
- Integrate AI across functions and structures
- Promote ethical AI deployment
- Measure and realize long-term strategic value
- Execute multi-year AI transformation roadmaps

Bottom Line

By placing strategy at the center of AI maturity, AISMI-AISM Model moves organizations beyond fragmented, project-level adoption. It enables sustainable, enterprise-scale transformation, positioning AI as a driver of strategic value and competitive advantage.