

The AI Worth-It Audit

Pick one AI initiative already in flight. Run these five questions against it. Every "No" or "Not Sure" is your starting point.

Question	Yes/No/Not Sure
Do we have a baseline - do we know what "before AI" looked like?	
Have we defined what behavior change we're expecting?	
Have we agreed on what "worth it" looks like at the business level?	
Are we measuring value — or just usage?	
Do we know who needs to see the evidence, and in what form?	

If you answered "No" or "Not Sure" to any question, use the guidance below to close the gap. If you answered "Yes" to all five – you're further ahead than most. Your next step: make sure your measurement plan is documented and visible to your stakeholders.

Gap Area	Ideas and Considerations
No baseline	Document current performance levels now – even informally. A late baseline is better than none. Possible sources: time logs, error rates, cost records, completion times, manager observations.
No defined behavior change	Describe specifically what employees would be saying or doing differently after implementation. If you can't describe it concretely, the behavior change hasn't been defined clearly enough yet.
No shared definition of "worth it"	First identify whether this initiative focuses on L&D Operations, Workforce Skills, or Business Outcomes – then identify the measures appropriate to that tier. Agreement on this before deployment matters more than the measures themselves.
Measuring usage, not value	Usage tells you adoption. Value tells you impact. Identify one metric beyond usage that reflects what actually changed – for Ops: time or cost saved; for Skills: behavior observed; for Business: a stakeholder-relevant outcome.
Unclear stakeholders or evidence standards	Identify who cares about this initiative and what level of rigor they need. Will qualitative evidence be enough, or do they need quantitative data? Knowing this shapes what you collect and how you report it.