

Is Your Business AI-Ready?

GenMark
Consulting

Key Questions to Ask Before Implementing AI

Before your organization adopts AI, it's essential to evaluate whether you're truly ready. Rushing into AI without the right foundations can lead to wasted resources and missed opportunities. Use these questions — built around **viability**, **feasibility**, and **trustworthiness** — to assess your organization's readiness and make smarter, more confident AI decisions.

01 Viable

- Can AI add measurable value to your business operations or marketing?
- Does it present opportunities to save costs and/or drive growth?
- Will it enable more personalized or efficient experiences for your customers?
- Does the potential return on investment justify the effort required?

02 Feasible

- How complex is this AI solution to implement within your current structure?
- Does your team have the skills, tools, and processes needed to deploy AI effectively?
- Do you have clean, accessible data that AI can actually learn from?
- Can you realistically scale this solution within your budget and timeline?

03 Trusted

- How will AI impact the trust of your employees and customers?

- Have you established ethical safeguards and data privacy protections?
- Does your AI use comply with relevant legal and regulatory requirements?
- Are you being transparent with stakeholders about how and why AI is being used?

Need help navigating your AI strategy? GenMark Consulting helps businesses build smart, scalable AI roadmaps.

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