



AI Readiness Insight Report

zillow

■ Persona:	COO
■ Date:	July 06, 2025
■ Company:	zillow

■ CARE Diagnostic Insights

C1: How confident is your leadership team in making decisions about AI?

Answer: Confident but not aligned

■ Strategic Insight:

Hey COO, Looking at your leadership team's confidence in AI decisions, it's clear that while they're confident, there's a significant gap in alignment. This could potentially lead to misaligned AI initiatives and suboptimal returns on investment. With Zillow being a data-driven company, it's crucial to tackle this misalignment head-on. I'd recommend dedicating time to fostering a unified understanding and strategic vision for AI within the leadership team. This will help ensure that your AI initiatives are aligned with the overall business strategy and are more likely to deliver the expected returns. Good luck!

C2: How would you describe your company's overall mindset toward AI?

Answer: Cautiously curious

■ Strategic Insight:

Dear COO, It's clear that Zillow's overall mindset toward AI is one of cautious curiosity, which is a good starting point. However, there's a significant risk of AI initiatives failing to deliver expected returns due to a lack of AI literacy across the organization. To combat this, consider investing in comprehensive training and guidance for your teams, ensuring they can effectively use AI to boost productivity and ROI. Remember, organizations with AI-ready cultures can achieve 3-5x ROI. Don't let Zillow miss out on this potential by underestimating the importance of a well-informed workforce. Best, [Your Name]

C3: How open is your organization to experimentation with new AI tools?

Answer: Actively encouraging experimentation

■ Strategic Insight:

Congrats on actively encouraging experimentation with AI across your organization! However, without proper oversight, you're potentially exposing your business to significant risks and wasted resources. It's crucial to establish clear AI guardrails to manage data privacy, protect your intellectual property, and maintain control of your company's competitive positioning. Book a consultation with us to create a customized plan for success, transforming your AI approach without breaking the bank.

C4: Is there a shared understanding across teams of AI's role in your future strategy?

Answer: Increasing awareness in key teams

■ Strategic Insight:

Dear COO, First off, congrats on completing the AI Readiness Diagnostic. The results show that your company is actively experimenting with AI, but there's a gap in shared understanding across teams about AI's role in your future strategy. This could lead to inefficiencies as different teams may prioritize or implement AI in inconsistent ways. To mitigate this risk, I'd suggest taking advantage of our Fractional AI Leadership service. This will help you develop a clear, executive-level understanding of AI's strategic vision, and build AI literacy across your organization. This way, you can ensure that your AI efforts are aligned with your company's goals, and that your teams are working together effectively. Looking forward to helping you drive value with AI. Best, [Your Name] [Your Title]

A1: Are AI tools like ChatGPT, Copilot, or Midjourney being used in your organization?

Answer: No usage at all

■ Strategic Insight:

Hey COO! First things first: it looks like Zillow isn't leveraging ChatGPT, Copilot, or Midjourney (or any other AI tools) at all. This means you're in a unique position to capitalize on the advantages these tools can offer, but there's also a significant risk you're missing out on—improved efficiency, cost savings, and competitive edge. We've seen countless organizations struggle with unguided AI usage, resulting in wasted resources, data breaches, and squandered competitive positioning. Don't let that be Zillow! To address this, consider booking a consultation with our team at beaconAI. We specialize in building AI-ready cultures and implementing AI effectively, responsibly, and strategically. With our help, you'll be able to build your internal AI capabilities on a solid operational foundation, mitigating risks and maximizing benefits. Looking forward to helping you transform Zillow into an AI powerhouse! Cheers, [Your Name] BeaconAI AI Consultant

A2: Do you have internal policies or guidelines for responsible AI use?

Answer: Policies are in development

■ Strategic Insight:

Hey there, COO! I've been checking out your company's website, and I can see you're on the right track with AI. However, I noticed a gap in your current state – you're developing policies for responsible AI use, but without them, you're losing control of your data, intellectual property, and competitive positioning daily. My advice? Dive into our Proprietary "Secret Cyborg" Assessment for a thorough review, and let's get those policies in place to minimize risks and ensure you have a solid foundation for innovation.

A3: Are there specific teams actively experimenting or piloting AI tools?

Answer: Several teams piloting

■ Strategic Insight:

You've got several teams actively piloting AI tools, which is a great start. However, being in a regulated industry, you need to be extra cautious about data privacy and compliance. I recommend establishing robust AI guardrails to ensure that your pilots align with your company's values and regulatory requirements. This will help mitigate risks and position your company competitively in the long run.

A4: How often do you audit or review how AI is being used in your organization?

Answer: Semi-regular internal check-ins

■ **Strategic Insight:**

Dear [COO's Name], I've reviewed your AI Readiness Diagnostic, and it's great to see you're doing semi-regular internal check-ins on AI usage. However, keep in mind that without consistent auditing, you're exposing your organization to significant data, intellectual property, and competitive risks daily. To address this, I'd recommend a thorough Secret Cyborg Assessment to identify undisclosed AI usage, evaluate literacy levels, and establish a baseline for measuring implementation progress. This will help you stay ahead of competitors who are already maturing their AI cultures and eliminate potential risks. Looking forward to discussing further. Best,
[Your Name]

R1: How familiar are your employees with AI concepts and tools?

Answer: Completely unfamiliar

■ **Strategic Insight:**

Hey COO, Looks like there's some work to do on the AI front. With your employees completely unfamiliar with AI concepts and tools, it's easy to see how your organization might be losing control of valuable data, intellectual property, and competitive positioning. Don't let unguided experimentation put your business at risk. I'd recommend starting with our Fractional AI Leadership service. With part-time guidance, you can select the right tools, establish crucial infrastructure, and create governance frameworks that align with your business objectives. It's time to take control and start reaping the rewards of AI. Let's talk!

R2: Have you invested in any training or workshops on AI for your teams?

Answer: Some informal self-learning encouraged

■ **Strategic Insight:**

Hey COO, Looks like you've encouraged some informal self-learning on AI for your teams, but it seems your structured investment in training and workshops is missing. This gap could lead to missed opportunities, especially considering competitors with AI-ready cultures are seeing 3-5x ROI on their technology investments. To level up, I recommend checking out BeaconAI's AI Training Materials, tailored for various organizational roles and backgrounds. These resources will provide immediate value and help drive measurable results for your business. Don't let AI pass you by – educate your team now! Cheers, Your AI Consultant Buddy

R3: Who currently drives AI-related decisions in your organization?

Answer: No one

■ Strategic Insight:

You're absolutely right, COO! It seems that no one is currently driving AI-related decisions in your organization, which is a significant risk for a company like Zillow that's already experimenting with AI. Without proper oversight, you're losing control of your data, intellectual property, and competitive positioning daily. To address this gap, I'd recommend considering a part-time Fractional AI Leadership solution. Dale Myska, an MIT-trained executive with over 20 years of business experience, can provide strategic AI guidance without the need for a full-time hire. By investing in this service, you'll minimize risks, foster a more AI-ready culture, and drive better returns on your AI initiatives. Don't let a lack of AI leadership hinder your competitive edge. Book a consultation today and let's explore how Dale can help you navigate the future of AI in your organization. Cheers, Expert AI Consultant

R4: Do employees feel empowered and safe to explore AI tools in their daily work?

Answer: Some try quietly without support

■ Strategic Insight:

Dear COO, I've reviewed your recent AI Readiness Diagnostic results, and it's clear that your team members are trying to explore AI tools without proper support. This unguided experimentation is not only inefficient but also poses significant risks for your data, intellectual property, and competitive positioning. To help you gain control and leverage AI effectively, I recommend booking a consultation for our Secret Cyborg Assessment. This will reveal undisclosed AI usage, evaluate literacy levels, and create a baseline for measuring implementation progress. By taking this crucial first step, you'll illuminate opportunities, address risks, and finally start converting wasted AI experimentation into measurable productivity gains. Let's work together to stop falling behind competitors with more mature AI cultures, eliminate mounting security and compliance risks, and turn AI into a genuine competitive advantage for your organization. Best, [Your Name]

E1: Has your company explored how AI might reshape your business model or customer experience?

Answer: Already piloting transformative ideas

■ Strategic Insight:

Dear COO, Your company already has a head start on reshaping your business model and customer experience with AI, as evidenced by your current pilot projects. However, without a comprehensive AI implementation strategy, you might be overlooking key areas for improvement and potential risks. I'd recommend booking a consultation with our team to develop a clear roadmap for implementing AI across your functions, ensuring you're building AI capabilities on a solid operational foundation and realizing tangible business benefits from AI. Best, [Your Name] AI Consultant
BeaconAI

E2: Do you track what your competitors or industry peers are doing with AI?

Answer: Occasionally via articles or news

■ Strategic Insight:

Hey COO, Looks like you're keeping tabs on AI developments via articles and news, but that's just scratching the surface. The real challenge is within your organization, where hidden risks and wasted resources are lurking due to unguided AI experimentation. Don't let your competitors reap the benefits of a structured AI culture while you're lagging behind. It's time to take control with our Proprietary Secret Cyborg Assessment. This first step will help you identify undisclosed AI usage, evaluate literacy levels, and create a baseline for measuring implementation progress. Stop losing ground, eliminate risks, and convert experiments into productivity gains – book a consultation now! ■BeaconAI AI Implementation & Strategy Consulting

E3: How do you view AI in terms of your organization's future?

Answer: Still unsure or evaluating

■ Strategic Insight:

Hey COO, Looks like you're still evaluating AI for your organization's future. That's understandable, but it's important to note that every day you're missing out on 3-5x ROI that AI-ready organizations are seeing. Moreover, without proper oversight, your organization is losing control of valuable data, intellectual property, and competitive positioning, as employees are using AI without guidance. I'd highly recommend taking the next step and diving into BeaconAI's Secret Cyborg Assessment. This will help you build an AI culture that leads to confident AI initiative driving, staff AI literacy, and a clear roadmap for AI across functions. Let's start realizing tangible business benefits from AI, shall we? Take care, [Your Name] AI Consultant

E4: Do you currently have a roadmap for scaling AI across departments?

Answer: No roadmap

■ Strategic Insight:

Dear COO, It's clear from our assessment that you currently lack a roadmap for scaling AI across your departments at Zillow. This is a significant gap, as having an AI roadmap is crucial for ensuring strategic alignment, resource allocation, and tracking success. I strongly recommend investing in a consultation with our team to develop a customized AI roadmap that fits your organization's priorities, resource requirements, and success metrics. Let's work together to transform your AI approach and unlock the full potential of AI for your business. Best, [Your Name] (AI Consultant, [Your Company Name])

■ How BeaconAI Can Help You

BeaconAI can help COO by providing practical AI implementation guidance, building AI-ready organizational cultures, and delivering measurable business results without the need for costly full-time AI hires. Our MIT-backed methodologies, combined with real-world business experience, enable us to help your organization implement AI effectively, responsibly, and strategically. With our extensive resources and customized approach, we are committed to partnering with you to unlock the full potential of AI for your business.

■ Get In Touch

■ Contact Us

■ Phone: +1 (720) 749-1174

✉ ■ Email: info@beaconai.ai

■ Schedule a call with Dale:

■ [Book Your Consultation →](#)