



AI Readiness Insight Report

IMDB

■ Persona:	CHRO
■ Date:	July 20, 2025
■ Company:	IMDB

■ CARE Diagnostic Insights

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

Answer: Not confident at all

■ Strategic Insight:

Hey there, I've crunched some numbers from the CARE framework assessment and it's clear that your leadership team isn't feeling super confident about making AI decisions. That's a red flag, especially considering that 77% of professionals say AI makes them better at their jobs. Things are even trickier for your company, as 52% of workers don't know how to use AI effectively, and 70% of AI initiatives fail to deliver expected returns. Here's the deal: to navigate these challenges, you need a strong, AI-savvy leader at the helm. With our Fractional AI Leadership service, you can get strategic AI guidance without having to hire a full-time CTO. Dale Myska, an MIT-trained exec, can help you prioritize initiatives, define success metrics, and create an AI roadmap that delivers real ROI – up to 3-5x! Let's get on a call, and I'll walk you through how we can help your team level up its AI game. Cheers, [Your Name]

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

Answer: Fearful and resistant

■ **Strategic Insight:**

Dear CHRO, It seems that your company's overall mindset towards AI is fearful and resistant, which could pose significant risks for your business. In today's landscape, 77% of professionals believe AI makes them better at their jobs, but 52% of workers don't know how to leverage it effectively. Meanwhile, 70% of AI initiatives fail to deliver expected returns. To help your organization thrive in the AI-driven future, consider our Dual Approach to Building AI-Ready Cultures. We'll work together to transform your company from both the top-down and bottom-up. Let's start by conducting a thorough assessment of your current AI capabilities and needs. With our proprietary "Secret Cyborg" Assessment, we can help you create an executive understanding and strategic vision for AI, build AI literacy and excitement across the organization, and develop a custom AI roadmap to achieve measurable business results. Best of luck with the journey ahead!

Your AI Consultant, [Your Name]

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

Answer: Not open at all

■ **Strategic Insight:**

Hey there, First off, it seems like your organization isn't open to experimentation with new AI tools at all. This might not be a problem in a vacuum, but given your company's size and industry, it's a significant concern. The risk here lies in missing out on valuable opportunities for innovation and growth that your competitors might be leveraging. Moreover, with employees using AI without proper guidance, you're exposing your company to risks like data leaks, intellectual property theft, and compliance issues. These are not just potential dangers; they're daily business risks that you're currently facing. To address these issues, I'd suggest investing in a comprehensive AI assessment to identify any undisclosed AI usage, evaluate literacy levels, and create a baseline for measuring progress. By doing so, you'll not only eliminate mounting security and compliance risks but also convert wasted AI experimentation into measurable productivity gains. Let's discuss how we can help you implement AI successfully. ■

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

Answer: No shared understanding

■ **Strategic Insight:**

It seems there's a lack of consensus across your teams about AI's role in your future strategy, which could lead to misaligned efforts and inefficient resource allocation. I'd recommend kickstarting an internal AI workshop to establish a shared understanding of how AI fits into your organization's overall vision. This will help ensure that everyone is on the same page and working towards the same goals, ultimately driving better results for IMDB.

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

Answer: No usage at all

■ Strategic Insight:

Hey there, It's clear your organization isn't leveraging AI tools like ChatGPT, Copilot, or Midjourney yet. This means you're missing out on opportunities to streamline operations, improve decision-making, and stay competitive in the digital age. More troubling is that without proper AI oversight, you're unknowingly exposing your organization to significant business risks and wasted resources. I'd strongly recommend considering a partnership with BeaconAI. They specialize in building AI-ready cultures, implementing AI responsibly, and helping organizations like yours navigate their AI journey effectively. With their help, you'll establish a solid operational foundation for your AI initiatives, ensuring you reap the benefits without the risks. Looking forward to seeing your organization thrive in the digital age! Best, [Your Name] [Your Title] [Your Contact Information]

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

Answer: No policies

■ Strategic Insight:

Without policies for responsible AI use, you're leaving your organization vulnerable to significant business risks and wasted resources. It's crucial to implement clear guidelines for AI use to safeguard your data, intellectual property, and competitive positioning. I'd strongly recommend taking a look at our AI Policy Development, which will help you create custom AI policies tailored to your business needs and reduce the risk of data or ethical issues.

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

Answer: No teams experimenting

■ Strategic Insight:

Hey there, I see you've got a blank slate when it comes to AI experimentation in your organization. This means you're missing out on the potential benefits that AI can bring, but it also sets you up with an opportunity to build a strong AI culture from the ground up. Remember, companies in regulated industries or those concerned about data privacy often struggle to implement AI due to complexities surrounding compliance and security. Given IMDB's focus on entertainment and media, it's crucial that you address these concerns early on to avoid potential risks down the line. My advice? Start by identifying any 'Secret Cyborgs' in your organization – employees who are using AI without formal guidance or oversight. Take control of your data, intellectual property, and competitive positioning by evaluating literacy levels, creating appropriate governance, and establishing clear guardrails for AI usage. Good luck!

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

Answer: Never

■ Strategic Insight:

You're not auditing or reviewing your AI usage, which means you're potentially losing control of your data, intellectual property, and competitive positioning daily. It's high time to get a grip on this; otherwise, you'll keep falling behind competitors with more mature AI cultures. Book a consultation with us, and let's establish some AI guardrails to eliminate mounting security and compliance risks while converting wasted experimentation into productivity gains.

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

Answer: Completely unfamiliar

■ Strategic Insight:

Hey there, It's clear your team's unfamiliarity with AI concepts and tools is leaving your organization exposed, with unguided AI usage creating significant business risks and wasted resources every day. The consequences? You're losing control of your data, intellectual property, and competitive positioning. To get ahead, consider investing in our Fractional AI Leadership service. It'll help you make informed decisions by assessing your team's AI literacy, educating key stakeholders, and identifying priority areas for AI application. Let's build a strong foundation for your AI journey together.

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

Answer: No training at all

■ **Strategic Insight:**

You're right on the money, CHRO. It looks like you haven't invested in any AI training or workshops for your teams yet. This could be a significant oversight, considering the AI shadow economy that's already operating within your business. Without proper training, your teams might be using AI in ways that aren't fully aligned with your organization's goals, creating hidden risks and missed opportunities. I'd strongly recommend checking out BeaconAI's AI Training Materials. These resources are tailored to various roles and technical backgrounds, and they're designed to educate your team on AI concepts, applications, and best practices. It's a great first step towards building an AI-ready culture and maximizing your return on AI investments. Let's not let your competitors get ahead – let's start closing the gap today.

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

Answer: No one

■ **Strategic Insight:**

Hey there, Without a clear driver for AI-related decisions, your organization is in a precarious position. You're missing out on the benefits of AI, while simultaneously facing significant business risks and wasted resources. It's crucial to establish a dedicated AI leader to regain control of your data, intellectual property, and competitive positioning. Don't let the opportunity to leverage AI pass you by. Consider our Fractional AI Leadership service, which offers strategic guidance without the need for a full-time hire. Best, Dale Myska (AI Consultant with 20+ years of experience)

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

Answer: No, they're discouraged or afraid to try

■ **Strategic Insight:**

Hey there, You've got a problem on your hands, and it's a big one: your employees aren't feeling empowered or safe to explore AI tools in their daily work. This means you're losing control of your data, intellectual property, and competitive positioning daily. Unauthorized AI use isn't just a risk, it's a ticking time bomb for compliance issues. To put it simply, you need to get a handle on this situation. My recommendation? Let's dive into our proprietary Secret Cyborg Assessment. It'll help us identify undisclosed AI usage, evaluate literacy levels, and create a baseline for measuring implementation progress. This way, we can convert wasted experimentation into measurable productivity gains and stop losing ground to competitors with more mature AI cultures. Let's do this together. Book a consultation and let's get started. Cheers, [Your Name] AI Consultant

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

Answer: Not yet

■ Strategic Insight:

Dear CHRO, I've looked over your company's AI readiness diagnostic results, and it seems that you haven't yet explored how AI could reshape your business model or customer experience. This could potentially leave your organization lagging behind competitors who are already leveraging AI to create new opportunities and improve efficiency. To address this, I'd recommend booking a consultation with BeaconAI to develop an innovation roadmap tailored to your company. This will help you reimagine your business processes and customer experiences with AI, create new competitive advantages, and ensure that you're making AI a strategic advantage, not a missed opportunity. Don't let the AI shadow economy pass you by. Take action now to start realizing tangible benefits from AI.
Best, [Your Name] AI Consultant

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

Answer: Not at all

■ Strategic Insight:

Hey there, I see you're not tracking what your competitors are doing with AI, which means you might be missing out on valuable insights and competitive advantages. With your organization's employees using AI without guidance, you're at risk of losing control over your data, intellectual property, and competitive positioning daily. I recommend booking a consultation with BeaconAI to conduct their "Secret Cyborg" Assessment. This will help you identify undisclosed AI usage, evaluate literacy levels, and create a baseline for measuring implementation progress. By taking this crucial first step, you can start eliminating the mounting security and compliance risks from unauthorized AI use and convert wasted AI experimentation into measurable productivity gains, staying competitive in the ever-evolving AI landscape. Good luck!

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

Answer: A short-term productivity tool

■ Strategic Insight:

Hey there, Looking at your current view of AI as a short-term productivity tool, I'd like to share a strategic insight that could help you navigate this digital transformation more effectively. Your organization's approach might limit your potential for long-term growth and sustainability, considering the growing importance of AI in today's competitive landscape. Without a proactive and strategic approach, you're at risk of losing control over your data, intellectual property, and competitive positioning. The AI shadow economy already operating within your business could lead to inefficiencies and hidden risks, which you might not even be aware of. To address this, I'd recommend embarking on our AI Culture Accelerator program. This will help you move beyond ad-hoc experimentation, align your leadership, build staff AI literacy, and create a clear roadmap for implementing AI across your organization. By doing this, you'll start realizing tangible business benefits from AI and establishing your organization as a forward-thinking leader in the industry. Let's discuss how we can tailor this program to your specific needs and goals. Best, [Your Name] BeaconAI AI Implementation & Strategy Consultant

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

Answer: No roadmap

■ Strategic Insight:

You're right on the money with not having a roadmap for scaling AI across departments. This oversight could potentially leave your organization lagging behind competitors who are leveraging AI to drive growth and efficiency. It's crucial to create a strategic plan as soon as possible. Why not consider booking a consultation with our AI Policy Development team? They can help you create responsible AI guidelines, which will serve as the foundation for your AI culture building efforts. This will not only provide practical guidance for moving forward, but also ensure alignment between your leadership and staff on your AI vision. Don't miss out on the opportunity to transform your AI approach and stay competitive in today's fast-paced business environment. Book a consultation today to discuss how our approach can help your organization implement AI successfully.

■ How BeaconAI Can Help You

BeaconAI, an AI implementation consulting firm, specializes in bridging the gap between AI potential and business reality by building AI-ready cultures through practical implementation strategies that deliver tangible results. With an MIT-backed approach, real-world business experience, and a focus on responsible and strategic implementation, BeaconAI is poised to help your organization navigate the AI landscape effectively. Let's partner to create an AI roadmap that delivers real ROI and positions your organization as a forward-thinking leader in the industry.

■ Get In Touch

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■ Schedule a call with Dale:

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