# **AI Readiness Insight Survey – Version D**

*Structured around the Jobs To Be Done (JTBD) Forces of Progress*

*Open, reflective prompts to understand what’s pushing people away from the current state, pulling them toward new possibilities, and holding them back from change.*

## Survey Questions

### **AI Usage:**

Q1: What AI tools are you already using - both at work and at home? Which are you using most frequently (eg. several times a week)?

How competent and confident do you feel using AI to augment your work?

[scale]

How clear do you feel on our business purpose and how AI can help us achieve it or get us there faster?

[Multichoice] Please explain.

What do you hope to gain from this AI transformation programme? What does success look like for you and the team?

### **Force 1: Pain of the Old - Existing solutions create friction or pain points, pushing users towards new alternatives driving a Switch (Friction in current ways of working)**

**Q1.** Tell us about a moment recently when your current tools, processes or ways of working got in the way of doing great work. What happened?

**Q2.** What parts of your work feel disproportionately time-consuming or effortful — especially compared to the value they deliver?

### **FORCE 2: Pull of the New - The desirable features and benefits of AI solutions pull users towards adoption (attraction to the benefits of a better solution)**

**Q3.** If AI could work exactly how you needed it to, what would it unlock for you, your team, or your clients?

**Q4A.** What’s one part of your work you’d love to make easier, faster, or more impactful — even if you’re not sure how AI could help yet?

**Q4B.** If an AI assistant could take care of one thing for you brilliantly — no limitations — what would you hand over?

### **FORCE 3: Anchors to the Old - Habits, investments, or perceived benefits that keep individuals tied to current solutions (What holds people in the current state)**

### **Q5.** Even when better tools or ideas are available, what tends to keep things ‘business as usual’ in your team or organisation?

**Q6.** What would realistically stop someone in your team from trying a new AI tool tomorrow?

**Q7.** Who needs to say yes (or stay quiet) for experimentation to happen?

### **FORCE 4: Anxiety of the New - Concerns and uncertainties associated with switching to unfamiliar AI tools and processes (Concerns or uncertainty about switching)**

**Q8.** When it comes to adopting new AI tools or ways of working, what concerns come up for you — emotionally, practically, or professionally?

**Q9.** Have you ever tried an AI tool that left you feeling unsure, disappointed, or exposed? What happened?

### **Attitude to Experimentation**

**Q10.** What role do you tend to play when your team is exploring something new? *Observer / Cautious Tester / Curious Explorer / Experimentation Lead*

**Q11.** How does experimenting with something new make you feel?