SIMA360: Structured AI Maturity Accelerator

Implement AI with Confidence, Clarity, and Control

Dr. Charles (Chuck) Suscheck
chuck@suscheck.com

Cincy Deliver 2025 Sponsors

CincyDeliver.org

Diamond

ingage

rezoomex

The Japikse Family Foundation

DELIVER VALUE THROUGH QUALITY SOFTWARE

Gold

atomic robot

Project Management Institute. Southwest Ohio

Project Management Institute. Dayton/Miami Valley, Ohio

Silver

Scrum.org
The Home of Scrum

Coffee Break
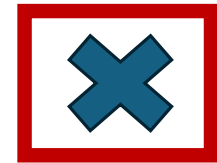
TECHNOLOGY FIRST

What this session is about

This session is about prompt engineering ☐ True ☒ False

This session is about what AI is ☐ True ☒ False

This session is about a particular tool ☐ True ☒ False

This session is about managerial control of AI implementations ☒ True ☐ False

You're going to have to work in groups ☐ True ☒ False

Generative AI Test

AI generally knows more than we do   ☐ True   ☒ False

AI will take away our jobs   ☐ True   ☒ False

The best AI runs by itself   ☐ True   ☒ False

If you don't jump fully into AI implementation, your company is in trouble   ☐ True   ☒ False

Amazon's Recruiting AI—A Lesson in Algorithmic Blind Spots

- Vision: Sift through thousands of resumes
  - Identify top talent
  - Accelerate recruitment with machine precision
  - Trained on ten years of internal hiring data

- Effect: consistently ranked male candidates higher
  - Penalized terms like "women's chess club captain"
  - Penalized all-women colleges

- Reason:
  - Old data reflecting gender imbalance
  - No guardrails or bias mitigation techniques
  - No fairness audits
  - No data diversity reviews
  - Too much trust in the AI algorithms
  - Little governance

Tesla's Autopilot Crashes—When Partial Autonomy Meets Real-World Complexity

- Vision
  - Autopilot to drive the car more safely and easily than a person could do
- Effect: Self-driving caused several high-profile crashes
  - Autopilot failed to detect stationary vehicles
  - misread road markings
  - struggled with unpredictable environmental conditions
- Reason
  - Little governance
  - Insufficient edge cases
  - Arrogant assumptions about driving's difficulty
  - Lacking human in the loop situations
  - Messaging amplified capabilities over constraints
  - Too much trust in AI

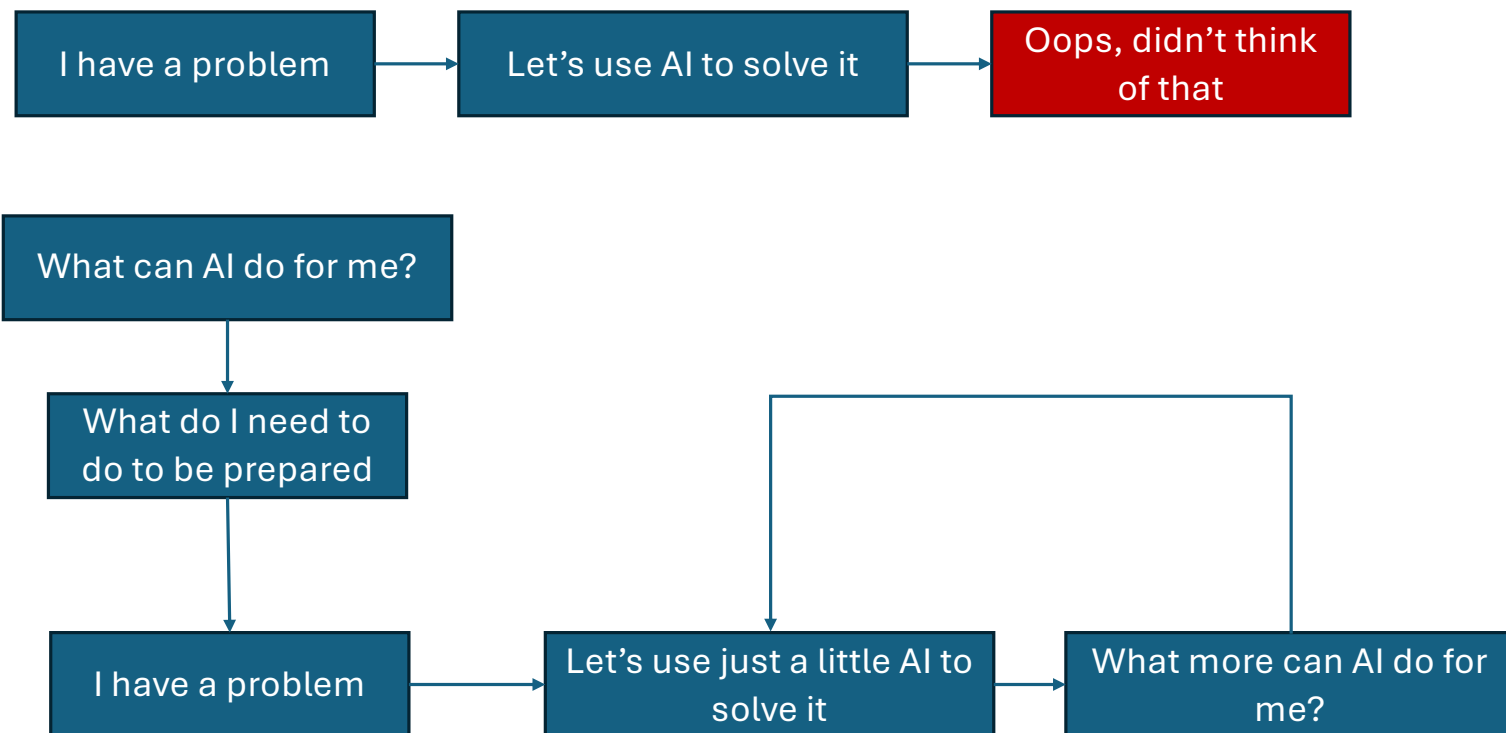# AI Governance at an organizational level

The Challenge

For organizations implementing AI initiatives across the enterprise, there are many risks, such as strategic misalignment, technical debt, and unintended consequences.

The Solution

We need a way to control AI initiatives with proven, safe, and practical guidance.

The control must be based on evidence-based research on how to position tools, roles, and activities to help organizations progress methodically and saftey when applying AI

Reverse the way you look at a problem

I have a problem → Let's use AI to solve it → Oops, didn't think of that

What can AI do for me?
↓
What do I need to do to be prepared
↓
I have a problem → Let's use just a little AI to solve it → What more can AI do for me?

Where do we start implementing AI?

Should we start with the most AI can do ☐ Yes ☒ No
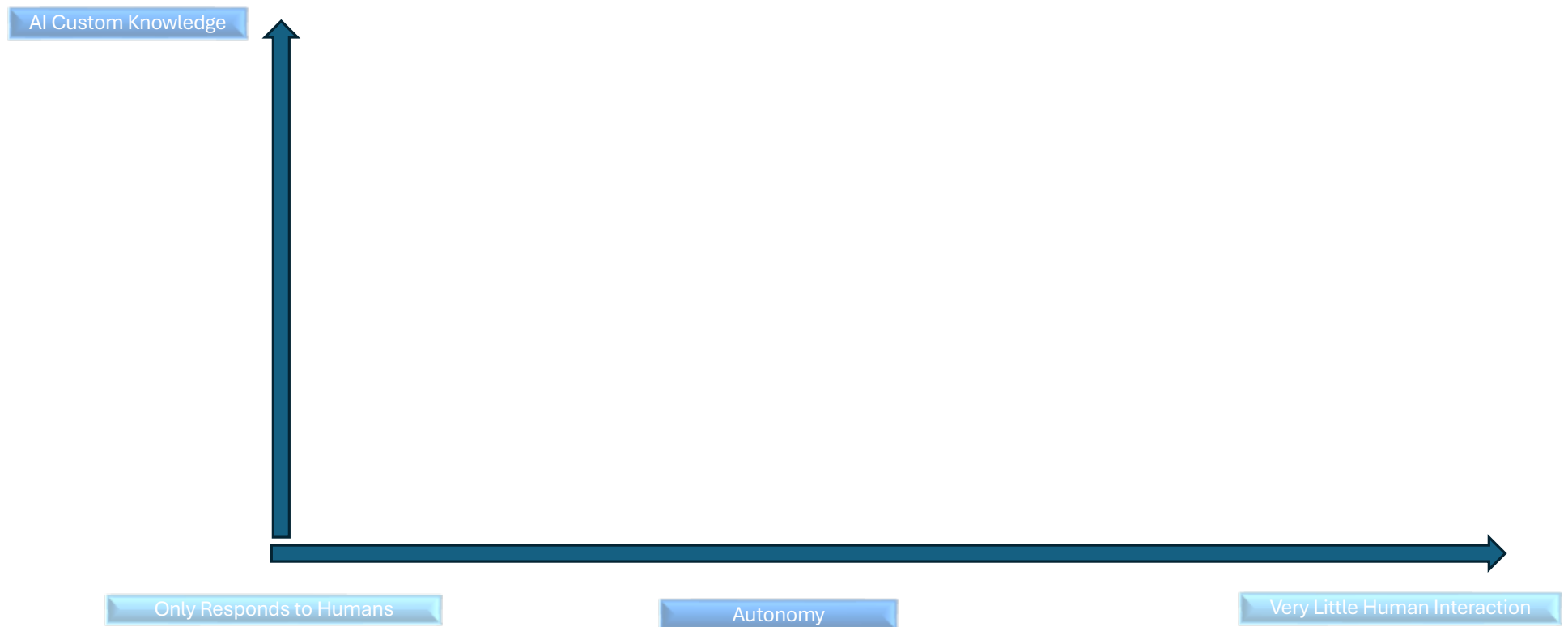
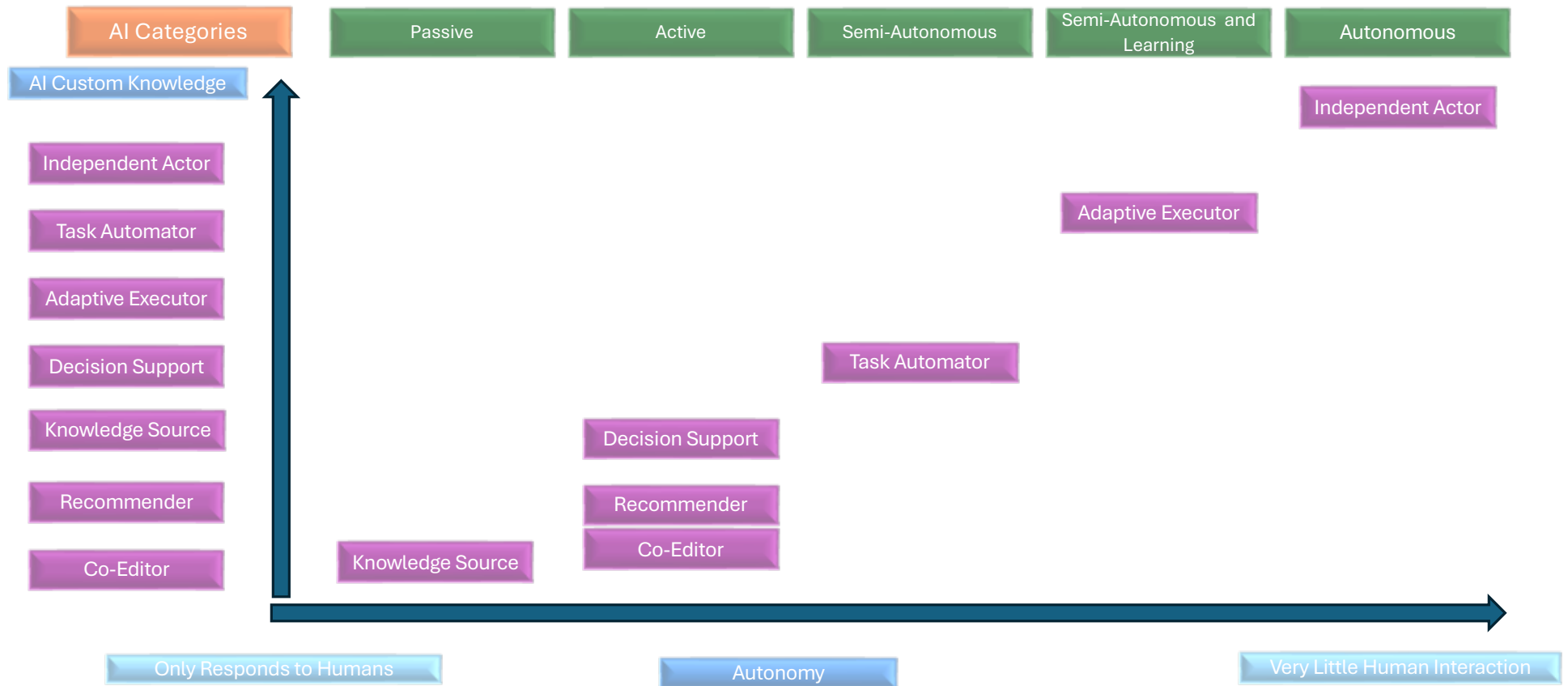We should use as much AI as we need as soon as we can ☐ Yes ☒ No

What can AI do for us?

AI Custom Knowledge

Only Responds to Humans

Autonomy

Very Little Human Interaction

Application Capabilities of Generative AI

AI Categories	Passive	Active	Semi-Autonomous	Semi-Autonomous and Learning	Autonomous

AI Custom Knowledge

AI Categories column					
Independent Actor					Independent Actor
Task Automator				Adaptive Executor	
Adaptive Executor					
Decision Support			Task Automator		
Knowledge Source		Decision Support			
Recommender		Recommender			
Co-Editor	Knowledge Source	Co-Editor			

Only Responds to Humans → **Autonomy** → **Very Little Human Interaction**
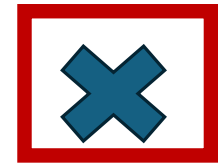
How do you know when you're ready

We can move to more AI after a month or two

☐ Yes ☒ No

Maturity is capability-based, not time based

☒ Yes ☐ No

Capabilities Drive Appropriate AI Application

AI Categories

Passive	Active	Semi-Autonomous	Semi-Autonomous and Learning	Autonomous

Application Categories

Baseline	Business Assistance	Process Automation	Decision Optimization	Autonomous Execution

Risk →

Manage Risk Through Organizational Capabilities

Not using AI formally	Curious but unstructured	Structured experimentation	AI as a business enabler	AI embedded in operations	Continuous AI at scale
Baseline	Exploring	Applying	Formalizing	Optimizing	Leading

Do you want to lose weight?

Bathroom scales can tell you your ideal weight

☒ Yes   ☐ No

Bathrooms scales can tell you how to loose weight

☐ Yes   ☒ No

Bathroom scales typically can give you data but not guidance

☒ Yes   ☐ No

A good weight loss program evaluates your weight and gives actionable guidance across several areas
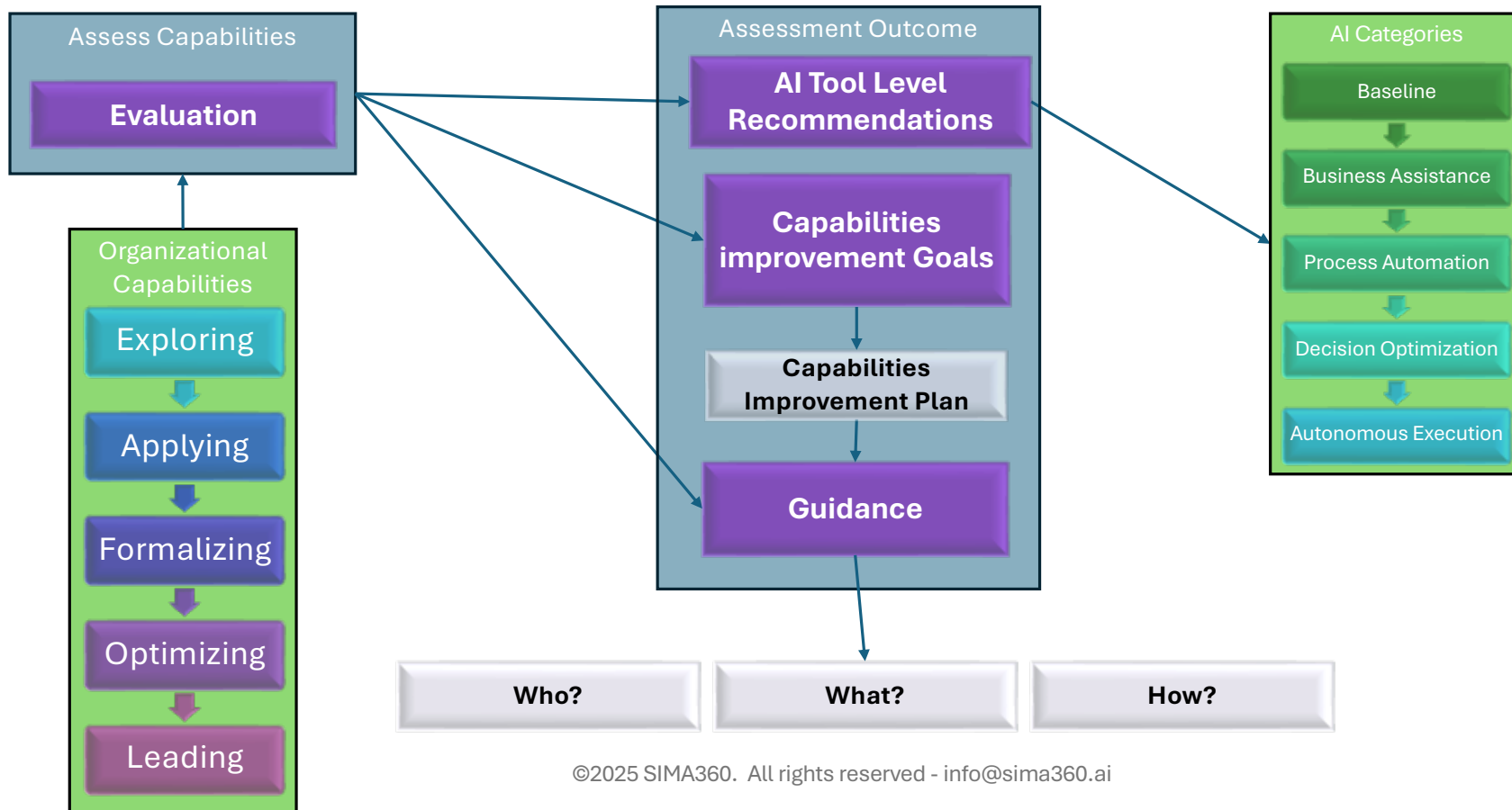
☒ Yes   ☐ No

Applying Organizational Capabilities

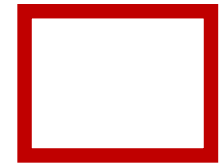**Assess Capabilities**

- Evaluation

Organizational Capabilities

- Exploring
- Applying
- Formalizing
- Optimizing
- Leading

Assessment Outcome

- AI Tool Level Recommendations
- Capabilities improvement Goals
- Capabilities Improvement Plan
- Guidance

AI Categories

- Baseline
- Business Assistance
- Process Automation
- Decision Optimization
- Autonomous Execution

Who?   What?   How?

Categorize the Guidance

Guidance Focus		Strategy	Governance	People	Data	Technology
Oversight	AI Tool		Oversight			AI Tool
Long Term Objective	Culture	Long Term Objective		Culture		
Gather Data	Infrastructure				Gather Data	Infrastructure
Business Alignment	Manage Data	Business Alignment			Manage Data	
HR Structure	Accountability		Accountability	HR Structure		
Funding	People Skills	Funding		People Skills		
Evaluate Data	Ethical standards		Ethical standards		Evaluate Data	

Do you like that guidance?

Even that's too much in one big grouping   ☒ Yes   ☐ No

I need a way to organize the guidance   ☒ Yes   ☐ No
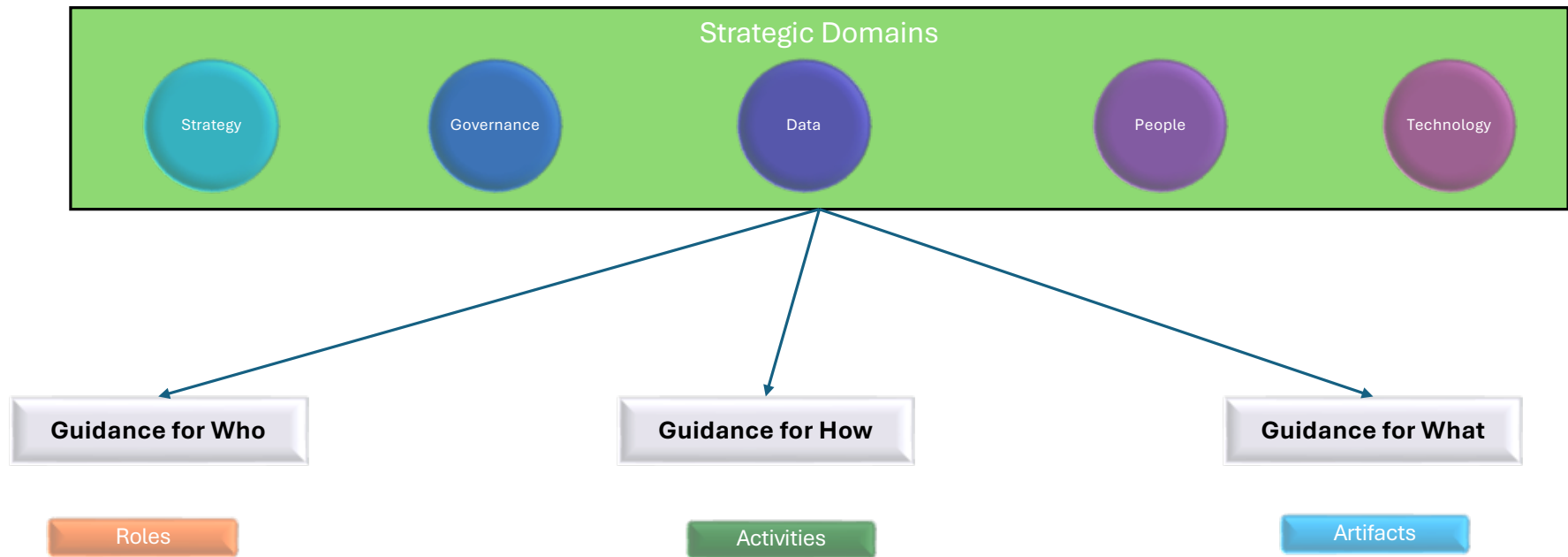
Strategic Domains

What do I do with it all?

Plan it all out, like God and PMI commanded!

☐ Yes   ☒ No

Use Scrum and agile

☐ Yes   ☒ No

Use a cyclical approach
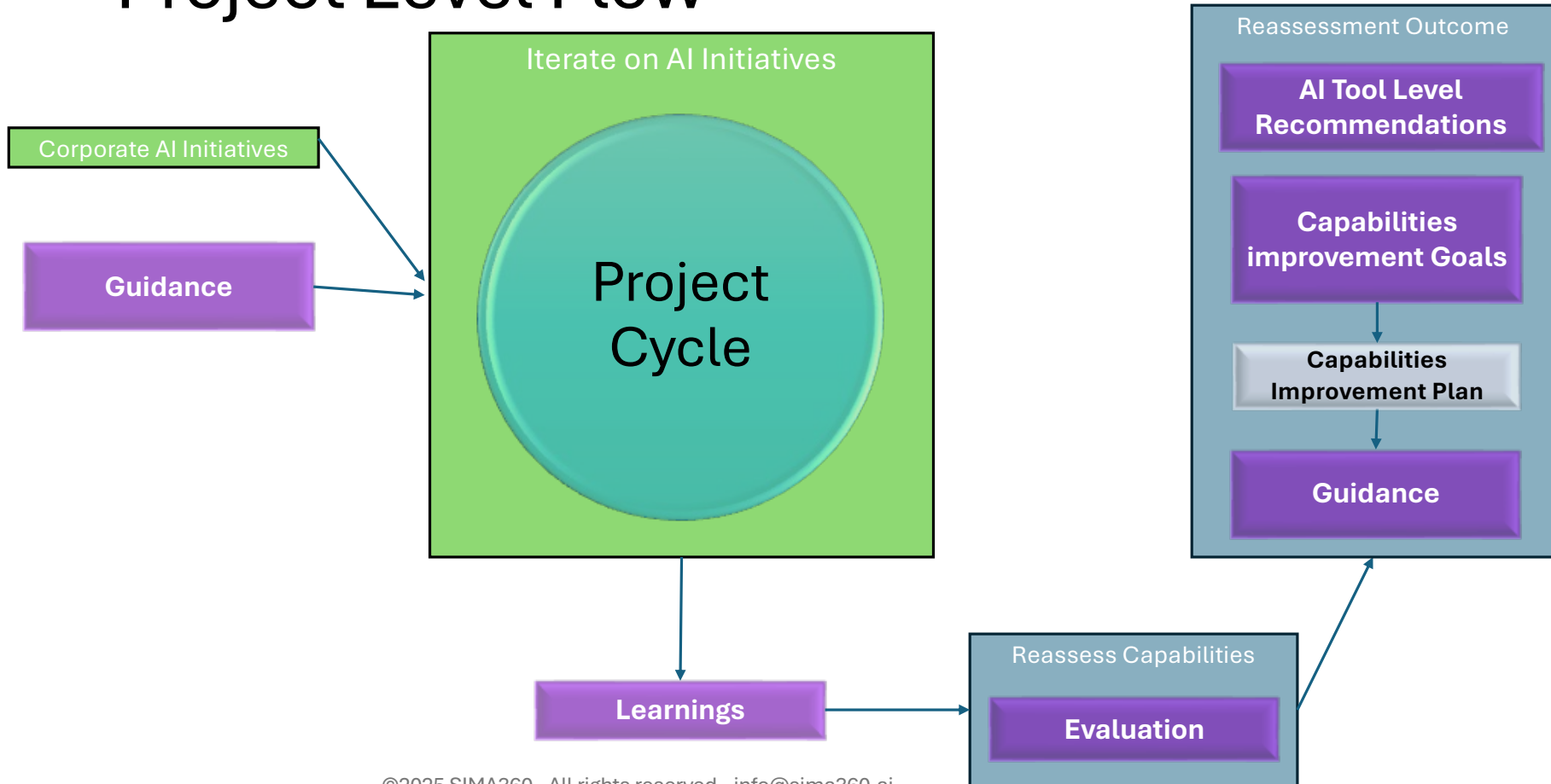
☒ Yes   ☐ No

Use an out of the box approach

☐ Yes   ☒ No

Project Level Flow

Iterate on AI Initiatives

Corporate AI Initiatives

Guidance

Project Cycle

Learnings

Reassess Capabilities

Evaluation

Reassessment Outcome

AI Tool Level Recommendations

Capabilities improvement Goals

Capabilities Improvement Plan

Guidance

What project cycle is best?

Analyze, design, code, test	☐ Yes	☒ No
Something close to Plan Do Check Act	☒ Yes	☐ No
An existing approach for development (like agile)	☐ Yes	☒ No
A cycle executed multiple times	☒ Yes	☐ No

Project Cycle

FLAI Project Cycle
- Frame
- Learn
- Assess
- Improve

Exploratory Approach	Lean Approach
Frame	Plan
Learn	Do
Assess	Check
Improve	Act

Foster a focus on learning as well as development

SIMA-360: Structured AI Maturity Accelerator

The Framework

SIMA Core

Framework Application

SIMA Flow

SIMA 360

SIMA Kit

Tools and collateral

SIMA Ascend

Training and Certification
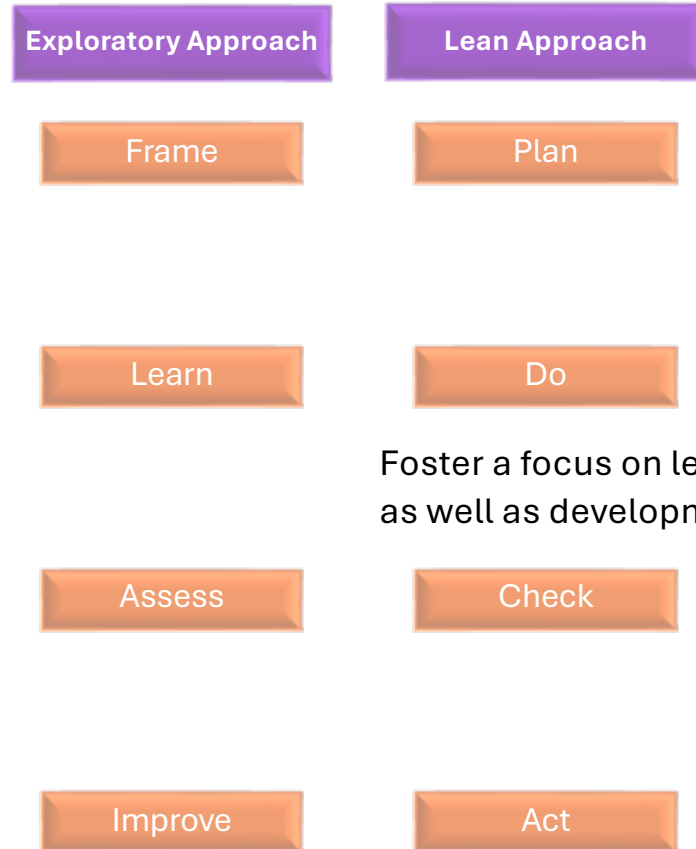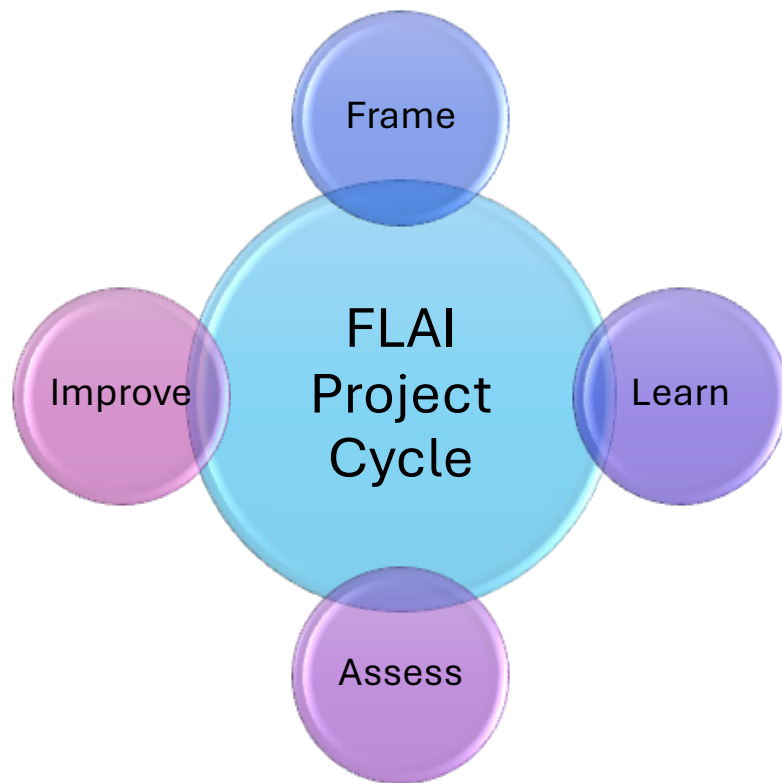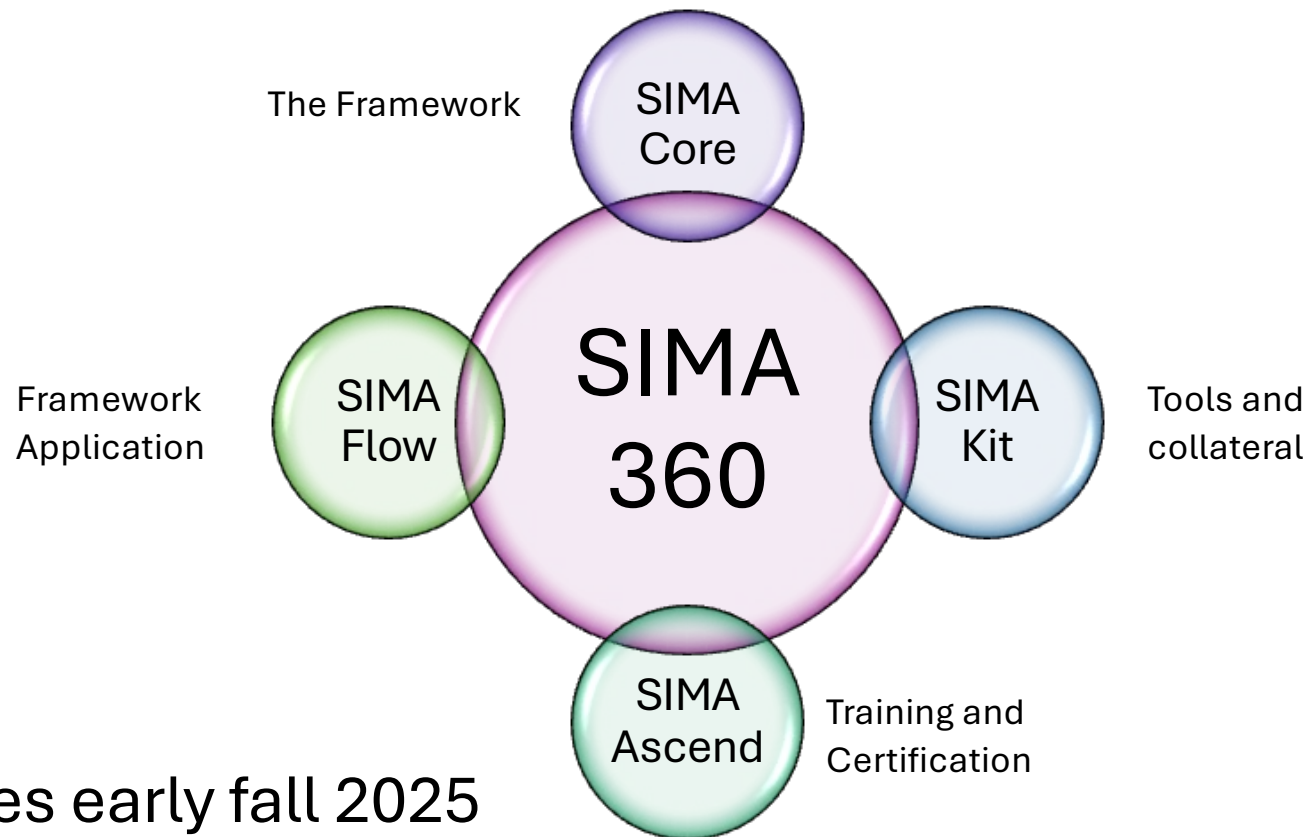
Launches early fall 2025

SIMA 360: Structured AI Maturity Accelerator

Do you want to pay for the framework

☐ Yes   ☒ No

Do you want to learn more about it?
info@sima360.ai

☒ Yes   ☐ No

Do you want to be an early adopter?

☒ Yes   ☐ No

Do late adopters have to pay for anything?

☒ Yes   ☐ No

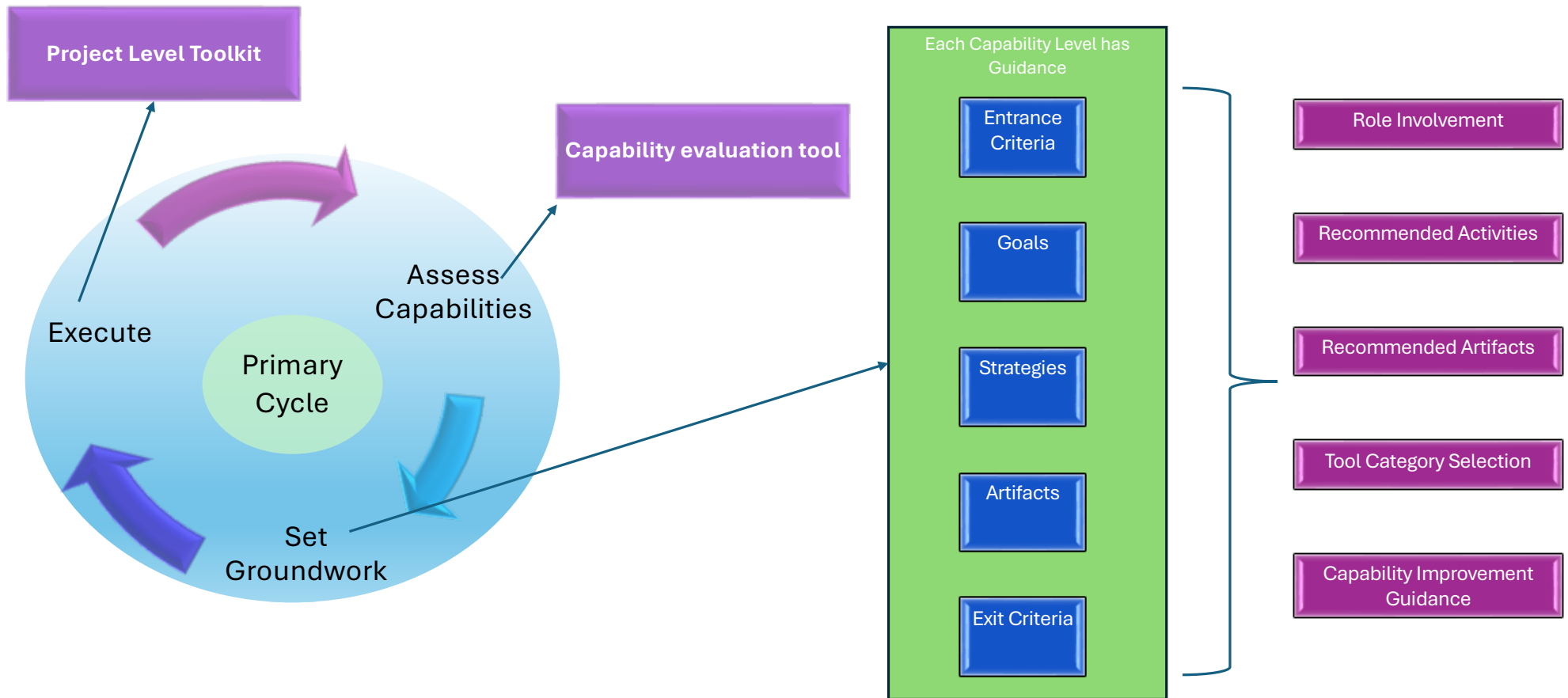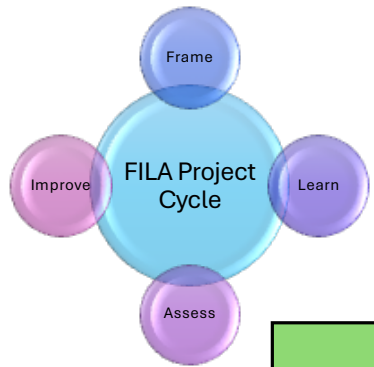Can consulting companies use it to help clients?
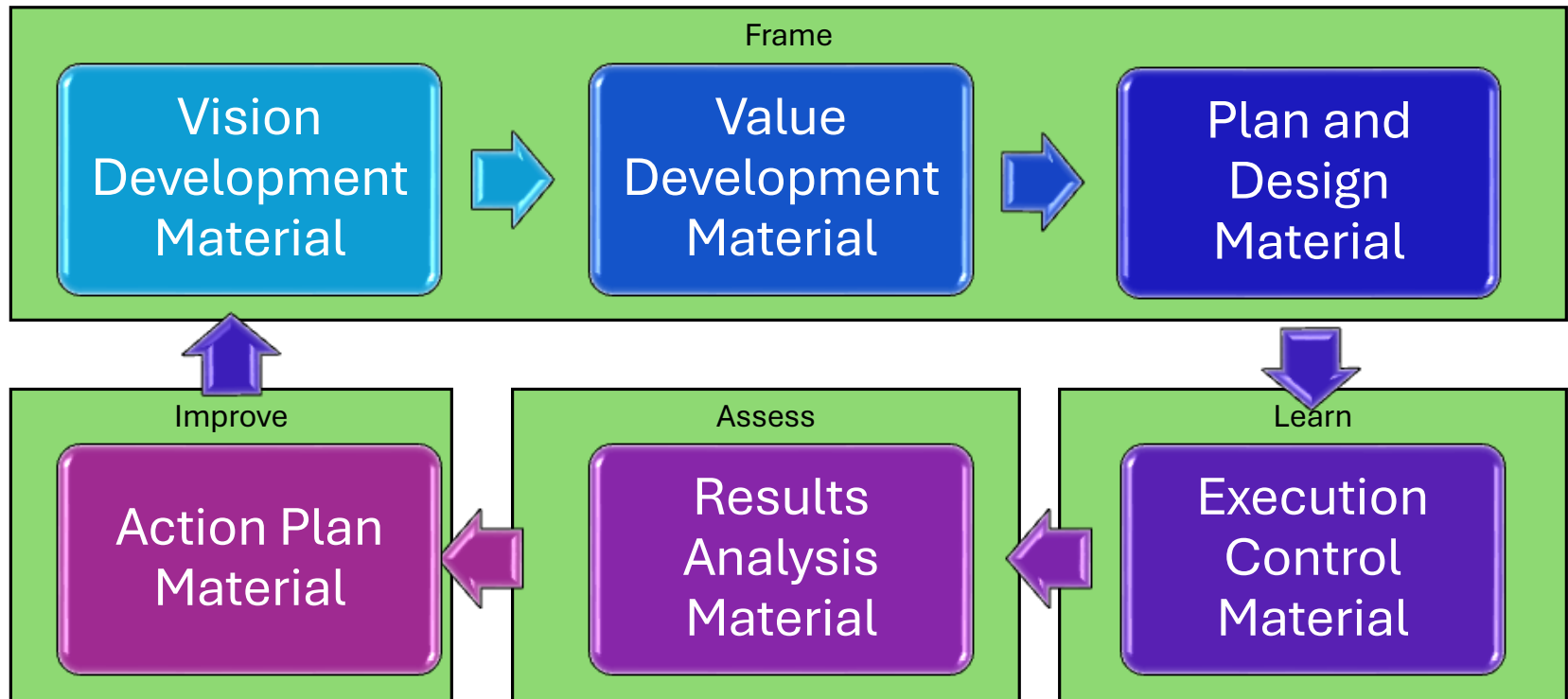
☒ Yes   ☐ No

SIMA Kit Capability Level Toolbox

Project Level Toolkit

Capability evaluation tool

Execute

Assess Capabilities

Primary Cycle

Set Groundwork

Each Capability Level has Guidance

- Entrance Criteria
- Goals
- Strategies
- Artifacts
- Exit Criteria

- Role Involvement
- Recommended Activities
- Recommended Artifacts
- Tool Category Selection
- Capability Improvement Guidance

SIMA Kit Project Level Toolbox

FLAI: Frame, Learn, Assess, Improve

FILA Project Cycle

Frame

Learn

Assess

Improve

Frame

Vision Development Material → **Value Development Material** → **Plan and Design Material**

Learn

Execution Control Material

Assess

Results Analysis Material

Improve

Action Plan Material

SIMA Ascend Certification Path

Certification Levels

Certified AI Solutions Agent

Certified AI Solutions Orchestrator

Certified AI Solutions Strategist

Purpose

Equip individuals using the framework with the tools and knowledge to apply it effectively.

Equip team-level leaders with the tools and knowledge to guide and support others in applying the framework.

Equip organizational leaders with the tools and knowledge to promote, staff, teach, and continuously improve the framework.
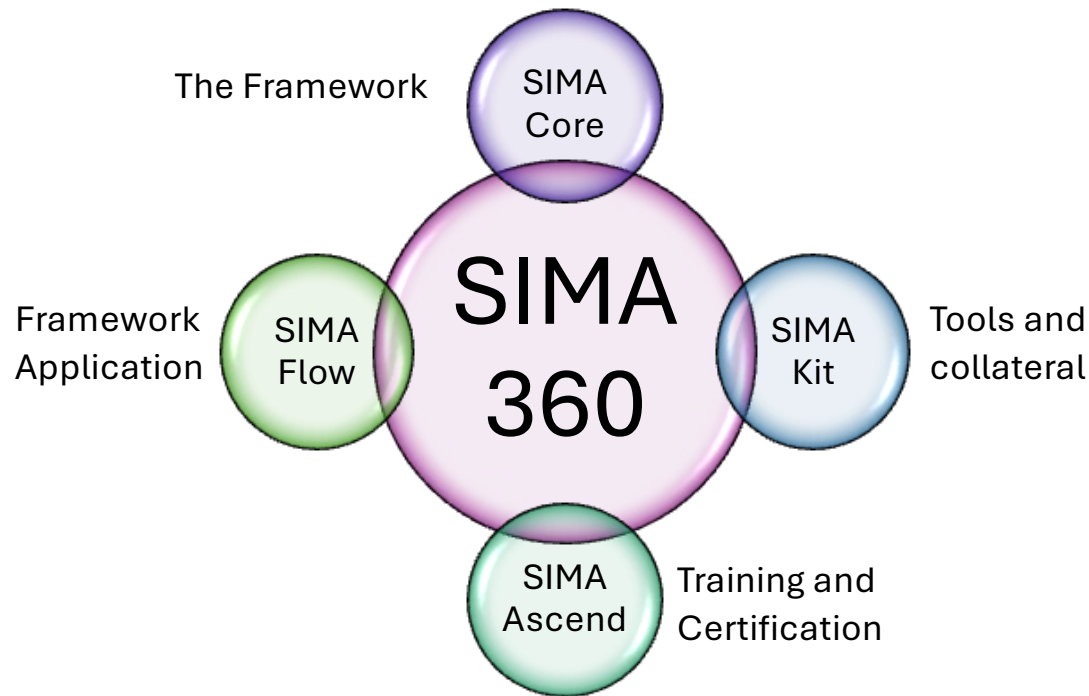
Courses

- Applying AI Solutions
  and
- Preparing for AI Solutions

- Leading AI Teams

- Developing Organizational AI Strategies
  or
- Business Support for AI Initiatives