

Generative AI Assessment Framework for Content Teams

Evaluation and Maturity
Model

Why this framework matters

1

Tie AI adoption to measurable outcomes

2

Accelerate content production without losing quality

3

Strengthen compliance and governance

4

Boost creativity and experimentation

5

Improve team adoption and culture around AI

Framework overview

Strategic alignment

Capability readiness

Content quality & safeguards

Productivity & efficiency

Innovation & creativity

Governance & compliance

Adoption & culture

Metrics & reporting

Strategic alignment



SCORING RUBRIC:



1 = NO AI VISION



3 = AD HOC
EXPERIMENTATION



5 = CLEAR STRATEGY
TIED TO OUTCOMES



KPIS:
OF AI USE CASES
MAPPED TO BUSINESS
GOALS
OF PROHIBITED
USES DOCUMENTED

Capability readiness

Scoring rubric:

1 = No tools

3 = Individual usage

5 = Integrated enterprise tooling

KPIs:

% of staff trained

of workflow integrations

Content quality & safeguards

Scoring rubric:

1 = No review

3 = Ad hoc
review

5 = Guardrails
+ governance

KPIs:

% of AI drafts
requiring
major rewrites

of
compliance
issues caught

Productivity & efficiency

Scoring rubric:

1 = No benefits

3 = Anecdotal benefits

5 = Benchmark improvements

KPIs:

Avg. time to publish before/after AI

Draft-to-publish ratio

Innovation & creativity

SCORING RUBRIC:

1 = ONLY BASIC DRAFTING

3 = SOME CREATIVE USE

5 = NEW FORMATS AND
PERSONALIZATION

KPI'S:

% OF CAMPAIGNS WITH AI
IDEATION

OF NEW FORMATS LAUNCHED

Governance & compliance

Scoring rubric:

1 = No policy

3 = Draft policy

5 = Fully enforced

KPIs:

% of AI content flagged in CMS

of compliance issues linked to AI

Adoption & culture

Scoring rubric:

1 = Resistance

3 = Split adoption

5 = Broad adoption + mentoring

KPIs:

% of staff regularly using AI

Sentiment scores

Metrics & reporting

Scoring rubric:

1 = No reporting

3 = Basic usage reporting

5 = Balanced metrics

KPIs:

% of reports with AI metrics

of decisions influenced by AI data

Heatmap visualization

- Visual scoring grid (color-coded 1–5 maturity levels)

Recommendations



Where we are now
vs. focus areas



Close governance
and compliance gaps



Expand training for
broader adoption



Refine metrics for
leadership reporting



Prioritize efficiency
improvements with
AI benchmarks

Next steps

Quarterly action plan

Re-run assessments every quarter

Evolve policies and guardrails

Expand use case library

Share results with leadership