GUIDE 04 FOR LEADERSHIP TEAMS

Data and AI: find your starting line

Two maturity models, one journey.

Same AI. Different data.

Two teams can buy the same AI tools and get very different results. The difference lies in their data, their people, and how effectively they put AI to work.

Five stages, shared by data and AI

1	2	3	4	5
Starting	**Building**	**Proving**	**Scaling**	**Leading**
Trying things, without a plan	Putting the basics in place	Showing measurable results	Rolling out what works	Shaping the market

What each stage looks like, and what it makes possible

	DATA	AI	POTENTIAL OUTCOME
1 Starting	Silos and spreadsheets	Public tools, no policy	A clear view of risks. A safe place to start.
2 Building	Key data in one place	Approved tools, a first use case	Time saved on reporting. One version of the truth.
3 Proving	Analytics tied to goals	Proven pilots in use	Better, faster decisions. Sharper planning and forecasts.
4 Scaling	Data services in every team	AI in core decisions, agents under oversight	The capability to grow revenue and cut cost and risk.
5 Leading	Data underpins strategy	AI shapes products and strategy	New revenue opportunities. An edge that's hard to copy.

Potential outcomes, not guarantees: maturity builds the capability, and results depend on how it is used.

Over the page: what to score, and where to start →

GUIDE 04 · HOW TO USE IT

Four areas, scored on both sides

	DATA MATURITY	AI MATURITY
Value Strategy & use cases	Do decisions run on data, tied to goals?	Is AI used where it pays, and measured?
Foundations Data & technology	Is our data joined up and easy to reach?	Does AI use our data, with approved tools?
Governance Data & AI governance	Who owns it, and can we trust it?	Clear purpose? A named person signs off?
People Culture & adoption	Do our people have the skills and habit?	Do teams use it confidently, every day?

Data-driven AI can only scale as far as your data allows.

AI THAT DOESN'T NEED YOUR DATA
Drafting, research and summarising. Useful at any stage, with basic safeguards.

AI THAT DEPENDS ON YOUR DATA
Forecasting, pricing and customer insight. Scales only as far as your data can be trusted.

From day one, at any stage: a use policy, approved tools, and no confidential or personal data in unapproved AI tools.

Each pilot builds evidence for the next decision

Choose → **Check** → **Prove** → **Embed**

A pilot can prove the case, expose a data gap, or show an approach isn't worth it. Each is a result.

Where are you today?

Score your teams with the two maturity grids at elina.co.uk/find-your-starting-line, or get in touch to understand your data and AI maturity, identify the opportunities that matter, and agree a practical starting point.

Elina Scorey
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