The AI Impact Navigator Survey

The AI Impact Navigator Survey looks at your AI impact across 4 dimensions:

Effective AI and community impact

Embrace transparency and accountability in AI to foster trust and enhance community engagement, as you navigate its evolving impacts and ethical considerations.

Customer experience and consumer rights

Enhance customer experiences with AI by responsibly leveraging data, ensuring privacy and fairness while balancing competitive advantage and consumer rights.

Workforce and productivity

Leverage AI to enhance productivity and innovation while addressing the challenges of job displacement, regulatory compliance, and skill adaptation in an evolving technological landscape.

Social licence and corporate transparency

Embrace transparency in your AI initiatives, continuously monitor their impact, and engage with communities to demonstrate accountability.

Each dimension has 5 indicators which you can use to score your company’s AI readiness. We’ve included questions you can ask to prompt your thinking when assessing your company, as well as examples of how you can measure and monitor your readiness against each indicator. You can use these examples as they are, take inspiration from them, or create ones of similar robustness that fit your company’s context.

Key to readiness levels

1. **Poor**

Understanding and delivery of AI impact is inadequate.

1. **Fair**

Understanding, delivery and measurement of AI impact is progressing but lacks consistency.

1. **Good**

Understanding, delivery and measurement of AI Impact is positive and consistent.

1. **Very good**

Understanding, delivery and measurement of AI Impact is very positive. We verify our AI Impact but do not publicly disclose it.

1. **Excellent**

Understanding and delivery of AI Impact is very positive. We verify our AI Impact and publicly disclose it.

Key to each dimension’s total score

5–11 Lower readiness

12–16 Medium readiness

17–21 Higher readiness

22+ Best practice



Effective AI and community impact

Company readiness

Indicator 1: We share with the public how we use AI in a way that is accessible and clear.

This indicator is about transparency. When assessing your company, ask:

* Is information easily available in a format that is accessible, and described in simple language?
* Is AI’s role in the company clearly articulated?
* In what ways can you see that the information is accessed, and what does it indicate?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures**

* Existence and accessibility of a documented AI strategy
* Frequency of leadership communications referencing AI strategy in public channels/media Information published on website in prominent locations and average time spent on AI‑related content pages
* User testing returns positive audience comprehension results

Click or tap here to enter text.

Indicator 2: Our AI initiatives and investments deliver the desired Return on Investment and outcomes.

This indicator is about value delivery. When assessing your company, ask:

* How are key performance metrics from an AI initiative being tracked?
* Are initial AI use cases being monitored and assessed for continual delivery of value and expected benefits?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Number of new AI‑driven innovations Improvement in process efficiency metrics Decrease in identified risks, or number of incidents, due to AI implementation or integration
* Increase in revenue attributable to AI initiatives

Click or tap here to enter text.

Indicator 3: We actively monitor and respond to the communities’ sentiment towards our adoption of AI.

This is indicator is about receptiveness. When assessing your company, ask:

* Does your company track and engage with community on how your adoption of AI affects them?
* How does it factor into your decision making?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures**

* Positive community / stakeholder sentiment tracked over time, segmented by different types of customers, communities or groups
* Undertaking community impact assessments or consultations (including social media or surveys)

Click or tap here to enter text.

Indicator 4: We have mechanisms to adapt our AI governance continuously and address specific concerns identified via community feedback or perspectives.

This indicator is about adaptability. When assessing your company, ask:

* How effectively are the channels you're using to communicate and gather feedback fostering open dialogue?
* How have your learnings about community sentiment shaped your approach to AI deployment moving forward?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures**

* Channels used for communication (e.g., website updates, social media, email newsletters, webinars, community meetings) and evidence for community engagement with these
* Documented processes for updating internal policies or guidelines based on community feedback or perspectives
* AI‑related compliance policies or guidelines reflect community sentiment

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Indicator 5: We have regular internal opportunities to be literate, informed and continuously updated about how AI adoption is improving our competitiveness as well as the socio‑economic and cultural aspects of community.

This indicator is about conscious awareness. When assessing your company, ask:

* What are the opportunities, and how are they promoted internally? What is the uptake of these opportunities?
* What do leaders do with this information, and what are the implications of this?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Documented internal processes for sharing data / insights on how AI adoption across the sector is having broader impacts
* Evidence of leaders internally reflecting on or learning from this data

Click or tap here to enter text.

Total

Add up your readiness level for each indicator and write your total readiness score here:

**Total:** Click or tap here to enter text.**/25**



Customer experience and consumer rights

Company readiness

Indicator 1: We communicate to customers how we are using AI that affects their experience with our services

This indicator is about transparency. When assessing your company, ask:

* How are you communicating your use of AI in customer‑facing products and services (incl. third party software?)
* Do you communicate in lay terms the benefits and limitations of the use of AI systems across the customer journey?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Product disclosure statements or similar specify where and how AI is used within the context of services or products
* Customers report understanding how AI has been integrated to services, and that language used is simple and accessible

Click or tap here to enter text.

Indicator 2: We demonstrate how we preserve and strengthen consumer rights whenever AI usage poses concerning risks.

This indicator is about compliance. When assessing your company, ask:

* What does disclosure look like to your customers about the high‑ risk uses of AI, and how this may impact them?
* How are the existing and emerging legal and ethical obligations to consumers being addressed?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Customers report understanding and consenting to the use of high‑ risk AI use cases, or how they can opt‑out / find out more
* Relevant company staff are effectively trained on the interface between AI and consumer rights, and how to manage the process

Click or tap here to enter text.

Indicator 3: Customers and consumers have an accessible mechanism to raise concerns and complaints, and resolve them fairly in a timely manner.

This indicator is about contestability. When assessing your company, ask:

* Do you have targets for complaint resolution that are shared with your customers?
* How are these targets communicated and reported across company leadership, and with customer service teams?
* How do you ensure customer complaints are treated as valuable feedback and addressed with serious engagement?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Our company sets a target for responding to and resolving AI‑ related complaints
* Complaints are resolved within the target timeframes, and a summary of complaints and resolutions are published
* Percentage of AI‑related complaints where follow‑up engagement occurred
* Customer satisfaction score with the resolution of AI‑related complaints

Click or tap here to enter text.

Indicator 4: Our customers understand the added risks and opportunities of our AI‑enabled services and products.

This indicator is about explainability. When assessing your company, ask:

* How is your use of AI changing the terms of use of your products and services, and how clearly is this expressed?
* Are AI‑made decisions that impact customers clearly explained?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Plain language explanations of the implications of AI‑enabled products or services are easily accessible
* Customers report understanding the terms of use, and are satisfied with the implications and intentions of AI's role in the product or service

Click or tap here to enter text.

Indicator 5: We are competitive in the market in terms of customer experience through our use of AI.

This indicator is about value‑delivery. When assessing your company, ask:

* What benchmarks are there for user and customer experiences in your industry?
* Are you creating new measures for understanding the value your use of AI is bringing customers?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Positive Net Promoter Score for AI‑enabled services / products benchmarked to competitors
* Positive results from customer satisfaction surveys, or customer retention data

Click or tap here to enter text.

Total

Add up your readiness level for each indicator and write your total readiness score here:

**Total:** Click or tap here to enter text.**/25**



Workforce and productivity

Company readiness

Indicator 1: When we integrate external AI solutions we also boost our internal capability.

This indicator is about upskilling. When assessing your company, ask:

* How are you using external AI investment to win your internal competition for talent?
* What kinds of opportunities exist for skills transfer for your workforce working alongside external experts in AI?
* How are your procurement policies evolving towards strategic longer‑term partnerships with AI‑vendors?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Percentage of staff managing AI vendor contracts who have completed formal training in AI vendor management.
* Number of internal staff who have received training or mentorship from external AI solution providers
* Number of strategic partnerships formed with AI solution providers that include long‑ term capability‑building objectives.
* Staff sentiment towards AI capability and confidence in groups involved with managing external delivery of AI systems

Click or tap here to enter text.

Indicator 2: Our employees have the right skills, confidence, capabilities and tooling they need to embrace the adoption of AI at our company.

This indicator is about capability. When assessing your company, ask:

* How are you supporting employees to develop skills to sustain or grow their career as your company adopts AI?
* How do your AI initiatives reinforce the culture you aim to cultivate within the company?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Net Promoter Score of staff
* Staff sentiment surveys
* Percentage of company workforce that undertake training in relevant areas of AI adoption
* Number of AI‑enabled or AI‑enabling software, platforms, products deployed internally, and their uptake by staff

Click or tap here to enter text.

Indicator 3: Shareholders see increased profitability and productivity through AI and automation.

This indicator is about gains. When assessing your company, ask:

* How is profitability through AI adoption being assessed?
* How are the risks being managed, including disproportionate job loss?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Transparency on material AI risks consistent with listing rules
* Regular reporting on returns delivered through AI adoption
* Embed AI as a category in regular shareholder reporting
* Our ethical guidelines govern the extent and nature of AI‑automation within our operations.
* Documented savings within company (time or economic) through AI adoption is described and communicated clearly to stakeholders including staff

Click or tap here to enter text.

Indicator 4: Our Executive and Board prepare our workforce for AI, and ensure they have opportunities to build their skills appropriately.

This indicator is about readiness. When assessing your company, ask:

* What kinds of conversations are you having at a Board level about workforce transitions responding to AI adoption?
* How are you planning for change, and communicating this?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* There is an available workforce development plan that factors in AI skills for technical and non‑technical staff.
* Staff with management responsibilities complete training on AI tools and AI safety and report on its usefulness for their role
* The planned uptake of AI in different areas is clearly documented and understood by staff

Click or tap here to enter text.

Indicator 5: We have a mechanism to assess and respond to the future of AI adoption and what that means for our organisational and workforce design and structure.

This indicator is about preparedness. When assessing your company, ask:

* How are you using AI in HR‑ related processes?
* How are you projecting forward for having the workforce balance that you need?
* How are you addressing the potential negative impacts of over‑automation, such as job displacement, reduced employee engagement, and loss of critical human oversight?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* The use of AI in workforce performance reviews, recruitment, remuneration and other HR‑related processes is disclosed and any disputes are managed with care.
* Number of human oversight interventions per AI‑automation project
* Board and Executive 'horizon scanning' processes include the 'future of work' and 'human/machine' collective intelligence
* Workforce planning includes proactively addressing AI skills shortages in the labour market

Click or tap here to enter text.

Total

Add up your readiness level for each indicator and write your total readiness score here:

**Total:** Click or tap here to enter text.**/25**



Social licence and corporate transparency

Company readiness

Indicator 1: We recognise and assess the sensitivity that AI adoption holds in different parts of the business.

This indicator is about empathy and consideration. When assessing your company, ask:

* How are you maintaining trust with stakeholders around difficult conversations of AI adoption?
* How are you promoting a company‑ values approach to the changes that AI brings to the business?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Our company shares a clear position on sensitive AI use cases in public contexts
* Rate and meaningful depth of company responses to concerns about their position on sensitive AI use cases

Click or tap here to enter text.

Indicator 2: We are accountable for ensuring human values and ethical reasoning in our use of AI.

This indicator is about integrity. When assessing your company, ask:

* How are you creating space and resources to manage increased AI governance workloads as you adopt AI?
* What accountability frameworks have you established to prevent and address misalignments or ethical breaches?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Adopted process to vet AI vendors and partners against meeting predefined ethical standards and values
* Frequency of bias and fairness testing conducted on AI models.
* Number of AI projects that include diversity and inclusion impact assessments

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Indicator 3: We anticipate, adopt or align to standards and oversight mechanisms.

This indicator is about conformance. When assessing your company, ask:

* Which Australian or International standards related to AI are you adopting, or considering adopting, and by when?
* How do you proactively scan the emerging regulatory and legal environment?
* How are you engaging your investors in AI‑related ESG concerns?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Adoption of ISO42001 AI Management or other relevant Australian or International Standard
* Our top ten investors assess our company's ESG/RAI metrics when reviewing our performance
* Frequency, availability and outcomes of internal oversight reviews and audits

Click or tap here to enter text.

Indicator 4: We ensure our use of AI and its impact is aligned with our company values.

This indicator is about business integration. When assessing your company, ask:

* What specific examples demonstrate the way your AI initiatives reflect the core values of your company?
* When faced with a decision about AI use, how do you ensure it aligns with ethical guidelines and company values?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Number of AI projects aligned with the company’s mission statement
* Percentage of AI systems deployed and tested in compliance with the company's ethical AI framework
* Established processes to embed company values in design, development and implementation of AI
* AI use cases being assessed by an Ethics Committee

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Indicator 5: AI‑related emissions are embedded within Net Zero emissions calculations and Nature‑based target setting.

This indicator is about sustainability. When assessing your company, ask:

* What are the environmental impacts of your use of AI, and how are you measuring them?
* How are you reducing environmental impacts, and how do you know it works? How are you communicating this?

My company's readiness level

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent

Rationale for evidence rating

Click or tap here to enter text.

How are you measuring and monitoring this?

**Example measures:**

* Number of AI projects with defined sustainability metrics.
* Percentage of AI vendors evaluated based on environmental criteria.
* Number of AI project proposals including an environmental impact statement.
* AI initiatives to address environmental challenges are documented and shared with stakeholders
* Examples where environmental considerations have factored into decision‑ making around the use case, scope, scale, or solution vendor

Click or tap here to enter text.

Total

Add up your readiness level for each indicator and write your total readiness score here:

**Total:** Click or tap here to enter text.**/25**

Survey results

Write in your results for each dimension here.

Effective AI and community impact

**Total score:** Click or tap here to enter text.**/25**

Customer experience and consumer rights

**Total score:** Click or tap here to enter text.**/25**

Workforce and productivity

**Total score:** Click or tap here to enter text.**/25**

Social licence and corporate transparency

**Total score:** Click or tap here to enter text.**/25**

Combined Total Score

**Total score:** Click or tap here to enter text.**/100**

Score meaning

20–47 Overall lower readiness

48–67 Overall medium readiness

68–87 Overall Higher readiness

88+ Overall best practice