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AI Readiness

Quiz

How AI-Ready Is Your Business?

A 10-question assessment for DACH decision-makers.

This quiz takes under 5 minutes. There are no right or wrong answers, only honest ones. Your results will tell you exactly where you stand and what to focus on next.

Scoring

$$A = 4 \cdot B = 3 \cdot C = 2 \cdot D = 1$$

Question 1

When your board asks about AI, what is your honest answer?

- A) We have a clear AI strategy that is already in execution
- B) We have a strategy but implementation has not started
- C) We are exploring what AI means for our business
- D) We are waiting to see what others do first

Question 2

How would you describe your organization's data quality?

- A) Clean, structured, and accessible, we can act on it
- B) Mostly usable but with significant gaps
- C) Fragmented across systems and departments
- D) We haven't seriously assessed our data quality yet

Question 3

Has your company run any AI pilot projects in the last 12 months?

- A) Yes, multiple, with documented results
- B) Yes, one or two, still evaluating outcomes
- C) We started one but it stalled
- D) No, not yet

Question 4

How does your leadership team talk about AI?

- A) As a strategic priority with ownership and budget
- B) With interest, but no clear owner or budget
- C) With caution, legal and compliance concerns dominate
- D) With scepticism or avoidance

Question 5

Do you have a clear picture of where AI could create the most value in your business?

- A) Yes, we have prioritised specific use cases with expected ROI
- B) We have ideas but haven't prioritised or quantified them
- C) We see the potential but don't know where to start
- D) Not really, we're still figuring out what AI means for us



Scoring

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Question 6

How is AI adoption being handled in your organization?

- A) Centrally, with a dedicated team or owner
- B) By individual departments working independently
- C) By an external vendor or consultant
- D) It isn't being actively managed yet

Question 7

How confident are you in evaluating AI vendors and tools?

- A) Very, we have a clear evaluation framework and have used it
- B) Somewhat, we can assess but often rely on vendor claims
- C) Not very, it's difficult to separate substance from hype
- D) Not at all, we don't have the expertise to evaluate independently

Question 8

What is the biggest internal barrier to AI adoption in your company?

- A) None significant, we have leadership alignment and momentum
- B) Budget and resource constraints
- C) Legal, compliance, or data privacy concerns
- D) Cultural resistance or lack of urgency

Question 9

How does your AI progress compare to your direct competitors?

- A) We are ahead, and we intend to stay there
- B) We are roughly on par
- C) We are behind, and we know it
- D) We don't have enough visibility to know

Question 10

What does success with AI look like for your business in 12 months?

- A) I can describe it specifically, with metrics and milestones
- B) I have a general direction but not specific targets
- C) I'm not sure yet, we're still defining what we want
- D) I haven't thought about it in those terms



Scoring & Results

32–40: *Scale*

You are ahead of most DACH companies. You have strategy, pilots, and momentum. The risk now is execution speed and staying ahead of competitors who are catching up. The AI Impact Club gives you a peer network of leaders at your level, people who push you forward, not back to basics.

20–31: *Test*

You understand the opportunity and have started moving, but execution is inconsistent and internal alignment is still a work in progress. You need practical peer input, not more theory. The AI Impact Club is built for exactly this stage.

10–19: *Explore*

You are at the beginning of a significant journey. The good news: starting with clarity is better than starting with hype. The AI Impact Club will help you build a foundation based on real business outcomes, not vendor promises.

What's Your Next Move?

Knowing your AI readiness score is only the first step.

Now turn your results into action. Discover how the AI Impact Club helps leaders move from AI uncertainty to clear strategy, practical implementation, and measurable impact.

Continue your AI Journey by signing up to the AI Impact Club:
<https://www.burkhardtgroup.com/community-german>

