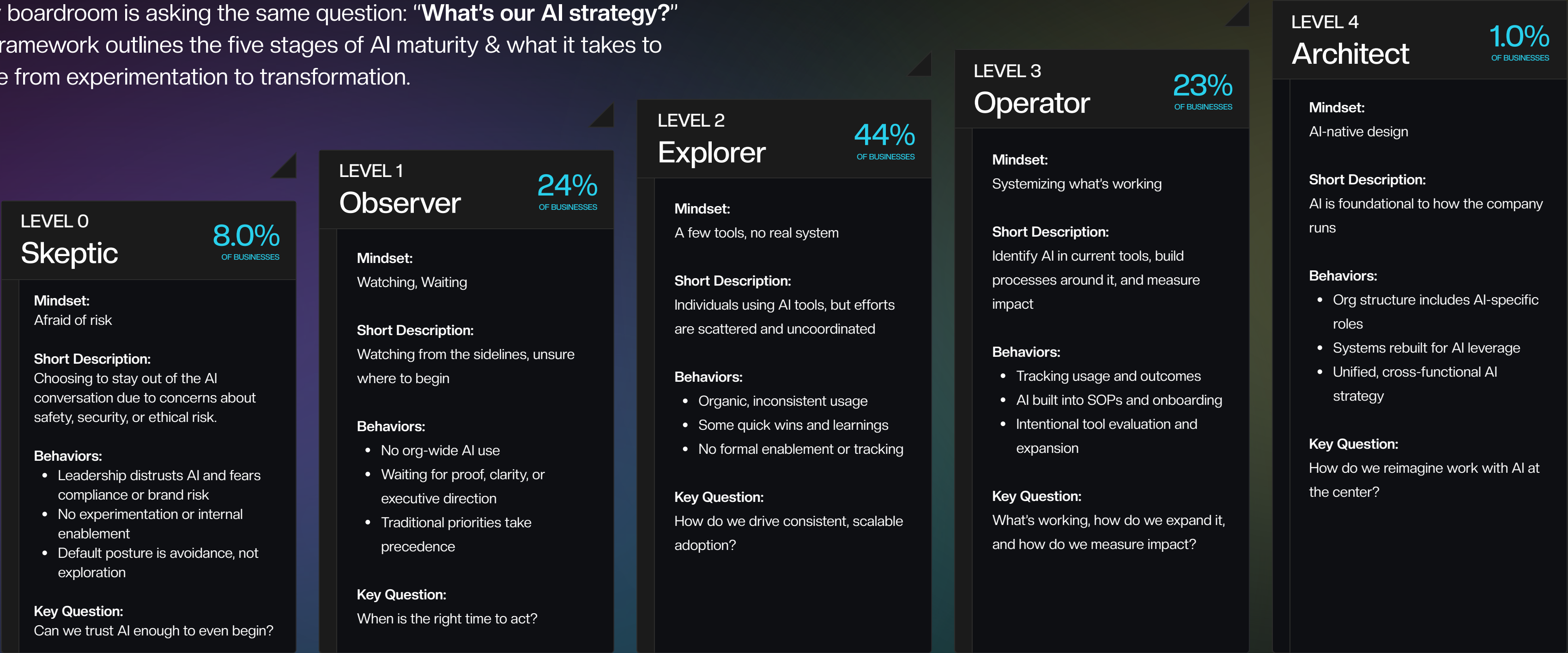# The AI GTM Maturity Curve.
# From Skeptic to Architect.

Every boardroom is asking the same question: "**What's our AI strategy?**"
This framework outlines the five stages of AI maturity & what it takes to evolve from experimentation to transformation.

## LEVEL 0
## Skeptic — 8.0% OF BUSINESSES

**Mindset:**
Afraid of risk

**Short Description:**
Choosing to stay out of the AI conversation due to concerns about safety, security, or ethical risk.

**Behaviors:**
- Leadership distrusts AI and fears compliance or brand risk
- No experimentation or internal enablement
- Default posture is avoidance, not exploration

**Key Question:**
Can we trust AI enough to even begin?

## LEVEL 1
## Observer — 24% OF BUSINESSES

**Mindset:**
Watching, Waiting

**Short Description:**
Watching from the sidelines, unsure where to begin

**Behaviors:**
- No org-wide AI use
- Waiting for proof, clarity, or executive direction
- Traditional priorities take precedence

**Key Question:**
When is the right time to act?

## LEVEL 2
## Explorer — 44% OF BUSINESSES

**Mindset:**
A few tools, no real system

**Short Description:**
Individuals using AI tools, but efforts are scattered and uncoordinated

**Behaviors:**
- Organic, inconsistent usage
- Some quick wins and learnings
- No formal enablement or tracking

**Key Question:**
How do we drive consistent, scalable adoption?

## LEVEL 3
## Operator — 23% OF BUSINESSES

**Mindset:**
Systemizing what's working

**Short Description:**
Identify AI in current tools, build processes around it, and measure impact

**Behaviors:**
- Tracking usage and outcomes
- AI built into SOPs and onboarding
- Intentional tool evaluation and expansion

**Key Question:**
What's working, how do we expand it, and how do we measure impact?

## LEVEL 4
## Architect — 1.0% OF BUSINESSES

**Mindset:**
AI-native design

**Short Description:**
AI is foundational to how the company runs

**Behaviors:**
- Org structure includes AI-specific roles
- Systems rebuilt for AI leverage
- Unified, cross-functional AI strategy

**Key Question:**
How do we reimagine work with AI at the center?

## Where is your org today?
Use this framework to self-assess and identify your next step.

Signals