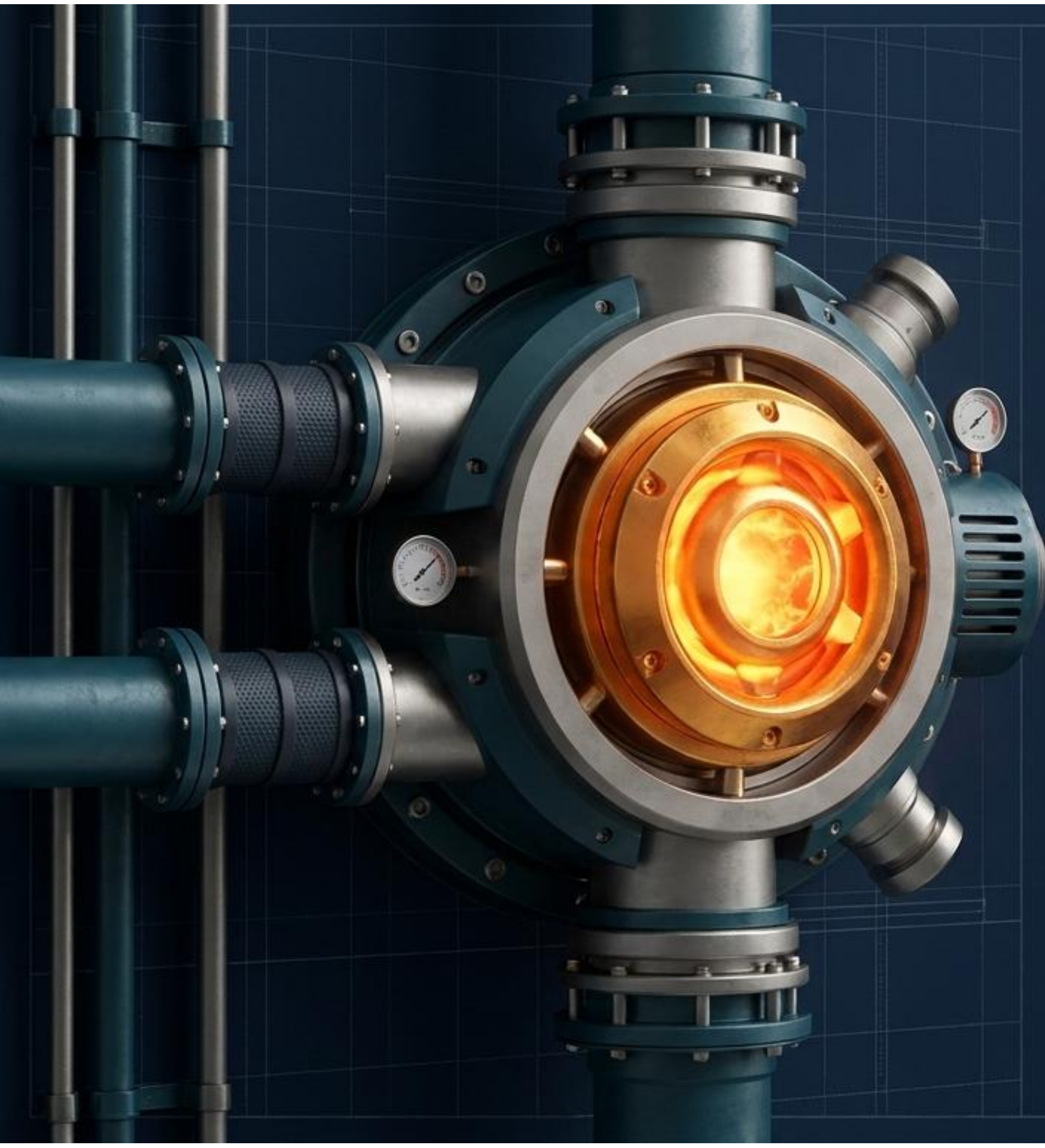




The Ultimate Combustion of Data.

TIO Domain 2: Data | Capability 5: Insight

An Executive Framework for Turning Trusted Information into Unavoidable Action.

The Engine of the Intelligent Organization

AI is not a technology project. To use AI, intelligent automation, and human judgment safely, the entire organizational system must operate on a unified logic.



The Value Chain of Information



Capability 5: Insight (The Action)

Insight is the organization's ability to turn trusted data into useful analysis, reporting, and recommendations that improve decisions and action.



1. The Fuel:

Trusted, governed, quality-checked data.

2. The Mechanism:

Useful analysis, defined metrics, and AI-supported reporting.

3. The Output:

Faster, safer, and more accurate enterprise decisions.

The Boundary Line: Eliminating Organizational Turf Wars

Confusion between data, leadership, and execution creates systemic paralysis. Intelligent organizations draw absolute boundaries.



Proving the Capability Exists

Score evidence, not aspiration.

A capability on paper means nothing if it does not change executive behavior. A score is provisional until concrete artifacts, decision records, or active system logs are reviewed.

To unlock true Insight maturity, leaders must demand three specific pieces of executive evidence.

Executive Evidence: Key 1

The Requirement: Priority dashboards or reports actively used by leaders or managers to make decisions.

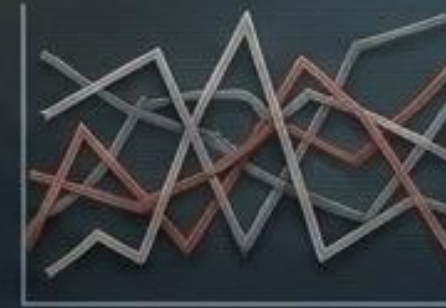


Executive Evidence: Key 2

The Requirement: Defined metrics and business rules for important performance, risk, customer, or operational measures.



The Problem:



Marketing, Finance, and Operations all bring different numbers to the executive meeting for the exact same metric.

The Proof:



A centralized, agreed-upon data dictionary. When a leader asks for "Customer Churn" or "Margin," there is only one mathematical business rule used across all systems to calculate it. The argument shifts from "is this data right?" to "what do we do about it?"

Executive Evidence: Key 3

The Requirement: Analytics, forecasting, or AI-supported insights used in priority business processes.

The Transition:

Moving from historical reporting (what happened) to predictive forecasting (what will happen) and prescriptive AI (what we should do).

The Proof:

AI models are natively embedded into workflows. E.g., Supply chain algorithms automatically flagging disruption risks before they occur, or customer service AI suggesting next-best-actions to live agents in real-time.



The Insight Evidence Vault

Without unlocking all three gates, your Insight capability is functionally "Absent."



Gate 1: Active Use.

(Dashboards drive real decisions).

Gate 2: Defined Rules.

(Metrics mean the exact same thing across the enterprise).

Gate 3: Embedded AI.

(Algorithms support priority forecasting and process workflows).

If you cannot produce physical artifacts proving these three gates, you do not have an Insight capability; you have an IT expense.

Measuring the Mandate: The Insight Maturity Scale

1 - Ad Hoc:

Scattered spreadsheets. Manual data pulls. Heroic individual efforts to build one-off reports for leadership.

2 - Repeatable:

Basic, recurring dashboards exist, but metrics are disputed and data quality is inconsistent.

0 - Absent:

Data is inaccessible or completely untrusted. Decisions rely entirely on gut feel.

3 - Defined:

Single source of truth established. Dashboards are trusted, owned, and regularly used in operational meetings.

4 - Managed:

Insight is fully governed. AI and forecasting models are actively running on clean data to predict outcomes.

5 - Optimized:

AI-supported insights are natively embedded into automated workflows. The organization adapts to data signals in real-time.

“Insight is not a serendipitous event. It is a highly engineered system that forces the truth onto the executive table.”

The First Moves



Audit the top 5 executive dashboards. Kill any that have not driven a documented decision in 90 days.



Force the business to agree on the mathematical rules for your 3 most critical KPIs.



Stop asking “what happened last quarter” and demand algorithms that predict “what will break next week.”