30 QUESTIONS EVERY CMO MUST ASK

To Bridge the AI Skills Gap

A comprehensive review of your organisation's AI readiness to build a winning skills strategy

Scoring Your AI Readiness
For each question, rate yourself:
- **3 points:** We excel in this area
- **2 points:** We're making good progress
- **1 point:** We're started but need significant improvement
- **0 points:** This is a major gap for us

Your AI Skills Gap Score:
- **75-90 points:** AI Skills Leader - You're in the top 25% of CMOs
- **60-74 points:** Strong Foundation - Ready to accelerate
- **45-59 points:** Developing Capability - Focus on priority areas
- **30-44 points:** Getting Started - Time for strategic action
- **Below 30 points:** Critical Gap - Immediate intervention needed

Part 1: Leadership and Strategy (Questions 1-8)

Assessing your foundation for AI transformation

- Do I have a documented AI skills strategy? (Only *25% of CMOs do)
- Am I personally leading our AI transformation, or am I waiting for IT/other departments to drive it?
- What percentage of my marketing budget is allocated to AI skills development vs. AI tools?
- Have I defined clear, measurable outcomes for our AI transformation beyond efficiency gains?
- Do I personally use AI tools regularly enough to credibly lead my team's transformation?
- Who in my organisation owns AI decision-making for marketing, and is it clearly defined?
- Am I positioning marketing as a leader in our company's AI transformation, or following other departments?
- What's my 12-month vision for how AI will reshape our marketing operating model?

Part 2: Team Readiness and Skill (Questions 9-16)

Understanding your current capabilities and gaps

- What percentage of my team uses AI tools regularly? (Benchmark: **51% adoption among frontline employees)
- How many hours of AI training has each team member received? (Only **36% of employees are satisfied with their training)
- Do my team members have access to the AI tools they need, or are they using unauthorised alternatives?
- Which team members are most resistant to AI adoption, and what's driving their resistance?
- What AI skills gaps exist across different levels of my organisation (junior, mid-level, senior)?
- Do I have AI champions identified within my team to drive adoption and learning?
- How confident are my team members in collaborating with AI versus just using it as a tool?
- What's the biggest skill barrier preventing my team from moving beyond basic AI tasks?

Part 3: Operational Integration (Questions 17-22)

Evaluating how AI fits into your workflows

- Are we still in "Deploy" mode (rolling out tools) or have we moved to "Reshape" (redesigning workflows)?
- What processes have we completely redesigned around AI capabilities versus just adding AI to existing workflows?
- How are we measuring the value created by AI beyond time savings?
- What workflows could be candidates for end-to-end AI redesign in the next 6 months?
- How many AI use cases are we pursuing simultaneously? (Leading companies focus on 3.5 vs. 6.1 for others)
- Do we have a systematic approach to testing and scaling successful AI implementations?

Part 4: Value and ROI Tracking (Questions 23-25)

Ensuring your AI investments deliver returns

- Do we track financial KPIs for our AI initiatives, not just productivity metrics?
- What's our expected ROI from AI investments, and how does it compare to industry benchmarks?
- Are we measuring AI's impact on strategic outcomes (brand perception, customer satisfaction, revenue growth)?

Part 5: Future-Proofing and Culture (Questions 26-30)

Building sustainable AI capabilities

- 26. How are we addressing team concerns about job security while driving AI adoption? (**46% of employees in AI-forward companies worry about job security)
- What's our plan for AI agents and more advanced AI capabilities that are emerging?
- Are we building a culture where AI enhances human creativity and strategic thinking, or just automates tasks?
- Are we ensuring safe use and governance of AI practices?
- Do we know what environmental impact our use of AI is having?

Remember: *97% of CMOs know AI will transform marketing, but only those who act strategically on skills development will lead that transformation. The question isn't whether you need an AI skills strategy, it's whether you'll build one before your competitors do.

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Your Score	Your Status	Next 30 Days
75-90 Points	AI Skills Leader	Document your best practice and plan advanced AI agent pilots. Begin to experiment with AI possibilities.
60-74 Points	Strong Foundation	Choose 3 workflows to redesign and train team leads as AI champions
45-59 Points	Developing Capability	Pick 3 highest-impact use cases, set AI training budget and form AI steering group.
30-44 Points	Getting Started	Get leadership commitment and begin to assess team skills gaps to find quick-win opportunities.
Below 30	Critical Gap	Engage transformation partner to help prioritise and plan targeting the lowest scores.

With OLIVER and The Brand Tech Group you'll have partners who go the entire AI transformation journey with you, from strategy to skills to cutting-edge tech like Pencil, helping you become the marketing leader who doesn't just see the future, but shapes it.

Ready to get started?
Contact us: centralmarketing@oliver.agency