

The standard for the human side of AI adoption.

An independent research initiative building the open, validated standard for measuring how a workforce actually adopts AI — the layer today's tools miss.

88%

of organizations use AI regularly...

39%

...yet only this many see any profit impact. (McKinsey, 2025)

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independently validated persona standards exist in the category — the gap we fill.

THE GAP

AI adoption is nearly universal; measurable impact is not. The reason isn't infrastructure — it's that the **human layer of adoption** (attitude, skill, enablement) goes unmeasured. Every "AI readiness" tool measures national policy or organizational maturity; none measures the individual worker, where impact is produced.

THE OPPORTUNITY

The lane is unclaimed. Across BCG, Slack, McKinsey, Microsoft and others, **no persona model has ever been independently validated** — the category admits it. An independent, open, *validated* standard would be the first of its kind, and structurally unforgeable by vendors who sell what they measure.

WHAT WE'RE BUILDING

- **The Seven-Persona AI Readiness Standard** — an open, citable taxonomy (Champion → Resistor) on two axes: attitude × skill, with enablement as modifier.
- **The annual *State of AI Readiness* benchmark.**

- **Anonymized industry benchmarks** — no PII, ever.

WHY IT'S CREDIBLE

- **Independent** — funding and the Readigence relationship disclosed; findings editorially independent.
- **Open** — published methodology and codebook; free to cite and adopt.
- **Validated** — a pre-registered validation study, grounded in the Technology Readiness Index, with an academic partner.

THE ASK

Advisory council: lend your name and review our methodology — help build the first validated standard in a forming category.

Counsel & team: confirm the hybrid structure (for-profit Readigence, Inc. + nonprofit Institute, arm's-length) so we can form and publish.

The Institute sets the standard. [readigence](#) applies it.

The AI Readiness Institute — an independent research initiative. Prepared for limited circulation; figures verified to primary sources (2024–2026). Readigence applies the Institute's standard and contributes anonymized, no-PII data. This is strategy, not legal or tax advice.