

Education

Business

Transportation

Administration

Healthcare

AI

ARTIFICIAL INTELLIGENCE

Environment

Entertainment

AI Readiness Guide

Five Steps for Associations

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2025

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As of this writing (January 2025) AI has already impacted society in incredible ways:



Healthcare:

Accelerated drug candidates and trials, speedier imaging analysis and diagnosis, and personalized medical support.



Transportation:

Waymo now has three, soon to be six cities with autonomous ride services and Lyft is currently in six cities.



Business:

Tools like ChatGPT and DALL-E are enabling content creation with predictive analytics and sentiment analysis providing the customer understanding to personalize content and programs.



Administration:

Finance and HR functions are transformed with AI's ability to detect fraud, provide advice, and assess candidates for hire.



Education:

AI-powered tools provide personalized lesson plans, quizzes, and feedback based on individual learning styles.



Entertainment:

AI generated media and virtual actors enable faster production cycles and personalized entertainment.



Environmental:

AI can now predict weather patterns, track environmental changes, optimize power grids, and manage renewable energy distribution.

There are many more examples and in each of these there is an Association or Associations providing the community, education, credentialing, and connection that support these innovations.



This Readiness Guide will take you through the steps and resources to build an Agile-first culture for growth and innovation focusing on the following areas of impact AI brings:

Efficiency Gains

By automating administrative tasks, AI reduces costs and frees staff to focus on strategic initiatives.

Member Engagement & Predictive Insights

AI enables associations to deliver more personalized and timely communications and programming, enhancing member satisfaction and retention.

Competitive Advantage

As new competitors arise in traditional association management product and service areas, associations using AI effectively can deliver more value at a faster pace to members, positioning themselves as indispensable resources in their fields.

Advancing Industry Standards

AI helps associations identify and promote best practices and innovations within their industries, positioning them as thought leaders.

REMEMBER: Always start with the problems you are trying to solve and the outcomes you want to achieve based on your association's reason for being – your Why. AI has a way of distracting organizations from what they truly should be focused on. Be rigorous about your use-cases, track them in tandem with KPIs, and continuously monitor.

Keep the AI technical debt at a minimum and keep the learning within the organization by building an AI expertise organizational structure designed for knowledge transfer and problem solving.

Gartner, 5 Practical Steps to Implement AI Techniques By Erick Brethenoux, Frances Karamouzis



Step 1

Build Your AI Council or AI Center of Excellence

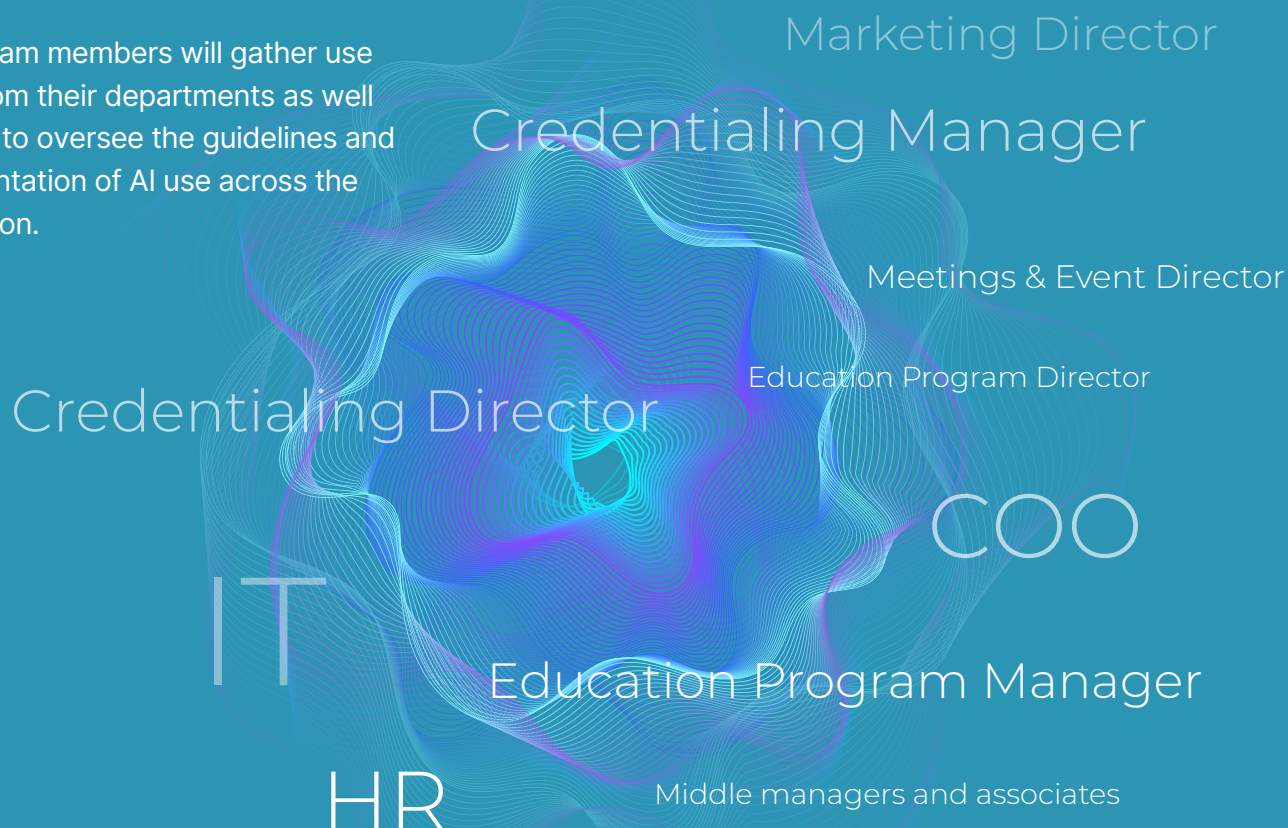
Without a concerted, visible, and accountable team in place to drive AI it simply won't happen, or it will happen organically leaving your association at risk.

Whether you call it an AI Council, an AI Center of Excellence (CoE), an AI Factory or something else, the main goal is to bring together a dedicated, cross-functional team to identify the use cases and drive adoption across the association. This group should oversee:

- Creating guidelines, policies and procedures for AI implementation
- Identifying use case scenarios
- Driving cross-functional collaboration
- Building technology road maps and implementation plans
- Monitoring impact and adoption

Example of an Association AI Council or (CoE) Team includes:

These team members will gather use cases from their departments as well as serve to oversee the guidelines and implementation of AI use across the association.





Step 2

Develop Guiding Principles and Policies

The first act of the Council or CoE is to create clear policies to address data usage, privacy, ethical considerations, and risk management related to AI. These need to align with organizational values and ensure AI implementation reflects your association's core principles.

You don't need to start from scratch here. We found resources and adapted them to our needs, building *"Guiding Principles for AI Use at Bostrom"* that defined the ethical, legal, and fundamental principles upon which we made our policies and procedures. These guiding principles addressed *Data Collection & Use, Bias Mitigation, Enhanced Human Supervision, Risk Management, Compliance, Continuous Improvement, and Client Responsibility*.

Your *"Policies"* document should define your actual assessment, adoption, and use of AI tools for your association. This area focuses on *Transparency and Accountability, Fairness and Non-Discrimination, Safety, Reliability and Sustainability, Privacy, Data Protection and Intellectual Property Protection, Human Accountability and Governance, Staff Knowledge and Capabilities, and Continuous Monitoring & Improvement*.

Finally, the *"Processes and Procedures Guide"* defines the practices to put in place to meet the expectations established by the policies. This can focus on *Staff Education, Reporting/Tracking, Monitoring, Partner Relationships, and Tools Assessments*.



Resources

[Bostrom AI Guidelines, Policies, and Procedures](#) • [The Legal Impact of AI on Associations](#) • [Developing Policies to Govern AI](#)
[How to Write an AI Policy for Your Organization](#)



Step 3

Identify Use-Case Scenarios

Depending on where you are in implementing AI (you can use the AI Maturity Model below to gauge that), you may already have Use Cases developed. This is where the value of a cross-functional team comes into play. Gartner states that the most common mistake with AI is to focus on automation rather than augmentation of human decision making and interactions.

Associations want to look for critical points in a member journey where there are hidden opportunities for greater personalization and differentiation. Have your AI Council members ask their teams to submit use cases for possible AI automation or augmentation. The Resources below link to templates and guides.

AI Maturity Model

Level 1 Awareness	Level 2 Active	Level 3 Operational	Level 4 Systemic	Level 5 Transformational
Early AI Interest with risk of overhyping	AI experimentation, mostly in a data science context	AI in production, creating value by e.g., process optimization or product/service innovations	AI is pervasively used for digital process and chain transformation, and disruptive new digital business models	AI is part of business DNA

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Source: Gartner
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“Look at how you are using technology today during critical interactions with customers — business moments — and consider how the value of those moments could be increased,” says Whit Andrews, distinguished vice president analyst at Gartner. “Then apply AI to those points for additional business value.”

Resources

[Bostrom AI Use Case Scenario Template](#) • [AI Use Cases for Nonprofit Leaders](#) • [Identifying AI use cases in your organization](#)
[How to Identify AI Use Cases for Your Business \[+Free Template\]](#)



Step 4

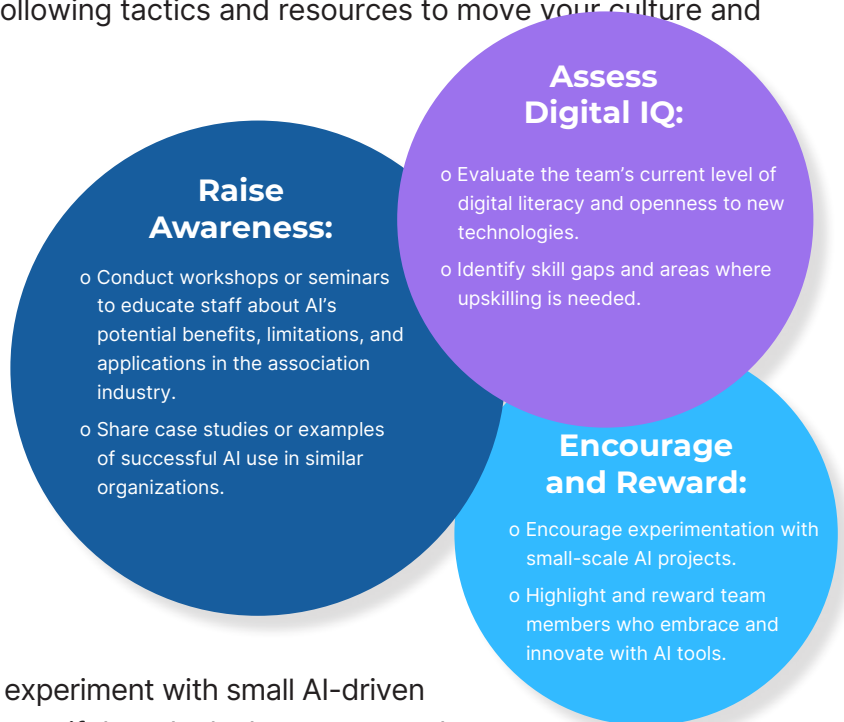
Foster a Culture of Innovation

According to the World Economic Forum's Future of Jobs Report 2025, 60% of employers expect broadening digital access to transform their business by 2030. Not surprising, the report states that technological skills are projected to grow in importance more rapidly than any other skills in the next five years. AI and big data are at the top of the list, followed by networks and cybersecurity and technological literacy.

What this means for Associations is that upskilling and reskilling of the existing team as well as future hiring practices have to focus on creative thinking, flexibility and agility, and curiosity and lifelong learning. You can utilize the following tactics and resources to move your culture and workforce in this direction.

When building your team's Digital IQ, prioritize hiring candidates who demonstrate curiosity, adaptability, and a willingness to embrace new technologies like AI. During the interview process, ask questions that assess their comfort with experimentation and their ability to learn from failure.

Once on board, nurture this mindset by fostering a culture of continuous learning. Offer regular training on AI tools, create opportunities for staff to experiment with small AI-driven projects, and celebrate innovations—even if they don't always succeed. Encouraging a growth mindset will ensure your team remains open to AI experimentation and drives innovation within your association.



There is no way to train people for this except by doing it, and when the technology category is completely new, there is no one at all who can tell you exactly how it should be done."

Sam Altman, CEO of OpenAI

Resources

[Skillsoft Online Learning Courses](#) • [Make the Connection that Matters, Use Technology to Build Culture](#)
[What Is Your Digital IQ? And 6 Simple Steps To Boost It](#)



Step 5

Scale and Monitor

Scaling and monitoring AI technologies in an organization requires a strategic, holistic approach that balances technical capability, operational readiness, and mission alignment. The first step to scaling AI effectively is to build a solid foundation of infrastructure. Leverage partnerships, continue to assess existing systems and business processes, and identify requirements that align to the guidelines and policies established for AI implementation. Associations can also create governance frameworks to address ethical considerations, compliance, and risk management, ensuring AI systems align with organizational values and regulatory requirements.

Monitoring AI technologies involves implementing robust tools and processes to ensure models perform as expected over time. This includes deploying model monitoring systems that track key performance indicators (KPIs) such as accuracy, latency, and scalability in real time.

Scaling and monitoring AI is not just a technical challenge but also a cultural one. Building a dedicated AI operations team to oversee the lifecycle of AI systems ensures the organization can manage scalability and maintain consistent performance. By taking a comprehensive approach that integrates technical, operational, and cultural considerations, organizations can effectively scale and monitor AI technologies to achieve sustainable growth and innovation.

Scale AI applications that have demonstrated clear value.

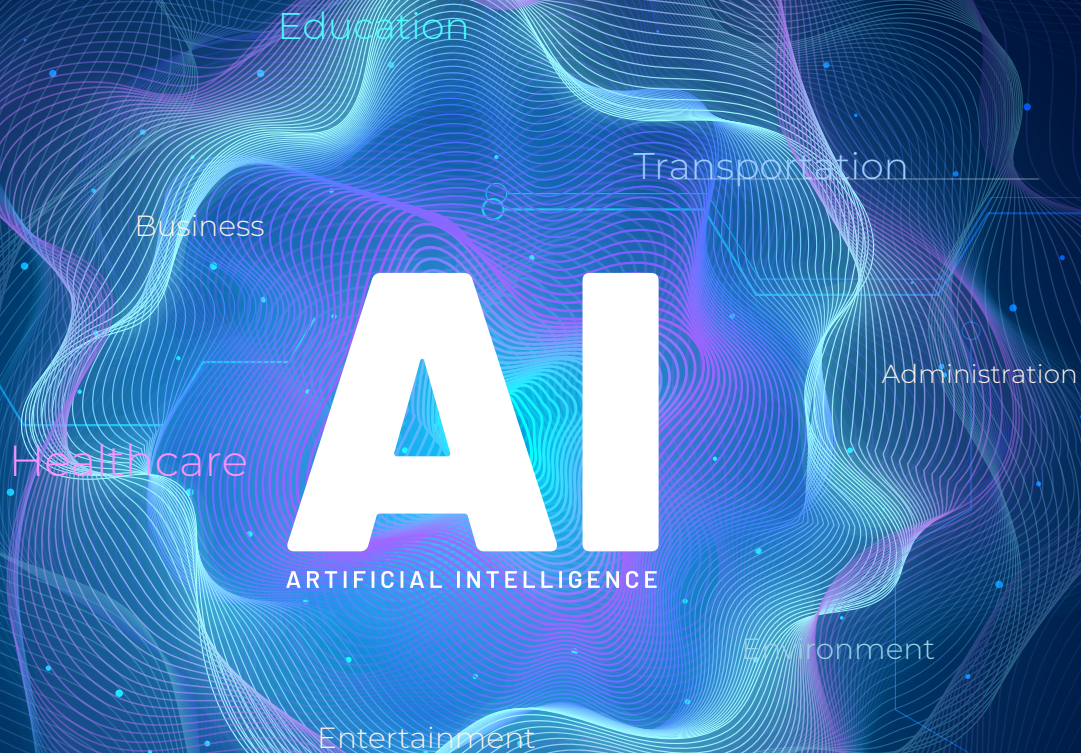
Conduct regular impact assessments to ensure AI systems continue to meet objectives.

Monitor key performance indicators (KPIs) to track progress and identify new opportunities.

Continuously involve humans in oversight, content review, and decision-making to ensure AI aligns with your values and mission.

Resources

[How to Scale AI in Your Organization: A Guide For Leaders](#) • [Scaling AI: A Comprehensive Strategy For Transformative Growth](#)
[Building Scalable Artificial Intelligence Systems That Keeps Your Audience Engaged](#)



Conclusion

The journey into AI implementation is not just about technology—it's about empowering your association to operate smarter, engage members more effectively, and uphold your mission in innovative ways. By following this readiness guide and action plan, associations can thoughtfully and strategically integrate AI, ensuring it enhances operations while maintaining the critical human element that drives connection and trust.



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