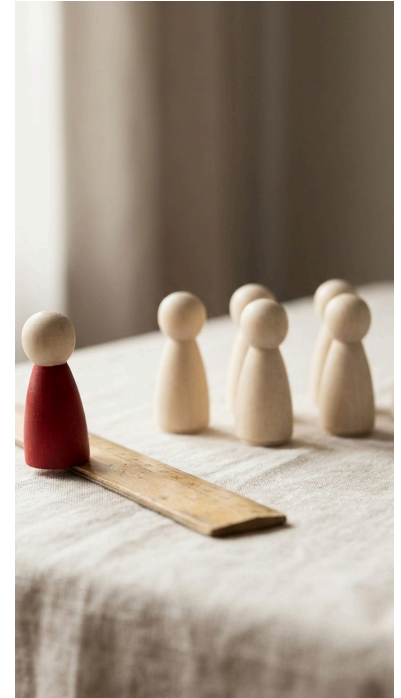


How ready an organisation's people are to use AI can be measured, team by team.

AI-MARS is an 18-minute questionnaire for all staff, designed and validated by our in-house team of AI specialists, psychometricians, and industrial and organisational psychologists. It scores each business area on four conditions for the use of AI at work (motivation, ability, role perceptions and situational support) and shows which of them are below the target level. Training is then chosen from the profile, one module for each sub-condition below the target, and a second census a year later shows the change in each condition.

For those responsible for bringing AI into an organisation and for building the capability to use it well and safely – heads of digital, HR and learning and development, and their commissioned training providers. Their first step is the same: the readiness of each part of the workforce.

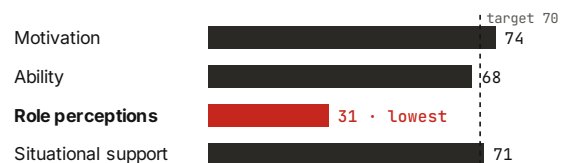


THE FOUR CONDITIONS

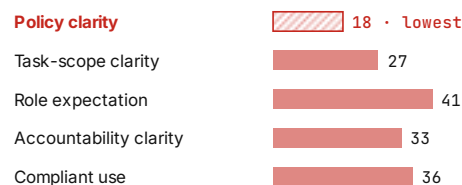
Motivation	Performance expectancy, social influence, output trust, technostress and exploratory use – whether staff expect the tools to help, see colleagues using them, trust the output, feel strain from them, and have tried them on their own work.
Ability	AI literacy, use self-efficacy, output verification, learning self-efficacy and practised use – whether staff know what the tools can do, can get a usable result, can tell a wrong answer from a right one, can learn on their own, and use the tools regularly.
Role perceptions	Policy clarity, task-scope clarity, role expectation, accountability clarity and compliant use – whether staff know what is allowed and on which tasks, whether AI use is expected of them, who is accountable for AI-assisted work, and whether the rules are followed in practice.
Situational support	Tool access, time availability, leadership support, psychological safety and enacted support – whether staff have the tools and the time, have visible support from leaders, can admit a failed trial, and receive the promised support in practice.

Each condition is scored on its own, and there is no total. A team is limited by every condition below the target, however high the others, and the training is chosen for those conditions. Thus, one course for the whole organisation is aimed at the wrong condition in most of its teams.

THE PROFILE OF A CUSTOMER SERVICE TEAM (N = 19)



THE FIVE SUB-CONDITIONS OF ROLE PERCEPTIONS



Bars: the team's score on each condition. Dashed line: the target level.

Role perceptions is furthest below the target (31 against 70): the team is unsure whether and where AI use is allowed. The lowest sub-condition is policy clarity (18), and the module for it is Policy launch and the safe-use session. Ability (68) is 2 points under the target and is measured again at the second census, and no other module is bought for this team. Unsolicited use on personal accounts is recorded here as low policy clarity, before any security incident.

31%

of UK staff who use generative AI for work use it without their employer's knowledge.

Deloitte UK GenAI Workforce Survey, 25,000 workers, 2026

84%

of UK people in work had undertaken no AI-related training in the previous twelve months.

DSIT and DCMS, AI Skills for Life and Work, surveyed 2024, published 2026

28%

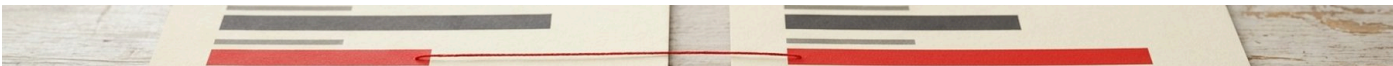
of UK staff who use generative AI for work know of a clear, current AI policy in their organisation.

Deloitte UK GenAI Workforce Survey, 25,000 workers, 2026

18min

for every member of staff, on any device, by link or QR code. No names in the results.

Areas under five responses show a count and no scores.



The training is chosen from the profile, and a second census measures the change in each condition.

01	02	03	04	05
Census	Profile	Training to the profile	Measured	Second census
Every member of staff, on any device. Each person names their business area, and no other identifier is collected.	Every business area scored on each condition and sub-condition against its target, and presented to the organisation area by area.	The package for each condition below the target (two low conditions are taken in sequence), and within it the modules for the low sub-conditions – delivered by us or by an accredited partner, or commissioned from the organisation's own provider to the profile.	The scores are measured again at four and twelve weeks. Each module is evaluated by the change in the team's own score.	A year later, the same questionnaire: the change in each condition since the first census, and the conditions still below the target.

AGAINST THE EMERGING STANDARD	AGAINST OTHER ORGANISATIONS
Every score is compared with a target level set from the evidence. The target for each sub-condition is set by expert judgement and the published research on AI adoption at work (a commissioned review of thirty studies, and a search of about three hundred papers). Each score is reported as established, mixed or limited against that target, and the target is stated on every report.	Each measured organisation joins the comparison set. Each figure in the report states how many organisations it is compared with, and the comparison is printed beside the target. As the set grows, the report shows the organisation's position among organisations of its size and sector, and the targets are reset from expert judgement to the scores of high-performing organisations.

THE PACKAGES AND THEIR MODULES · ONE MODULE FOR EACH SUB-CONDITION

WHERE IT BINDS · THE PACKAGE

Motivation	Usefulness demonstrations · Champions · Calibration clinic · Assurance on data and jobs · Trial slots
Ability	Foundations by role · Critical-task training · Verification training · Help route · Practice log
Role perceptions	Policy launch and the safe-use session · Task register · Role objectives · Approval loop · Repeat audit
Situational support	Tool-fit audit · Released-time plan · Sponsor briefing · Failed-trial review · Provision check

A team receives only the modules listed in its profile. Where one team has one low sub-condition, that module will also be offered as a self-paced online course, with the same measurement at four and twelve weeks.

THE FOUNDING COHORT

The first 3,000 employees measured, across all organisations, are not charged. Places are counted per completed census, whichever the employee's organisation (an organisation of 500 people uses 500 places). Once the places are taken, the census is priced per employee covered, and Training and Development is quoted per team from the profile.

HOW TO START

AI-MARS launches on 5 November 2026. Register interest before then and the link to book a census will arrive by email on launch day. aienablementlabs.co.uk/launch

Trainers and consultants who introduce an organisation receive a share of the revenue from its later rounds, and can be accredited for delivery of the packages. Register at the same address as a training provider or consultant, and the partner terms will follow on launch day.