

20 QUESTIONS TO ASK BEFORE ANY AI DEPLOYMENT

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A pre-deployment checklist for marketing leaders.

1. Strategic Questions

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| 1 | What specific problem are we solving? |
| 2 | Why is AI the right solution versus alternatives? |
| 3 | How will we measure success? |
| 4 | What is our acceptable failure rate? |
| 5 | What happens if this fails publicly? |

2. Capability Questions

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| 6 | Do we have appropriate training data? |
| 7 | Can we monitor this system adequately? |
| 8 | Do we have the expertise to maintain it? |
| 9 | Can we explain how it makes decisions? |
| 10 | Do we have escalation protocols when AI can't handle something? |

3. Risk Questions

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| 11 | What could go wrong? |
| 12 | Who is most vulnerable to potential harms? |
| 13 | What is our legal and regulatory exposure? |
| 14 | How will we detect problems in production? |
| 15 | Can we reverse or pause if needed? |

4. Organizational Questions

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| 16 | Does leadership understand the risks and limitations? |
| 17 | Do we have governance to oversee this? |
| 18 | Is there pressure to deploy before we are ready? |
| 19 | Are we doing this because it is right, or because it is AI? |
| 20 | If we were starting today knowing what we know, would we start this project? |

If you can't answer these questions confidently, you're not ready to deploy.