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PRACTICAL GUIDE · 2026

Measure before you implement

Why the baseline is the first deliverable of any AI project, and not the last.

THE PROBLEM

What "no measurable impact" may actually mean

The phrase reads as a verdict on the technology. Before accepting it, ask whether anyone wrote down how the work was done before.

Without a starting value, any later result is an anecdote. There is no way to tell a real improvement from an impression, and no way to defend the project when someone asks what was gained.

This is not a technical problem. It is a problem of method, and it is solved before anything is contracted.

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Whoever measures first has the advantage over whoever buys first

Our view: a baseline is cheaper to take before a rollout than to rebuild after one nobody can defend.

WHAT TO MEASURE

Five indicators you can capture today

None needs a new system: they can come from existing records, even on paper or in a spreadsheet. Each needs an owner, a frequency and an audit trail; without all three it's an intention, not an indicator.

01 Time to close a finding.

02 Actual coverage of planned inspections against those carried out.

03 Latency between an event and its report.

04 Recurrence of the same finding.

05 Hours spent assembling evidence for an audit.

ASKING FOR HELP

When method is not the constraint

Some processes cannot be measured with what is at hand, and pretending otherwise produces a baseline nobody trusts. Saying so early is part of the work.

Do the records exist in your organization? If they do, what may be missing is the moment to stop and decide to use them.

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Start with one, not five

Five never get done. One gets done, and the second follows on its own.

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