

The 7-Skill Team Readiness Checklist for 2028

CAPABILITY	WHAT “STRONG” LOOKS LIKE	SCORE
Human + AI Collaboration	AI is integrated into workflows, handling repetitive analysis while humans add context, interpretation, and narrative. AI outputs are reviewed and refined as part of the process.	☐ ☐ ☐ ☐ ☐
Turning Data into Decisions	Insights are turned into short, actionable stories that influence roadmaps and briefs. Teams measure success by business impact, not report volume.	☐ ☐ ☐ ☐ ☐
Always-On Experimentation	The team runs rolling tests and live trackers, updating recommendations in real time. Analysts have defined authority to act on live data.	☐ ☐ ☐ ☐ ☐
Structured Co-Creation	Consumers are part of the process early and visibly. Feedback loops are built into product and campaign cycles.	☐ ☐ ☐ ☐ ☐
Cross-Functional Integration	Insights teams work together with other teams within business teams, share KPIs, and shape decisions directly through facilitation and synthesis.	☐ ☐ ☐ ☐ ☐
Cultural Intelligence	The team interprets data through local context. Regional advisors or cultural reviewers sense-check findings before rollout.	☐ ☐ ☐ ☐ ☐
Commercial Translation	Every key insight links to measurable business outcomes, e.g., revenue, margin, or share. The team consistently includes a “money slide.”	☐ ☐ ☐ ☐ ☐

Interpreting Your Results

30–35	Future-Ready	The team’s operating model already matches 2028 expectations. Keep refining.
20–29	Evolving	Core skills are in place, but not yet systematised. Focus on scaling repeatable practices.
Below 20	Foundational	Strong intent, but tools, processes, or team structure are limiting speed and impact.

[See how always-on brand tracking helps teams stay future-ready.](#)