

# SIGNALSCALE™ SCORING GUIDE

Decode your readiness. Align your signal.

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[conversationswithruste.com/signal-scale](https://conversationswithruste.com/signal-scale)

# AI READINESS ASSESSMENT

Most teams don't need more AI tools. They need a mirror.

Our 12-question diagnostic shows exactly where your systems stand—and what's quietly breaking behind the scenes.

## What it Measures:

Each question maps to one of the 4 core readiness components:

- **Structure** → Content systems, modularity, governance
- 🕒 **Strategy** → Team alignment, content goals, clarity
- 📊 **Operations** → Tooling, workflows, scalability
- 🤝 **Ethics + Inclusion** → Transparency, bias mitigation, equity

## Why it Works:

This isn't a vibe check. It's a structural integrity test for your entire content operation.

The diagnostic works because it's:

- ✓ Grounded in proven UX and content strategy patterns
- ✓ Designed to expose system-level gaps—not just skills
- ✓ Adaptable to your org's size, maturity, and tooling stack

“  
YOU WON'T GET GENERIC RESULTS.  
YOU'LL GET A STARTING POINT  
FOR REAL TRANSFORMATION.  
”

# Why Scoring Matters

A score isn't the point. The signal is.

This isn't a quiz. It's a reckoning.

- **A 1 means you're guessing.**
- **A 3 means you're functional but fragile.**
- **A 5 means your systems are alive with awareness.**

## **SignalScale™ reveals the invisible:**

**Where your systems fight your vision.**

**Where your rituals block your signal.**

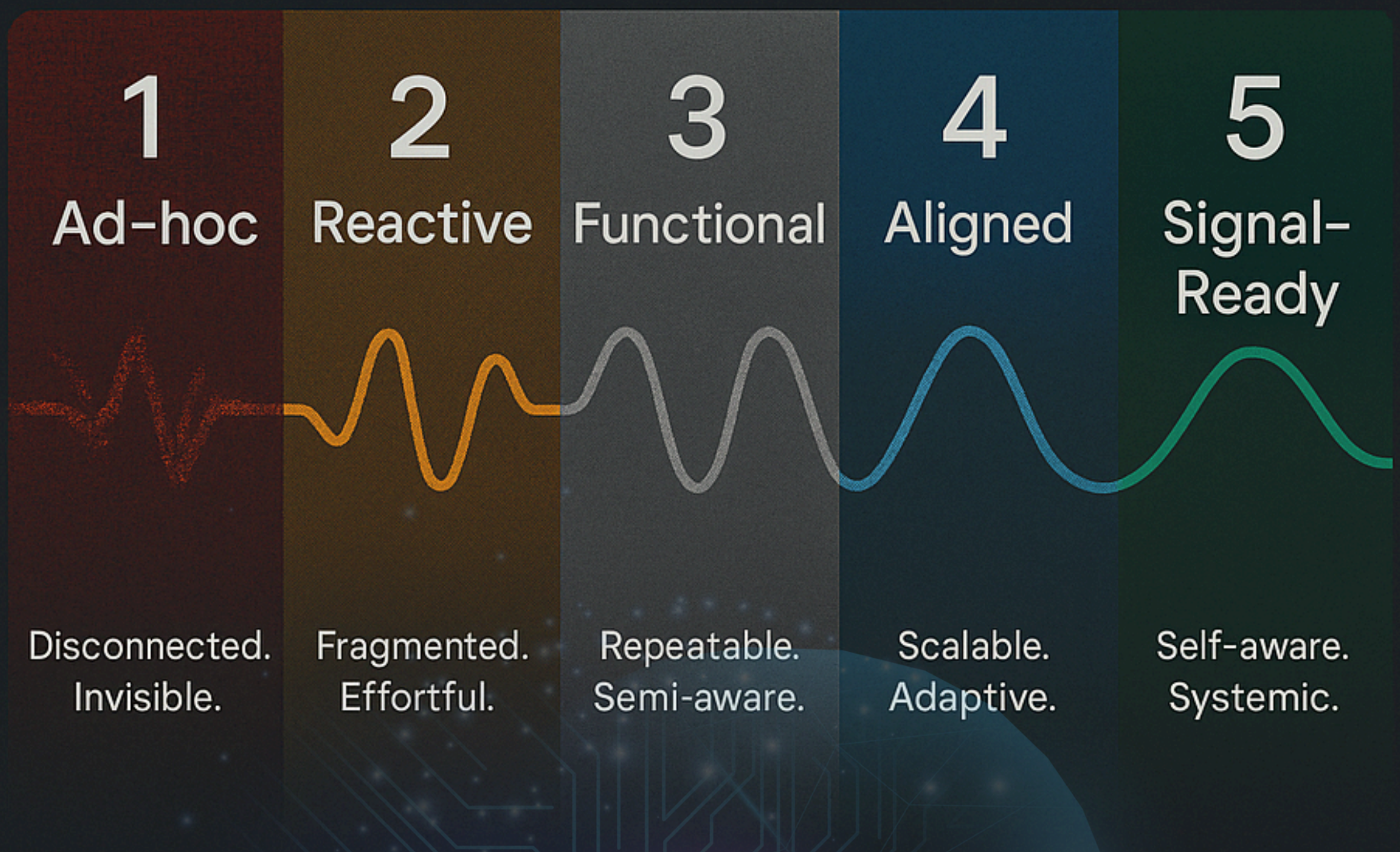
**Where clarity collapses under complexity.**

“

**YOU'RE NOT MEASURING CAPABILITY.  
YOU'RE MEASURING COHERENCE.**

”

# How the Scale Works



Note: Don't round up. Score the friction. That's where the work begins.

# Pillar 1: Structural Readiness

Are your foundations built for signal?

## ◆ Structural Readiness

- Do you have a system for organizing modular content blocks (e.g. headlines, CTAs, blurbs)?
- Is your brand voice and tone clearly documented and applied consistently across all content?
- Is your content tagged, labeled, and structured so that machines (and humans) can understand it?

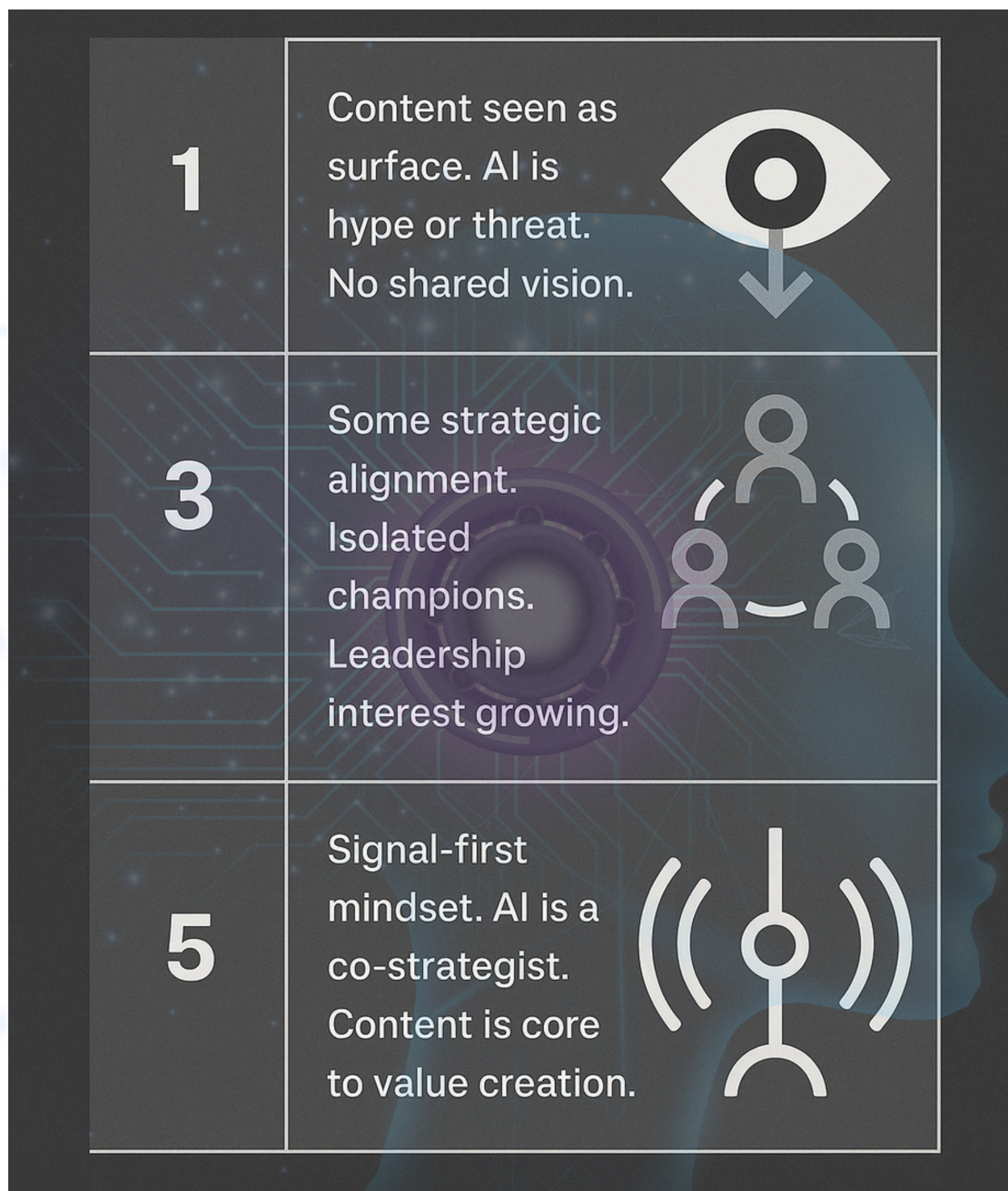
Score	What it Looks Like
1	Teams rewrite content from scratch. No shared taxonomy. Tools don't connect.
3	Some reuse. some consistency. A few standards. Mostly people-dependent.
5	Modular content, shared systems, seamless platform sync. Built to scale.

# Pillar 2: Strategic Readiness

Does your organization think in signal?

## Strategic Readiness

- Does each piece of content your team creates have a clear purpose and user goal?
- Are your brand's messaging principles and content goals shared across product, design, and content teams?
- Do you know which content types are directly tied to KPIs like conversions, engagement, or retention?



# Pillar 3: Operational Readiness

Do your habits match your intent?

## ⚙️ Operational Readiness

- Do you have a defined workflow for creating, reviewing, and publishing content?
- Can your team clearly decide when to use AI—and when to write/edit manually?
- Do your tools and processes support cross-functional collaboration across content, design, and dev?

## Pillar 3: Operational Readiness

1



No consistent workflows. Every project reinvents the wheel.

3



Playbooks exist but are unevenly followed. Some rituals, few loops.

5



Mature content ops. Embedded rituals. Teams adapt without friction.

# Pillar 4: Ethical & Inclusive Readiness

Are you designing with—and for—the full signal?

## Ethical & Inclusion Readiness

- Do you have standards to check all content (human or AI-generated) for accessibility and inclusive language?
- Does your review process include steps to catch bias, hallucination, or misinformation in AI outputs?
- Are your users receiving content that builds trust, clarity, and transparency—even when AI is involved?

Are you designing with—and for—the full signal?

Score	What it Looks Like
<b>1</b>	Accessibility is reactive. Bias unexamined. Inclusion is performative.
<b>3</b>	Some safeguards in place. Growing awareness. Limited by org inertia.
<b>5</b>	Inclusion is proactive, coded in. Ethics reviewed. Representation systematized.

# The Real Meaning of Your Score

Don't chase a perfect 5.  
Chase alignment.

A 3.2 can be healthy—if your pillars are aligned.  
A 4.7 can be fragile—if your signal is lopsided.

This is a diagnostic. Not a trophy.

“

**YOU DON'T NEED CONSENSUS.  
YOU NEED COHERENCE.**

”

# What to Do With it

So... now what?

- Spot the gaps.
- Start conversations.
- Download the worksheet.
- Bring in help if you need it.



**YOU DON'T FIX SIGNAL ALONE  
YOU ALIGN IT TOGETHER.**



 **[Download the worksheet →]**

 **ConversationsWithRuste.com/signalscale-  
the-ai-readiness-framework**