KEYNOTE

The 15-Minute AI Audit Every Marketing Team Needs to Run Right Now

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DIGITAL MARKETING CONFERENCE



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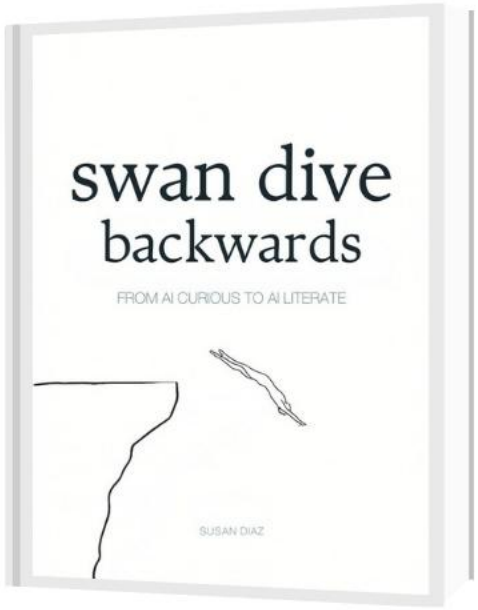


THE 15-MINUTE AI AUDIT

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I'm Susan Diaz

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- **Founder** | Northlight AI - AI literacy and implementation, AI-forward marketing
- **Podcast Host** of **'AI Literacy for Entrepreneurs'**
- **Author** of
  - **Swan Dive Backwards** (upcoming)
  - **UNboring**: take your content marketing from blah to brilliant
- **Facilitator** of the AI Power Circle (AIPC) the **AI Implementation Mastermind** for leaders
- **AI-forward marketing instructor** at York University School of Continuing Studies



Let me guess what your marketing team is doing right now.

- You ran a few AI trainings. People got excited.
- A couple of team members built some clever workflows.
- There's a deck called "AI Strategy 2026".
- Your early adopters keep learning.
  Everyone else stalled.

Sound familiar?

The Experiment-Only Era

Experimentation withoutvisibility,guardrails,sharedlearning, or measurement is expensive.

Expensive in money

Duplicate tools, overlapping spend across departments

Expensive in risk

Sensitive data in public LLMs, no governance, no policy

Expensive in opportunity cost

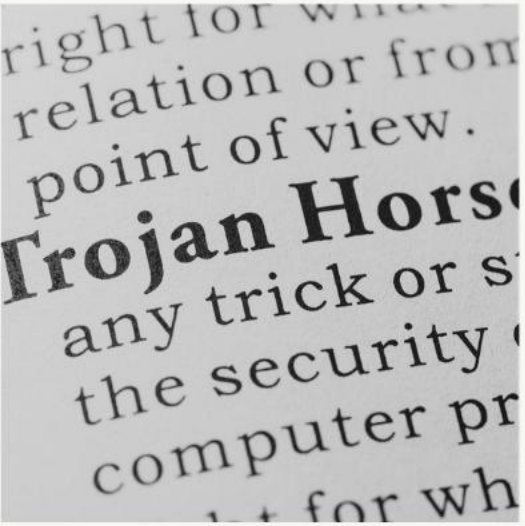
Creative energy that never compounds into advantage



If you stay in the experiment era, your organization is flying blind.

And blind is more expensive than behind.

MANY ORGANIZATIONS HAVE COME TO THE POINT WHERE THEY'RE UNCLEAR IF AI IS A GIFT OR A TROJAN HORSE







YOUR ANSWERS START WITH AN AUDIT



TAKE A CLOSER LOOK

Let’s run one together.



You’ll start the audit in this room with me.
You’ll finish it and review it with your team.

An AI audit is more than a compliance exercise.

1



Tools

2



Workflows

3



Adoption

4



Risk &
Governance

HOW TO SCORE

For each question, score 1 (no visibility / not happening) to 5 (full visibility / fully in place).
Go with your gut.

DIMENSION 1

Tools

What AI is in your marketing stack right now - and can you see it?

1	Can you list every AI-powered tool your team uses?	1 2 3 4 5
2	Do you know which existing platforms have AI baked in?	1 2 3 4 5
3	Do you have visibility into personal AI subscriptions used for company work?	1 2 3 4 5
4	Can you spot where you're paying for overlapping AI capabilities?	1 2 3 4 5
5	Is there a central, up-to-date AI tool inventory?	1 2 3 4 5

TOOLS SUBTOTAL: /25

DIMENSION 2

Workflows

Where is AI actually changing how marketing work gets done?

1	Can you document how your top 3 marketing workflows happen today?	1 2 3 4 5
2	Do you know where AI shows up (or doesn't) in each one?	1 2 3 4 5
3	Have you identified the biggest manual pain points AI could fix?	1 2 3 4 5
4	When someone builds a great AI workflow, can others learn from it?	1 2 3 4 5
5	The lottery test: if your best person left tomorrow, could someone else do their job?	1 2 3 4 5

WORKFLOWS SUBTOTAL: /25

Women adopt AI at a 25% lower rate than men.

Many of the jobs AI could replace are currently held by women.
Your quietest adopters may be introverts building brilliant systems in silence.
Your biggest gaps may mirror your existing equity gaps.

This is a power problem. The widening of the wage gap.

DIMENSION 3

Adoption Patterns

Who is thriving with AI — and who's been left behind?

1	Do you know who your AI power users are?	1 2 3 4 5
2	Do you know who's avoiding AI — and why?	1 2 3 4 5
3	Does your adoption gap mirror existing equity gaps?	1 2 3 4 5
4	Is there structured AI learning beyond 'figure it out'?	1 2 3 4 5
5	Does your team share a baseline understanding of what AI can and can't do?	1 2 3 4 5

ADOPTION SUBTOTAL: /25

DIMENSION 4

Risk & Governance

Are you protected — or just hoping for the best?

1	Does a written AI usage policy exist for your team - and do people follow it?	1 2 3 4 5
2	Do you know where confidential data is touching AI tools?	1 2 3 4 5
3	Is anyone reviewing AI-generated outputs before they go public?	1 2 3 4 5
4	If something went wrong - do you have a plan?	1 2 3 4 5
5	Can you tell a metrics-backed story about AI value to your leadership?	1 2 3 4 5

RISK & GOVERNANCE SUBTOTAL: /25

Add up your scores.

20–40	**The Blind Spot Era** Alishappening.Youcan'tsee it.
41–60	**The Patchwork Era** Pocketsofbrilliance.Nothing compounds.
61–80	**The Foundation Era** Real visibility. Ready for the flywheel.
81–100	**The Flywheel Era** Strong literacy. Keep it spinning.

Where did you land?



The audit is not the end.

It's the first turn of your AI flywheel.



Each turn makes the next one easier. That's how you compound.

Measure

Track ROI

Audit

See where you are

Build

Personalized tools

Train

Build the floor



What To Do Monday Morning (pick 2)

1. Review your lowest-scoringdimension. That's your starting point.
2. Share the scorecard with one team member. Compare scores. The gaps will surprise you.
3. Pick one workflow and document it: inputs, steps, outputs. See where AI shows up.
4. Ask your team: 'What's one thing you've built with AI that made your work better?' Book 15 minutes with leadership.
5. Move from 'we think' to 'we know'.



Get the full scorecard.

Youstarted the auditinthisroom.
Finish it with your team.



The 15-Minute AI Audit Scorecard

- 20 diagnostic questions across 4 dimensions
- Scoring bands so you know where you stand
- "What to do Monday" action plan
- Framework from the book *Swan Dive Backwards*


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