



AI for Impact: 5-Step Framework

Presented by Dr. Katelyn Jones at PMI Chicagoland's Leadership Forum, 1 May 2026

Step	Key Questions	Example Action	How do I plan to act on this step in the next <u>two weeks</u> ?
1-Diversify Decision Making <i>All & AIEI: Initiation</i>	Who's missing from making a decision about AI? And what blind spots does their absence create?	Before your next project meeting, include participants from outside of your typical/core team (e.g., frontline staff, impacted communities, or cross-functional experts).	
2-See the Full Picture <i>All: Planning</i> <i>AIEI: Initiation</i>	Who benefits? Who's harmed?	Document benefits and harms (economic, social, environmental, cognitive) in a one-page impact brief at the start of an AI project. Use this to guide conversations about leveraging AI, and to determine a threshold for stopping or continuing with the AI tool.	
3-Measure What Matters <i>All & AIEI: Planning, Execution</i>	What matters big picture? What consequences are we most concerned about?	Add 3 social impact metrics to your project dashboard, focused on the community, cognitive, economic, and/or environmental consequences of the project.	
4-Reassess and Adapt <i>All & AIEI: Execution</i>	What checkpoints will we create to evaluate the impact?	Commit to regular reevaluations of project impact with clarity on who has the authority to adjust the project given what is learned over time.	
5-Expand Perspectives <i>All: Execution, Closeout</i> <i>AIEI: Closeout</i>	What are we learning from this project? How has our understanding of AI evolved based on internal and external insights?	Identify a person on your project responsible for staying up-to-date on the latest evidence on AI's impacts, having them present the latest updates regularly to your project team so that success metrics can be updated accordingly.	

Questions? Feel free to reach out:

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AI-Initiative (AI): The project is specifically focused on building or procuring AI technology

AI-Enabled Initiative (AIEI): AI is one potential tool among many tools used to support project