



Measuring What Matters: AI ROI in Practice

Reference Guide on How We Think About Your AI ROI

AI training ROI is measurable. The mistake most organizations make is treating it as abstract capability building instead of operational change.

Too often, companies invest in AI training without a clear framework for evaluating outcomes. Workshops are delivered, tools are demonstrated, surveys are collected—yet executives are left asking: *What did we actually gain? Can we defend this investment to the Board?*

We believe the answer should never be "we hope it helped." It should be grounded in evidence.

The Problem with Most AI Training

Most AI training providers operate on a simple model: deliver content, collect payment, move on. Whether that training translates into measurable business outcomes is treated as the client's problem to figure out.

The result? Organizations spend tens of thousands of dollars on workshops that generate enthusiasm but no accountability. Employees feel momentarily inspired, then return to old workflows. Leadership has no way to know whether the investment paid off or whether they should make adjustments to their AI integration approach.

If ROI cannot be traced to time, money, risk reduction, or decision quality, it is not ROI.

This is not a measurement problem. It is a discipline problem. And it starts before the first workshop is ever scheduled.

Our Approach: ROI as the Starting Point

At The Jonesi Consultancy, we do not treat ROI as an afterthought. We treat it as **the foundation of every engagement**.

Before any contract is signed, we discuss how success will be measured and when returns should realistically begin accruing. This is not a sales exercise—it is a commitment to accountability. Our belief is that, if we cannot articulate how your investment will pay off, we have no business asking for it.

The Defining ROI Metrics Activity

Once an engagement begins—but before any training or advisory services are delivered—we complete a structured collaboration with your leadership team. Together, we establish:

- What AI integration success looks like for your specific organization
- The metrics that will be used to measure ROI—selected collaboratively, not imposed

- The timeframe by which you expect to see measurable returns
- A well-defined goal that both parties agree to and are accountable for

This ensures alignment from day one. No ambiguity. No moving goalposts. No post-hoc rationalization.

What We Measure

We evaluate AI integration ROI across seven categories, each tied to business outcomes rather than tool usage:

1. Productivity and time reallocation – hours saved, cycle time reduced, output increased
2. Quality and accuracy – error reduction, fewer revisions, improved compliance
3. Adoption and behavior change – real usage patterns, not just logins
4. Financial outcomes – cost reduction, risk avoidance, revenue protection
5. Workforce indicators – confidence, capability, retention
6. Strategic positioning – innovation capacity, decision speed, competitive advantage
7. Training effectiveness – competency gains, workflow implementation, sustained usage

Not every engagement requires measurement across all seven categories. But every engagement requires clarity about which outcomes matter—and how they will be tracked.

We have developed a comprehensive measurement framework that provides the structure for this work. Organizations interested in learning more about our full methodology can request the complete handbook: [Measuring What Matters: AI ROI in Practice – A Leadership Guide to Productivity, Risk, and Sustainable AI Adoption.](#)

Partnership, Not Vendor Relationship

Our goal is to be a true collaborative partner—not a training vendor who disappears after the invoice clears.

We do not measure our success by quantity of workshops delivered or hours billed. We measure it by whether you achieve the ROI outcomes we agreed to pursue together at the outset of our partnership.

Your ROI is the proof that our services work. We do not consider an engagement successful until the metrics we defined together have been met.

This is not typical. It is intentional.

AI training pays off when it changes how work is done, not when people simply know more about AI terminology and tools. Knowledge without application is a sunk cost. Application without measurement is guesswork. We exist to ensure your AI investment produces neither.



Ready to Measure What Matters?

If you are considering AI training for your organization, we invite you to start with *a different question than most providers will ask:*

How will you know if this investment worked?

If you do not have a clear answer, that is exactly where we start.

Are you ready to measure what matters?

Contact us at info@jonesi.us to schedule a discovery call aimed at exploring how we can help your organization approach AI adoption with the measurement discipline it deserves. We will discuss your goals, your challenges, and how success should be uniquely defined for your company.

To learn more about our unique approach to AI training and integration, visit us at www.jonesiconsultancy.com