Strategy
- Is there a clear written plan about the Why of AI project?
- Goals?
- Alignment with the mission of the organization
- Competition doing
- What if we don't do this?
- In-house or packaged system?

Governance
- Sponsor
- Stakeholders
  - Do we have the right people at the table?
  - Roles / departments
  - People
- Measurables
- Communication / HR / Legal other key stakeholders
- Internal and External

Data Quality
- Current
- Valid
- Source of data
- Who can change it?
- Access / refresh
- Security
- Input / process / output

Performance Measurement
- AI goals be measurable and do we agree on how we're keeping score?
Ethics & Privacy Considerations
- Digital
- HR
- Management decisions
- Regulatory environment for our industry