GCAIE
AI EXCELLENCE AT SCALE

ABRIDGED VERSION

The Global AI Excellence Model

Responsible AI. Sustainable Outcomes. Shared Value

Introduction

ABRIDGED VERSION

The Global Centre for AI Excellence (GCAIE) was established in London as the world's first independent, not-for-profit platform dedicated to advancing AI excellence. It is the result of more than a decade of collaboration between academia, industry leaders, policymakers, and international standard-setting bodies, providing the credibility and neutrality required to convene stakeholders and set a global benchmark.

The Global AI Excellence Model (GAIEM) is designed to help governments, enterprises, and institutions unlock the full potential of artificial intelligence while ensuring trust, responsibility, and measurable impact. Built as a comprehensive management and assessment framework, it extends the proven legacy of excellence models into the AI era.

GAIEM is anchored in the world's foremost AI standards and frameworks: the EU AI Act, the NIST AI Risk Management Framework, California's Transparency in Frontier Artificial Intelligence Act (SB-53), and key ISO/IEC benchmarks, including 42001 (AI management systems), 23894 (AI risk management), 38507 (AI governance), and 22989 (AI terminology). These references ensure GAIEM is globally credible, future-proof, and aligned with the highest bar of responsible AI practice.

To accelerate adoption, GAIEM offers training, diagnostic assessments, benchmarking, and recognition programs. Yet its true value lies in curating and sharing what works in practice. By convening a global network of AI practitioners, policymakers, and innovators, the Model evolves continuously, embedding lessons learned into its design.

As a neutral, not-for-profit platform, GCAIE's mission is to establish a common framework for AI excellence, one that enables organizations to scale AI responsibly, capture long-term value, and build stakeholder trust.

By anchoring on trusted global standards, capturing the experience of early adopters, and curating what works in practice, GAIEM establishes a shared global compass for AI. Beyond compliance, it enables organizations to turn responsible AI into a source of growth, resilience, and sustainable long-term value.

With more than 70% of organizations worldwide now leveraging AI, and adoption of generative AI nearly doubling in just one year, the demand for a trusted, global framework has never been greater.

Foundations

ABRIDGED VERSION

The Global AI Excellence Model (GAIEM) is built on a rigorous foundation of global standards, proven excellence frameworks, and real-world adoption experience. Its credibility rests on four pillars::

1. Alignment with International Standards

- EU AI Act (2024): The world's first comprehensive AI law, shaping risk-based governance across the European Union.
- NIST AI Risk Management Framework: Developed with input from 240+ organizations across public, private, and academic sectors, setting the benchmark for risk, trust, and transparency in AI.
- ISO/IEC Standards: Including 42001 (AI management systems), 23894 (AI risk management), and 38507 (AI governance), providing the operational backbone for integration, assurance, and responsible use.
- California SB-53 (2026): The Transparency in Frontier AI Act—the first U.S. law for frontier-model accountability, mandating safety frameworks, incident disclosure, and executive responsibility.

2. Anchored in Organizational Excellence Models

The GAIEM extends the tradition of proven management frameworks such as EFQM Excellence Model and Baldrige, which have guided 50,000+ organizations worldwide in driving transformation, performance, and sustainable growth.

3. Shaped by Market Realities

The Model reflects the lived experience of organizations facing three universal challenges:

- From pilots to scale: Over 70% of organizations now use AI, yet most struggle to move beyond limited proofs of concept.
- From hype to value: AI investment is rising, but stakeholders demand measurable business and societal outcomes.
- From risk to trust: Governments, boards, and citizens expect AI that is ethical, transparent, and resilient.

GAIEM translates these realities into a structured framework that enables organizations to scale responsibly, deliver value, and earn trust.

4. Continuous Evolution

Like AI itself, the Model is designed to evolve. GAIEM incorporates global lessons, case studies, and regulatory developments into its updates, ensuring that it remains practical, credible, and future-proof.

The GAIEM is globally standardized, organizationally proven, empirically grounded, and continuously renewed. As a result, the GAIEM does not add another layer of theory, but provides a practical, system-level reference for governments, enterprises, and institutions seeking to embed AI responsibly, scale it effectively, and sustain its value over time.

The Need for a Global Model

ABRIDGED VERSION

Regardless of sector, size, or maturity, organizations adopting AI face common challenges: fragmented approaches, difficulty in scaling, and uncertainty around regulation and trust. The Global AI Excellence Model (GAIEM) provides a practical, non-prescriptive framework that enables organizations to:

1. Assess readiness and maturity in AI deployment, identifying strengths, risks, and gaps against their strategy and purpose.
2. Create a common language for AI adoption that aligns executives, regulators, practitioners, and stakeholders.
3. Integrate existing initiatives from compliance and ethics programs to innovation pilots, removing duplication and surfacing gaps.
4. Structure AI governance and management systems so that people, processes, and technology work in unison.
5. Translate global standards into action, linking EU AI Act, NIST AI RMF, and ISO/IEC 42001 requirements into one cohesive framework.

While there are many tools and methods available, such as risk frameworks, model assurance protocols, and AI ethics checklists, most are narrow in scope. GAIEM provides a holistic view of AI in the organization and clarifies how these methods complement each other.

The Model can therefore be used alongside any number of technical, regulatory, or sector-specific approaches as an overarching compass for scaling AI responsibly, capturing value, and sustaining trust.

The strength of GAIEM lies in its ability to provide structure where fragmentation dominates. Instead of treating ethics, compliance, risk, and innovation as parallel streams, the Model connects them into a single management system. It shows leaders how to embed AI into strategy, align with regulation, and scale responsibly without reinventing the wheel. By offering this unifying architecture, GAIEM moves organizations beyond scattered initiatives and establishes a clear pathway from ambition to measurable impact.

Structure of the Model

ABRIDGED VERSION

The Global Center for AI Excellence (GCAIE) was established to promote responsible AI adoption, foster trust, and enable organizations to capture sustainable value from AI at scale. This mission is realized through three integrated components that together form the Global AI Excellence Model (GAIEM):

1. The Core Principles of Responsible AI

The foundation of the Model is a set of Core Principles that capture what organizations must embrace to ensure AI is deployed safely, ethically, and effectively. These include transparency, accountability, human oversight, fairness, resilience, and long-term value creation. They define the culture, behaviors, and governance mindsets that underpin AI excellence.

2. The GAIEM Framework

A comprehensive, non-prescriptive framework that translates the Core Principles into practice. The Framework defines how organizations move from strategy to execution, enablers to results, and lead indicators to lag outcomes, ensuring a coherent system that connects ambition to performance. It acts as the blueprint for scaling AI responsibly and delivering measurable results.

3. SCALE Logic; The Assessment Backbone

The Global AI Excellence Model (GAIEM) is underpinned by the SCALE Logic, a structured assessment rubric that translates ambition into measurable outcomes. It provides organizations with a coherent way to design, execute, refine, and demonstrate AI excellence.

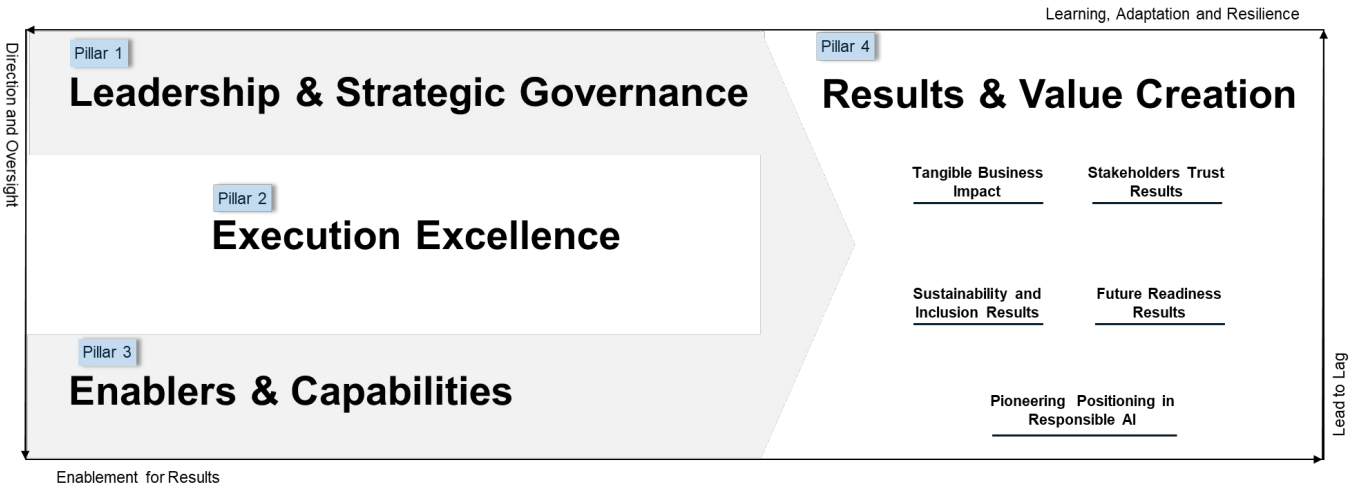
By combining Core Principles, the GAIEM Framework, and the SCALE Logic, organizations of all sizes and sectors can:

- Understand cause-and-effect relationships between Drivers, organizational Capabilities and results.
- Benchmark themselves against global standards and leading practices.
- Embed responsible AI into culture, governance, and execution.
- Drive innovation and sustainable impact at scale.

When used appropriately, GAIEM ensures that every practice, policy, and initiative fits into a coherent system, one that evolves continuously and delivers the intended AI strategy and outcomes.

The GAIEM Framework

ABRIDGED VERSION



The Global AI Excellence Model (GAIEM) is a non-prescriptive framework based on four pillars. Three of these are Drivers and Organizational Capabilities (Leadership & Strategic Governance, Execution Excellence, Enablers & Capabilities) and the fourth covers Results & Value Creation.

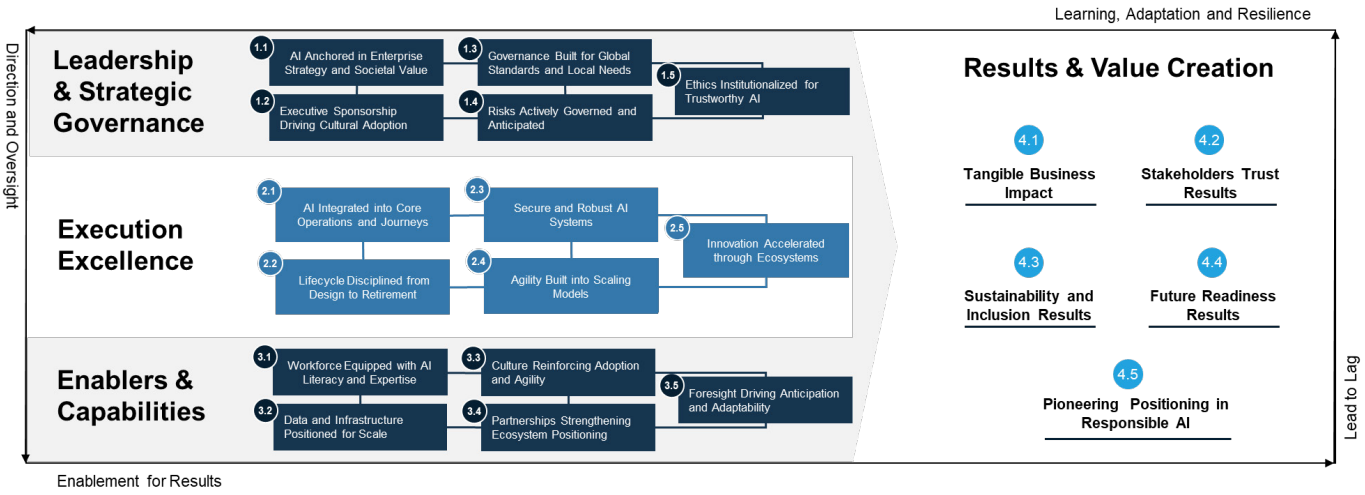
- The Drivers and Organizational Capabilities criteria describe what an organization does and how it does it, from setting direction to enabling people, processes, and technology.
- The Results criteria describe what an organization achieves; the outcomes, value, and impact of AI adoption.

The relationship is cause and effect, Drivers and Organizational Capabilities drive Results, while Results provide feedback that continuously improve Drivers and Organizational Capabilities. The arrows in the Framework illustrate the dynamic nature of the Model, emphasizing learning, adaptation, and innovation as organizations scale AI responsibly.

Each Pillar has a definition explaining its meaning. These are supported by criterion Elements (e.g., 1.1, 1.2, etc.), which describe what is typically observed in AI Excellence Pioneers. On top of the definition of each Criterion, Guidance points under each criterion provide further interpretation and examples, drawn from global AI standards (EU AI Act, NIST AI RMF, ISO/IEC 42001, OECD AI Principles). Guidance points are not mandatory; they are intended to aid consistent interpretation and benchmarking.

The GAIEM Framework

ABRIDGED VERSION



The Global AI Excellence Model (GAIEM) is built on four interdependent pillars:

1. **Leadership & Strategic Governance** sets the direction, embeds accountability, and anchors AI in enterprise purpose and societal value.
2. **Execution Excellence** ensures AI is integrated into core operations with lifecycle discipline, robustness, and agility at scale.
3. **Enablers & Capabilities** equip people, infrastructure, and ecosystems to instill AI Culture and deliver sustained impact.

4. Results & Value Creation demonstrate measurable outcomes, aligned with strategy, stakeholder priorities, and societal expectations.

The GAIEM Framework

ABRIDGED VERSION

Pillar 1: Leadership & Strategic Governance

Definition: AI Excellence Pioneers anchor AI to enterprise strategy and shareholder & societal value, while ensuring governance frameworks deliver accountability, resilience, and trust.

Criteria Elements:
1.1 AI anchored in enterprise strategy to maximize shareholders and societal Value
1.2 Executive sponsorship driving cultural adoption
1.3 Governance built for global standards and local needs
1.4 Risks actively governed and anticipated
1.5 Ethics institutionalized for trustworthy AI

Pillar 2: Execution Excellence

Definition: AI Excellence Pioneers integrate AI into execution disciplines, applying lifecycle rigour, ensuring security and robustness, and scaling with agility and innovation.

Criteria Elements:
2.1 AI integrated into core operations and journeys
2.2 Lifecycle disciplined from design to retirement
2.3 Secure and robust AI systems
2.4 Agility built into scaling models
2.5 Innovation accelerated through ecosystems

Pillar 3: Enablers & Capabilities

Definition: AI Excellence Pioneers build the workforce, infrastructure, culture, and partnerships required to scale AI responsibly and sustainably.

Criteria Elements:
3.1 Workforce equipped with AI literacy and expertise
3.2 Data and infrastructure positioned for scale
3.3 Culture reinforcing adoption and agility
3.4 Partnerships strengthening ecosystem positioning
3.5 Foresight driving anticipation and adaptability

Pillar 4: Results & Value Creation

Definition: AI Excellence Pioneers demonstrate outcomes that are strategically aligned, measurable, sustainable, and globally benchmarked.

Criteria Elements:
4.1 Tangible Business Impact
4.2 Stakeholder Trust & Workforce Impact
4.3 Sustainability & Inclusion Results
4.4 Future Readiness & Risk Resilience
4.5 Pioneering Positioning & Ecosystem Leadership

Global Contributions

The Core Development Team would like to express its deep appreciation to the many contributors who ensured this Model reflects the realities of responsible and scalable AI:

- Representing experts involved in ISO/IEC 42001 (AI Management Systems), OECD AI Principles, the EU AI Act, and the NIST AI Risk Management Framework.
- Representing Academia and Research: Professors and researchers from leading institutions in AI ethics, governance, and systems engineering.
- Representing Public Sector Stakeholders: Regulators, policymakers, and government agencies committed to advancing trustworthy AI adoption.
- Representing Industry Leaders: Executives and practitioners from technology, energy, healthcare, financial services, and manufacturing sectors actively deploying AI at scale.
- Representing the AI Excellence Community: Professional networks, and trainers who stress-tested the Model through pilot assessments and benchmarking.
- Representing GCAIE: The founding team and advisory board, who coordinated the development, ensured coherence with global standards, and embedded learnings from real-world applications.

Hundreds of individuals and organizations contributed directly or indirectly to this work. The Core Team extends particular thanks to those who provided structured feedback, case studies, and validation insights that sharpened the Model's relevance and credibility.

GCAIE
AI EXCELLENCE AT SCALE

ABRIDGED VERSION

Global Center for AI Excellence (GCAIE)
Registered as a non-profit company limited by guarantee under the Companies Act 2006
London, United Kingdom

Email: info@gcaie.org
www.gcaie.org