

The Global AI Excellence Model

Responsible AI. Sustainable Outcomes. Shared Value

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Introduction

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, 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

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.

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

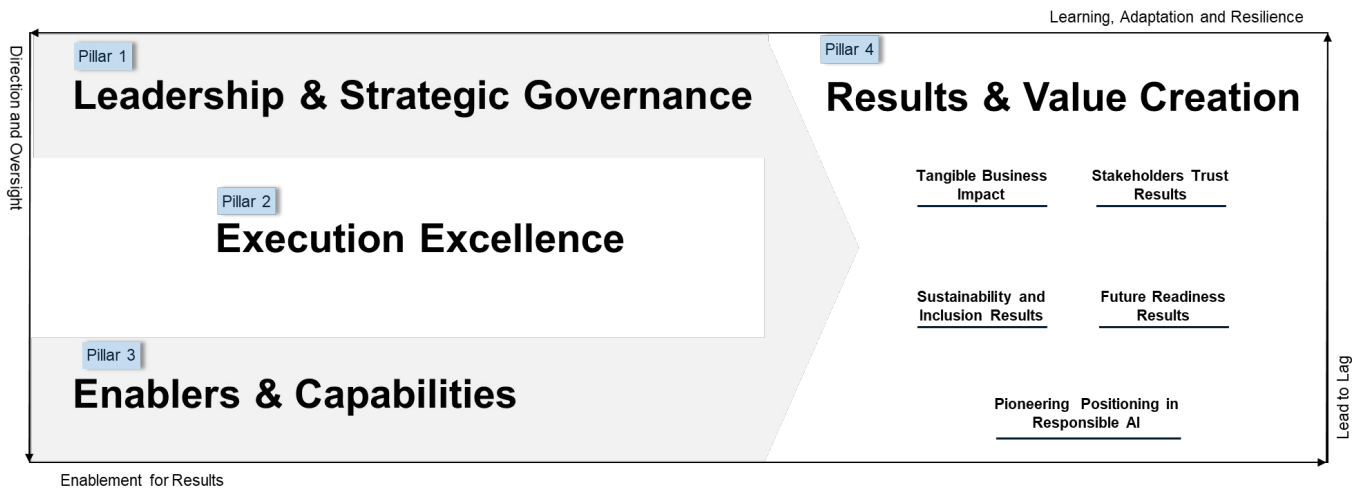
Like AI itself, the Model is designed to evolve. GAIEM incorporates global lessons, case studies, and regulatory developments into its updates, ensuring that it remains practical, credible, and future-proof.

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 GAIEM Framework



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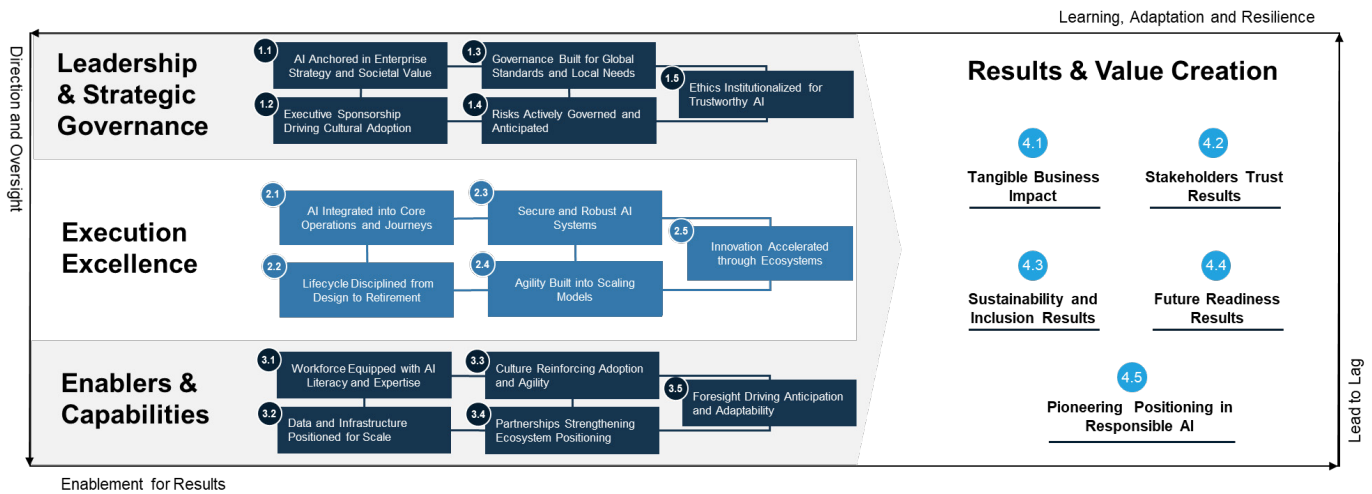
The Global AI Excellence Model (GAIEM) is a non-prescriptive framework based on four pillars. Three of these are Drivers and Organizational Capabilities (Leadership & Strategic Governance, Execution Excellence, Enablers & Capabilities) and the fourth covers Results & Value Creation.

- 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



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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

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

The GAIEM Framework

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



GCAIE
AI EXCELLENCE AT SCALE

**ABRIDGED
VERSION**

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