



Why Most Content AI Initiatives Stall

And How a Fit Map Can Help

February 10, 2026

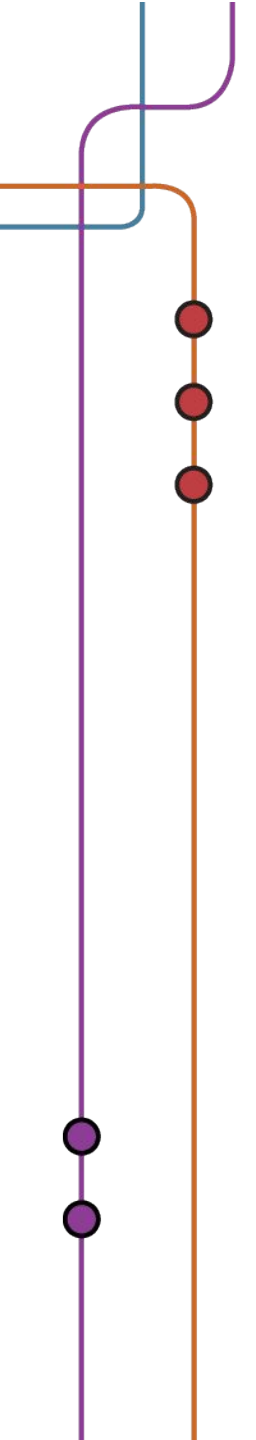
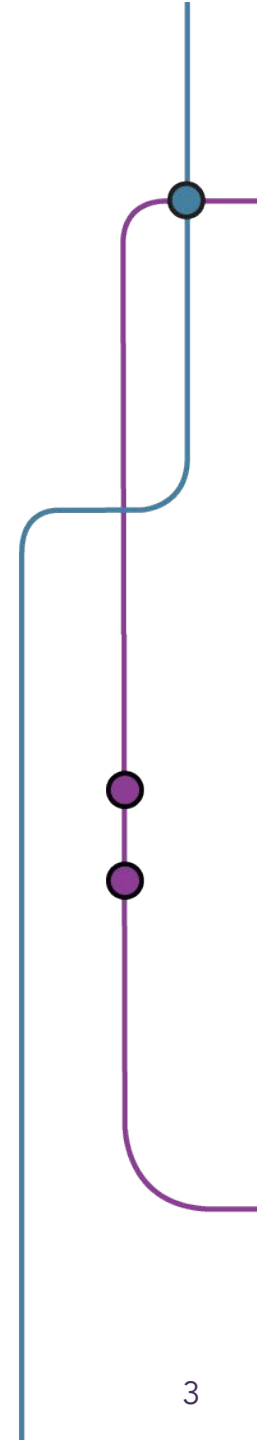
A Different Kind of Analyst & Consulting Firm...

GEEKS	MYSTICS
LOSERS	POSERS

“the mystical quadrant”

INDEPENDENCE FACTORS	REAL STORY GROUP	OTHER FIRMS
CONSULT TO VENDORS?	NO	YES
SPEAK AT VENDOR EVENTS?	NO	YES
ACCEPT EXPENSES & HOSPITALITY FROM VENDORS?	NO	YES
WRITE PAPERS FOR VENDORS?	NO	YES

Webinar Agenda

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- ➔ 1 Why Content AI Initiatives Fail
 - 2 Defining Content Fitness
 - 3 Fit Map - Fitness vs. Value

Why Content AI Initiatives Stall

Pilot Purgatory

- Disconnected AI pilots
- Early wins are anecdotal, not repeatable
- No shared criteria for scaling decisions
- Scaling becomes political instead of operational

Sprawl

- Increased draft and variant volume
- Versioning and reuse problems intensify
- Taxonomy and metadata gaps become visible
- Content operations debt grows faster than value

Breaking Workflows

- Review capacity collapse
Blurred ownership and accountability
Workflow design mismatch
Loss of traceability and trust

Elevated Risk

- Legal and Compliance review bottlenecks
- Unauthorized claims and disclosure risk
- Inconsistent policy and brand interpretation
- Reduced auditability and defensibility

Leadership

- Output volume mistaken for impact
No clear link to business outcomes
Benefits trapped in pilots and pockets
Rising cost without visible leverage

Webinar Agenda

① Why Content AI Initiatives Fail

→ ② Defining Content Fitness

③ Fit Map - Fitness vs. Value

The Missing Concept: Content Fitness

Content fitness is the degree to which a content task can be assisted or automated by AI without breaking quality, trust, or operations

- AI capability ≠ content readiness
- “Can AI do this?” is the wrong first question
- Content fitness determines where AI scales vs. stalls
- Fitness reflects brand risk, governance, and workflow maturity
- Without fitness clarity, AI expansion creates friction, not leverage

Use Case ID	Content Type	Constraint Level	Factual Accuracy Requirement	Brand Sensitivity	Regulatory / Compliance Risk	Differentiation Requirement	Workflow Readiness	Average Fitness (auto)
1	Product Descriptions	5	4	3	3	2	4	3.5
2	SEO Meta	3	3	4	4	4	4	3.7
3	Alt Text	5	3	2	1	1	4	2.7
4	Tagging/Classification	4	4	4	4	4	4	4.0
5	Localization (approved copy)	5	4	3	3	2	3	3.3
6	Email Subject Lines	4	2	3	2	2	4	2.8
7	Paid Ad Variants	4	3	3	3	3	3	3.2
8	Support FAQ Drafts	4	4	3	3	2	3	3.2
9	Knowledge Summaries	3	4	2	2	2	3	2.7
10	Long→Short Repurpose	3	2	3	2	3	3	2.7
11	Blog First Drafts	2	2	4	2	4	3	2.8
12	Case Study Drafts	2	3	4	3	4	3	3.2
13	Landing Page Modules	4	3	3	2	3	3	3.0
14	On-brand Tone Checks	4	3	5	4	4	3	3.8
15	Accessibility QA	4	3	2	1	2	3	2.5
16	Personalized Nurture Copy	3	3	4	4	3	2	3.2
17	Competitive Comparison Tables	3	4	3	3	4	2	3.2
18	Press Release Drafts	2	2	3	2	4	2	2.5
19	Crisis Comms Statements	1	2	3	1	4	1	2.0
20	New Regulated Claims	1	5	5	5	5	1	3.7
21	Executive Thought Leadership	1	2	5	3	5	2	3.0
22	Product Docs Updates	4	4	3	3	2	3	3.2
23	Policy/Disclaimer Insertions	5	4	3	5	1	4	3.7
24	Creative Concepting	4	4	4	5	4	5	4.3

Fitness Scorecard

To make fitness concrete, we use a simple scorecard, typically six criteria scored from one to five:

- **Constraint level:** The degree to which the content is structured, templated, rule-bound, or modular versus open-ended and narrative
- **Factual accuracy requirements:** The level of precision, verifiability, and citation required for the content to be acceptable
- **Brand sensitivity:** The extent to which tone, voice, positioning, and nuance materially affect brand perception and trust
- **Regulatory exposure:** The degree to which the content is subject to legal, compliance, industry, or disclosure requirements.
- **Differentiation requirements:** The importance of originality, distinctiveness, and strategic positioning within the content.
- **Workflow readiness:** The maturity of governance, review processes, traceability, and operational controls surrounding the content.

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The Content AI Fit Map

The Fit Map is a decision framework that classifies AI use cases into three outcomes:

- Automate
- Augment
- Avoid

Mapping AI Content Uses Cases across Value Potential & Fitness

Use Case ID	Content Type	Workflow Stage	Use Case / Description	Primary Owner	Value Potential (1-5)	Average Fitness (auto)	RSG Fit (auto)	Operating Mode (auto)
1	Product Descriptions	Creation	Attribute-based product bullets + variants for SKU scale	Ecommerce	5	3.5	Conditional Fit	Augment
2	SEO Meta	Optimization	Generate SEO titles/descriptions from structured page intent	Web/SEO	4	3.7	Conditional Fit	Augment
3	Alt Text	Governance	Generate image alt text from DAM metadata + context	Content Ops	4	2.7	Poor Fit	Avoid
4	Tagging/Classification	Governance	Auto-tag assets and route to correct libraries/teams	Content Ops	5	4.0	Strong Fit	Automate
5	Localization (approved copy)	Localization	Filter content for localization	Marketing	5	3.3	Conditional Fit	Augment
6	Email Subject Lines	Creation	Generate email subject lines	Marketing	4	2.8	Poor Fit	Avoid
7	Paid Ad Variants	Creation	Generate ad variants	Marketing	4	3.2	Conditional Fit	Augment
8	Support FAQ Drafts	Creation	Draft support FAQs	Content	4	3.2	Conditional Fit	Augment
9	Internal Briefs	Governance	Summarize long docs into internal briefs with citations to sources	Enablement	3	2.7	Poor Fit	Avoid
10	Repurposed Content	Repurpose	Repurpose a whitepaper into social posts + email snippets	Content Marketing	4	2.7	Poor Fit	Avoid
11	Blog First Drafts	Drafting	Outline + first draft for blog posts (human editorial required)	Content Marketing	5	2.8	Poor Fit	Avoid
12	Product Docs	Creation	Generate product docs	Product Docs	4	3.2	Conditional Fit	Augment
13	Executive Thought	Narrative	Generate CEO narrative / POV pieces where differentiation is the product	Comms	2	3.0	Conditional Fit	Augment
14	Product Docs	Maintenance	Update product docs based on release notes + approved specs	Product Docs	4	3.2	Conditional Fit	Augment
15	Product Docs	Governance	Insert required disclaimers + disclosures based on content type	Legal/Compliance	4	3.7	Conditional Fit	Augment
20	New Regulated Claims	Creation	Generate new financial/health claims language	Legal/Compliance	2	3.7	Conditional Fit	Augment
23	Product Docs	Governance	Insert required disclaimers + disclosures based on content type	Legal/Compliance	4	3.7	Conditional Fit	Augment
24	Creative Concepting	Ideation	Generate campaign themes and creative directions for workshops	Brand/Creative	4	4.3	Strong Fit	Automate

		Value Potential					
		1	2	3	4	5	
Fitness	5	0	0	0	0	0	3.2
	4	0	1	1	3	2	3.0
	3	0	1	3	9	2	3.8
	2	0	1	0	0	0	2.5
	1	0	0	0	0	0	3.2

Strong Automation Candidates

Augment

Avoid

Three Quick Examples

eCommerce

Strong candidates:

- Attribute-based descriptions
- SEO meta
- Alt text
- Structured FAQs

Augment:

- Brand storytelling
- Differentiated editorial copy

B2B SaaS

Many teams start with blogs

Value is in systems:

- Campaign variants
- Nurture stream drafts
- Sales follow-ups
- Content summarization

Augment:

- Positioning documents
- Category narratives

Regulated industries

Strong candidates:

- Internal summarization
- Metadata
- Translation of approved copy

Augment:

- Customer education drafts grounded in approved sources

Avoid:

- New claims
- Advice language
- Guarantee framing

Q&A



Questions & Next Steps

For Council Members

- Schedule time to walk through your Content AI Fit Map
- Pressure-test real use cases with RSG

For Non-Council Attendees

- Reach out for an initial discussion
- Explore whether a Fit Map exercise makes sense

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Ecommerce Platforms
Comprehensive Product Evaluations

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AI for Marketing
Comprehensive Product Evaluations