

Vera Advances AI ROI Measurement With Evidence-Based Workforce Intelligence

Vera is incorporating a proprietary approach that connects workforce adoption, capability, behavior and capacity to organizational performance.

ATLANTA, GA, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- As organizations

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A key factor to successful AI adaptation and subsequent financial outcomes is the workforce's availability to upskill and absorb changes with new technology workflows, changing how work is done.”

Dr. Ghazaleh Samandari

increase investment in artificial intelligence, [Vera](#) is advancing a new approach to AI ROI measurement designed to reveal a critical source of intelligence often missing from traditional financial, technology and utilization metrics: what is actually happening within the workforce.

In response to industry reports that workforce adoption remains a critical hurdle to AI ROI, Vera announced today that its evidence-based methodology is already being incorporated into its advisory and [workforce intelligence](#) work to help organizations measure and remediate the workforce conditions that determine whether AI

investments translate into sustained organizational value.

While traditional ROI measures remain essential for evaluating cost savings, productivity, revenue, efficiency and other business outcomes, Vera's approach adds a deeper layer of evidence around workforce capability, behavioral adoption, capacity and performance. The objective is to give leaders greater visibility into not only whether an AI investment is producing results, but also how those results are being created, where value may be getting constrained, and what organizational and employee conditions may require intervention.

“The industry is asking an increasingly important question: How do we demonstrate the return on AI?” said Dr. Ghazaleh Samandari, Ph.D., Co-Founder of Vera. “Financial and technology metrics are part of that answer, but they cannot tell leaders everything happening between deploying AI and realizing enterprise value. Vera is building the evidence architecture to ring the workforce layer into focus so organizations can understand whether people are developing the capabilities, behaviors and capacity necessary to turn AI investment into performance.”

Moving AI ROI From Measurement to Intelligence

As AI adoption accelerates, organizations are increasingly looking beyond deployment and experimentation toward measurable business value. Common measures include AI spend, licenses, active users, utilization, training completion, productivity gains, hours saved, automation rates and financial return. Vera's position is that these metrics provide important evidence, but become significantly more powerful when connected to evidence about how the workforce itself is changing.

A high active-user rate, for example, can demonstrate utilization without revealing whether employees are becoming more proficient or applying AI to higher-value work. Training completion confirms that learning was delivered, but not necessarily that new capabilities are being productively applied. Hours saved can indicate potential efficiency without showing whether that time is being converted into usable organizational capacity or improved performance.

Vera's approach is designed to connect these measures through what the company calls the Vera AI Value Pathway:

Investment → Adoption → Capability → Behavior → Performance → Enterprise Value

Rather than replacing traditional ROI, the pathway is intended to make the mechanisms leading to ROI more measurable. It provides organizations with a structure for examining how technology investment moves through workforce adoption and capability development, changes behavior and performance, and ultimately contributes to enterprise value.

"ROI tells you whether value materialized. Workforce intelligence can help explain how it materialized—or where the pathway to value may be breaking down," said Julie Cropp Gareleck, Co-Founder, Vera. "That distinction gives leaders an opportunity to act while transformation is underway rather than waiting for a lagging financial measure to tell them an initiative did not deliver as expected."

Measuring Behavioral Evidence of AI Adoption

Vera's Complete Workforce Intelligence System is rooted in behavioral science and evidence-based measurement. As its AI adoption methodology is incorporated into Vera's work, organizations can evaluate a range of behavioral, capability and capacity signals based on their specific objectives and operating environments.

These can include Time-to-First-Value, measuring how quickly employees progress from initial access to meaningful AI-enabled action; frequency and consistency, identifying whether new behaviors become sustained patterns of work; and depth of application, assessing whether employees advance from basic interactions to increasingly sophisticated and valuable uses of AI.

Vera can also examine workflow integration, including whether AI becomes embedded in how work is actually performed; reversion, identifying whether employees return to legacy behaviors when workload or pressure increases; capability progression, measuring development in the skills and judgment necessary to use AI effectively; and capacity and friction, identifying organizational conditions that may accelerate or constrain successful adoption.

Together, these signals provide a richer picture than activity measures alone and allow organizations to distinguish between simply having employees use AI and developing a workforce capable of creating sustained value with it.

Turning Adoption Signals Into Diagnostic Evidence

A key element of Vera's approach is the distinction between measuring behavior and diagnosing what is producing it.

When AI adoption falls below expectations, organizations may interpret the problem as employee resistance or a lack of training. Vera's methodology is designed to examine a broader range of potential causes. Employees may lack a particular capability, for example, or an existing process may make the AI-enabled workflow impractical. Leadership expectations may be unclear, competing priorities may constrain adoption, employees may revert to established behaviors under pressure, or the workforce may lack the capacity to absorb continued transformation.

These conditions can produce similar adoption outcomes but require very different interventions.

"Behavior is evidence, not a verdict," said Dr. Samandari, Ph.D.. "When someone isn't adopting a new AI-enabled way of working, the important question isn't simply whether they are resistant. The question is what is producing that behavior. It may be capability, process, capacity, leadership, technology or a combination of factors. Being able to distinguish the root cause is what turns measurement into actionable intelligence."

Building AI Measures Around the Organization

Vera's methodology is designed to move beyond universal adoption scores by recognizing that successful AI adoption will not look identical across organizations, industries, functions or roles.

The capabilities and behaviors required of a financial analyst, healthcare professional, engineer, educator or executive may differ significantly, even when those individuals are using similar AI technologies. Vera can therefore establish bespoke behavioral signal targets and analytical formulas based on an organization's objectives, workforce, workflows and operating environment.

Vera's science team has developed an analysis methodology that analyzes the predefined evidence targets and uses organizational data to validate original assumptions or surface new

patterns that may not have been anticipated at the outset. This allows the measurement model to reflect what successful AI-enabled performance actually means within a particular organization rather than forcing every workforce into a standardized benchmark.

The approach is designed to answer practical leadership questions:

What does successful AI adoption look like for this workforce?

Which capabilities enable it? Which behaviors demonstrate it?

Where is friction preventing it? Is the organization creating usable capacity from AI?

Where along the pathway from investment to enterprise value is progress accelerating or becoming constrained?

Connecting Business, Technology and Workforce Evidence

Vera's approach brings together three categories of evidence that organizations frequently evaluate separately.

Business evidence captures outcomes such as productivity, revenue, cost, quality, speed, risk, innovation and mission performance. Technology and workflow evidence examines utilization, automation, system and process performance, cycle times, errors, rework and workflow efficiency. Workforce evidence adds visibility into skills, capabilities, behavioral adoption, judgment, depth of application, workflow integration, capacity, friction, reversion and sustained behavior change.

Connecting these evidence domains can give leaders a more complete view of AI transformation. Business metrics can show whether performance changed, technology metrics can demonstrate whether systems and processes changed, and workforce evidence can help explain the human and organizational conditions contributing to those outcomes.

As the broader market increasingly recognizes the importance of workforce readiness, skills, adoption and organizational transformation in achieving AI ROI, Vera is focused on operationalizing those concepts through evidence and measurement.

The company's approach reflects a larger shift in the AI economy. As organizations move from experimentation toward enterprise-wide implementation, leadership teams will increasingly need to understand not simply how much AI is being deployed, but whether the organization as a whole develops new capabilities and becomes more efficient as a result.

"The organizations that lead in the AI economy will need intelligence," said Gareleck. "They will need to know where their workforce is becoming more capable, where behaviors and workflows are changing, where capacity is being created and where value is getting trapped. Vera offers the workforce intelligence to help leaders see those in real time and act on them."

While new AI tools enter the marketplace at an increasing speed, the key factor to successful AI adaptation is and subsequent financial outcomes is the workforce's availability to upskill and

absorb changes around new technology workflows. This is ultimately changing how the work is done.

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