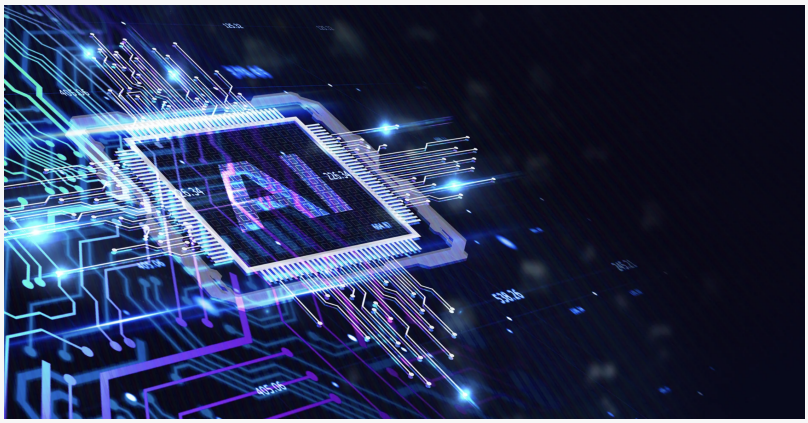
Growth Acceleration Partners Launches AI Impact Framework to Measure AI Outcomes, Not Activity

New framework enables enterprise organizations to evaluate whether AI has transformed actual work delivery, rather than just measuring tool usage.



AI Impact Framework

AUSTIN, TX, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- Growth Acceleration Partners has released its AI Impact Framework, a new approach to measuring how work gets delivered and whether AI is materially changing business outcomes. Available immediately to clients, the AI Impact Framework evaluates actual results.

The proprietary framework addresses a growing challenge for enterprises investing in AI: most companies can measure whether employees are using AI, but cannot tell whether AI has transformed the work or merely been layered on top of it. These organizations cannot distinguish an engineer whose output has fundamentally improved from one whose workflow looks exactly as it always did, with AI simply running alongside it.

> AI Impact Framework exists because GAP sells outcomes, not tools. And as an AI transformation company, GAP needed a way to prove AI was changing the impact of those outcomes."
>
> *Joyce Durst*

"AI adoption is easy to count, but AI impact is harder to prove," Durst said. "License utilization, prompt volume and self-reported adoption measure activity. They do not show whether work is being delivered faster, automation is being created or capabilities are becoming reusable. If you can't measure that, you can't manage it."

The AI Impact Framework is available now to GAP clients through workforce assessments,

benchmarking methodologies and development programs designed to move teams from AI-assisted work toward increasingly autonomous delivery. Under the framework, each participant submits evidence of AI use from the prior six months. This evidence must be real artifacts, not hypotheticals. This includes production code shipped with AI, custom agents in daily use, automated test suites and delivery pipelines, large-scale code migrations, internal tools other people now rely on, or reusable systems that reduce work for an entire team. What an employee believes they could do with AI does not count; only what they have actually built, automated or delivered does.

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The framework uses a multi-agent workflow to evaluate what employees have actually built, automated, delivered, or made reusable, rather than relying on self-reported AI capabilities. The evaluation is conducted across multiple criteria, 22 in the case of engineering.

For each evaluation criterion, three AI agents work together as a unified pipeline:
-An evaluator agent assesses the evidence and assigns an initial score.
-An adversarial agent challenges unsupported claims, inflated attribution, and reasoning that is not supported by the evidence.
-A referee agent considers both assessments and determines the resulting score for that criterion.

The AI Impact Framework is intentionally designed to challenge each answer of the assessment. The evaluator agent scores the evidence, the adversarial agent tests it, and the referee resolves the disagreement before human validation. Those scores aggregate into an AI maturity classification. Managers and project leaders then validate the classification, with disputed ratings escalated for additional calibration. Each stage of the process is documented to create a traceable assessment.

“The adversarial layer is designed to address a common weakness in AI maturity assessments: relying heavily on self-reported adoption, rather than demonstrated evidence of impact,” said GAP’s Chief People Officer Andrea Mena. “Our framework intentionally challenges the evidence before a score is finalized. GAP designed the framework to produce a more defensible measure of AI capability, rather than a flattering measure of AI activity.”

After the evaluation, participants are classified across four maturity levels, ranging from Level 0, where there is no meaningful AI integration, to Level 3, where employees demonstrate the ability

to create and operate AI agents, automated workflows and reusable systems that generate impact beyond their individual work.

GAP is also using the AI Impact Framework to identify what capabilities individuals need to develop next. A personalized roadmap is included in every employee's assessment to give specific direction and support for how to use AI to make more powerful, impactful outcomes for the company. Rather than treating AI transformation as a technology deployment, GAP uses the framework and roadmap to establish a baseline, identify capability gaps, and create development paths that move employees from basic AI assistance toward increasingly autonomous ways of working.

Company-wide assessments revealed a critical divide between routine AI usage and true operational transformation. GAP launched extensive, role-specific training across all departments to close the AI gap within its own workforce, equipping employees to turn daily usage into measurable impact. Driven by hands-on skill development built to move staff from basic adoption to advanced systems creation, GAP achieved a dramatic shift by July 2026:

-Approximately 41% of GAPsters reached Level 3, demonstrating the ability to build agents, automated workflows and reusable AI systems with impact extending beyond an individual employee or project.

-Approximately 48% of GAPsters reached Level 2, using AI meaningfully but primarily generating individual or project-level gains, rather than changing how work is delivered at scale.

"The number that should concern leaders isn't how many people aren't using AI. It's how many are using it every day without fundamentally changing what the customer receives," Mena said. "That's the gap most enterprise AI dashboards can't see. We built GAP's AI Impact Framework because we wanted to measure outcomes, not activity. But we also needed to test it on ourselves before asking clients to do the same."

Every GAPster's evaluation roadmap feeds directly into a personalized development tool. For each assessment cycle, this educational machine takes GAPster's own evaluation feedback — the specific language a reviewer or the AI evaluator used to explain what's missing — and turns it into a concrete, cycle-specific action plan matched to internal GAP Academy courses and/or available external courses we can have access to. Feedback becomes an actual plan, automatically, every cycle.

This requirement reflects a simple principle: GAP won't ask clients to transform how their people work with AI if it treats that same capability as optional for its own workforce. GAP's leaders believe AI capability will become as fundamental to career progression as technical proficiency, leadership and business impact. And as AI systems become more autonomous, human judgment becomes more important, not less.

For more information about GAP’s AI Impact Framework, visit www.WeAreGAP.com.

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