



Press Release

FOR IMMEDIATE RELEASE

IoD Jersey publishes AI Adoption Guidelines to support business leaders

The Institute of Directors (IoD) Jersey has released its new **AI Adoption Guidelines for Directors and Senior Leaders**, providing a clear and practical framework to help organisations prepare for the rapid technological changes reshaping every sector of the economy.

The Guidelines have been designed to address key questions and concerns from business leaders hesitant about AI, despite its accelerating impact on productivity, customer expectations, regulatory requirements, and competitive positioning. The document emphasises that AI is now a strategic priority, not a discretionary investment, noting that leaders must *“identify exemplar use cases with ROI linked to business goals”* and *“define the governance structure to safely adopt AI.”*

The publication outlines a five-step approach covering use case selection, cultural and technical blockers, resource planning, governance, and success metrics. It also includes an AI readiness assessment, ethical principles, and a board-level governance model to support responsible adoption.

IoD Jersey sits on the AI Council working with other member organisations and regulators on island to ensure that individual organisation initiatives are aligned. These Guidelines have been shared among AI Council members.

Ian Webb, IoD Jersey Chair of the Digital Subcommittee said:

“AI is transforming global businesses at speed and Jersey organisations cannot afford to ignore this. Directors must ensure their organisations have a plan, the right governance, and the capability to adopt AI safely and effectively. The aim, with these Guidelines, is to provide governance guardrails so Directors and Senior Leaders feel confident developing their AI Roadmaps.”

The **AI Adoption Guidelines** are now available to IoD members and the wider business community as part of IoD Jersey’s commitment to strengthening digital leadership and future readiness across the island.

Link: <https://www.iod.je/news-and-events/news/ai-guidelines>

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Notes to editors

IoD Jersey was founded in 1966 and has over 860 members from all sectors of the business community, both private and public sectors.

The local branch promotes the business sector and strives through lobbying to ensure that political decisions do not stifle local business and free enterprise.

The Institute of Directors (IoD) was founded in 1903 and obtained a Royal Charter in 1906. The IoD is a non-party political organisation with approximately 35,000 members in the United Kingdom and overseas. Membership includes directors from right across the business spectrum – from media to manufacturing, professional services to the public and voluntary sectors. Members include CEOs of large corporations as well as entrepreneurial directors of start-up companies.

