You Reported 6 or More "No" Responses

YOU ARE AT RISK

Without clear guidance, accountability or tools, content risks may slip through.

NEXT STEPS

Review the assessment questions below and track which Capability Domain(s) contained the most "No" responses. This tells you where you need to focus your efforts.

Next, review the chart on the following page to gain clarity on what's happening and targeted actions you can take to close gaps in those specific domains.

KEY

- Leading (0–2 "No" Responses)
- Developing (3–5 "No" Responses)
- At Risk (6+ "No" Responses)

CAPABILITY DOMAIN 1.0
Role Clarity and Empowerment

- Do your team members share a consistent understanding of what "edit," "proofread," or "review" entail—and the level of rigor required?
- Are reviewers equipped with education and tools to identify nuanced content risks related to bias, validity, accessibility and influence?

CAPABILITY DOMAIN 2.0
AI Readiness and Adaptation

- Has your team been trained to critically review AI-generated content (e.g., hallucinations, hidden bias, unverified claims)?
- Are there clear protocols or written guidelines for identifying risks in content created or assisted by AI tools?

CAPABILITY DOMAIN 3.0
Process and Accountability

- Beyond brand or editorial guidelines, does your team use tools and a structured process to ensure consistent quality control?
- Are recurring content issues documented, tracked and shared to prevent repeat mistakes?

CAPABILITY DOMAIN 4.0
Visibility and Oversight

- Can leaders see evidence that content risks are being addressed through a structured quality control process?
- Are you able to provide leadership with data that shows where and what kind of content risks exist, and how they are being addressed?

ABOUT

CQC Editorial + Advisory offers content and brand protection services.

ABOUT CQC

Content Quality Control (CQC) is a proprietary human-led, tool-based content review system focused on brand protection.

LET'S DISCUSS YOUR RESULTS

Contact Maren Dale to discuss your results and learn more about ways she can help you reduce risk at your organization.

GET HELP NOW

Need help? Contact Maren at hello@contentqualitycontrol.org today.

CQC Editorial + Advisory

Capability Domain	What May Be Happening	What You Can Do
1.0 Role Clarity and Empowerment	As AI accelerates content, relying on requests that may have worked in the past like "review" or "proof" no longer suffice and can create team friction. Reviewers may feel disempowered due to a lack of clarity regarding expected feedback rigor and scope.	Set clear expectations by creating a shared team feedback alignment agreement to define roles, clarify the rigor required for AI- and human-generated content reviews and formally empower reviewers to escalate concerns and recommend content enhancements.
2.0 AI Readiness and Adaptation	Your team knows firsthand that AI introduces both complex and subtle threats. However, they lack the structure and tools needed to pivot from content refinement to proactive risk mitigation.	Formalize that AI necessitates a change in operational focus. Elevate risk mitigation as a separate, critical process to be integrated into content review. Support your team with risk assessment tools and control checkpoints.
3.0 Process and Accountability	Your existing editorial/brand guidelines are insufficient because they do not adequately address risk mitigation. However, they are the only content review support tools available.	Develop and integrate risk mitigation frameworks and tools to augment your existing editorial/brand guidelines.
4.0 Visibility and Oversight	Your leadership is increasingly wanting evidence that AI-related content risks are being proactively managed; however, you may be struggling to provide quantifiable, data-driven insights.	Implement a structured data collection protocol to aggregate content risk data and transform review outcomes into actionable, executive-level insights and metrics.

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