

The Endorsement Gap Tracker

Measuring Applause Without Action — Chapter 6 Framework

DIGITAL DOWNLOAD — EXCLUSIVE COMPANION RESOURCE

The Endorsement Gap is the distance between what leadership says about AI and what they actually do. “We’re all in on AI” means nothing if it’s not backed by resources, decisions, and air cover. This tracker makes the gap visible and measurable.

GAP LOG

#	DATE	PUBLIC STATEMENT (QUOTE + SOURCE)	EXPECTED ACTION (WHAT THE STATEMENT IMPLIES)	ACTUAL ACTION (WHAT HAPPENED)	GAP ASSESSMENT
1					
2					
3					
4					
5					
6					

GAP ASSESSMENT SCALE

Aligned — Statement matched by action. Document and reference as evidence of genuine support.

Delayed — Action promised but timeline slipping. Monitor; may need Drip Campaign pressure.

Performative — Public endorsement with no follow-through. Lukewarm defender (Machiavelli). Needs Alignment Anchor work.

Contradicted — Action directly opposes stated position. Standards Ledger entry. Consider escalation path.