

HOW ENTERPRISE AI STALLS

Six failure modes — and the fix for each one.

01 Wrong Use Case

AI applied where it doesn't move the P&L. Chosen on novelty or vendor pitch.

THE FIX ROI hypothesis required. 30-day pilot validation before scale spend.

02 End User Ignored

Built for the system, not the human. Users forced into worse behavior, no opt-out.

THE FIX Design for opt-in. Validate adoption before scale.

03 AI as Just a Tool

Treated as a feature, not a structural shift. The operating model never adapts.

THE FIX Redesign the operating model alongside the deployment.

04 Workflow Not Redesigned

Automating broken workflows instead of rebuilding them.

THE FIX Redesign the workflow first. Then automate.

05 Messy or Missing Data

AI amplifies dirty data. Trust collapses when outputs can't be traced.

THE FIX Target the data your use case needs. Build lineage and trust.

06 No Measurable ROI

AI spend without a measurement system. No hypothesis in, no kill criteria out.

THE FIX Every initiative names a lever. Measurement enforces it.
