

# DESIGNING INTELLIGENCE THAT UNDERSTANDS PEOPLE

I help organisations adopt AI in ways people actually trust and use, by fixing the behavioural and organisational friction that causes most AI initiatives to stall.

## WHY AI INITIATIVES FAIL

### The Core Problem

AI doesn't fail in organisations because it lacks intelligence. It fails because organisations were never designed for intelligence that isn't human.

### Common Failure Modes

#### 1. Capability ≠ Use

AI systems technically perform, but are not used at moments where decisions actually matter.

#### 2. Trust Breaks at Decision Points

People defer to AI outputs when they're low-risk and ignore them when stakes rise.

#### 3. Incentives Punish Adoption

Using AI introduces perceived career, reputational, or accountability risk for employees.

#### 4. Metrics Lag Reality

Success is measured using metrics designed for a pre-AI world, rather than actual decision quality or value creation.

#### 5. Ownership is Diffuse

No one is actually accountable for how AI is used, only that it exists.

#### 6. Agentic Drift

Autonomous agents risk deviating from organisational intent without human-aligned scaffolding.

### How I Work

#### 1. Where AI Enters Workflows

Not where it could be used, but where people actually encounter it.

#### 2. Who is Accountable for Decisions

Whether AI advice changes responsibility or simply adds ambiguity.

#### 3. How Confidence is Calibrated

Whether users know when to trust, question, or override the system.

#### 4. What Success is Actually Measured

Identification of what important outcomes are invisible to current metrics.

### Risk Mitigation Roadmap

#### 1. Clear Diagnosis

A clear diagnosis of why adoption or value is stalling.

#### 2. Priority Interventions

A prioritised set of interventions, not a shopping list of tools.

#### 3. Near-term Actions

Clear, practical actions that improve adoption, trust, and outcomes quickly.

#### 4. Risk Surfaced Early

Identification of behavioural and organisational risks early.