

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.