

AI Doesn't Fail on Technology. It Fails on Alignment.

42% of organisations abandoned most of their AI initiatives within a year
— up from 17% in 2024.

SWIPE →

Four Ideas In This Piece

01 The misalignment trap

02 Why user-centred design matters

03 Domain experts as decision-makers

04 Technology teams as enablers

42%

Abandoned Most AI Initiatives in a Year

Up from 17% in 2024. A further 75–85% of projects never reach production. This is an execution failure, not a technology one.

94%

Adoption With a User Council

A fraud-detection AI built with a bi-weekly analyst user council hit 94% adoption in three months, versus roughly 40% for historical analytics tools.

380%

Daily usage of a predictive-maintenance system rose 380% after the dashboard was redesigned around red/yellow/green status indicators instead of raw technical metrics.



The constraint is not building good AI. The constraint is building organisational agreement on what "working" means.

Terence Kok

Enterprise AI Strategist

Technology-Led vs. Domain-Led AI

TECHNOLOGY-LED

"Which tool should we use?" comes first

Solutions disconnected from operations

Baseline ROI metrics

DOMAIN-LED

Experts define the problem first

Technology teams build the infrastructure

1.7–6.6x higher ROI

User Adoption Beats **Algorithmic Sophistication.**

User adoption is the single most reliable predictor of AI project success, more significant than algorithmic sophistication, data quality, or technical infrastructure performance.

Four Jobs for Technology Teams



The full framework for domain-led AI governance:
terencekok.com/blog/after-all-ai-hype-making-work-putting-users-first

Put the People Who Use It In Charge of It.

Subject-matter experts define the problem. Technology teams build the infrastructure that lets them solve it.



Terence Kok · Enterprise AI Strategist

SAVE · COMMENT · FOLLOW