

You Built the Tower. **Where Are the Avengers?**

Massive tech spend, near-zero adoption — because the people came second.

SWIPE →

A four-step sequence, not a tool purchase

- 01** Audit the actual skill baseline
 - 02** Target the gaps with real work
 - 03** Let team capabilities compound
 - 04** Build tech around proven demand
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Shelfware.

What you get when you build the Tower without the Avengers.

Digital twins with no one to interpret the data. IoT networks spitting out telemetry nobody reads. Enterprise AI licences unused because the workforce still can't write a basic prompt.

Near-Zero.

Adoption, after the massive infrastructure spend.

The ROI never leaves the spreadsheet. This is the pattern at almost every organisation rushing into AI right now.

Costs Little. Moves Fast.

Personal augmentation doesn't need complex IT permission. Can your managers write an effective prompt, evaluate output critically, and spot a hallucination? Start there.



A successful AI strategy isn't an infrastructure decision. It's a capability decision.

THE CENTRAL ARGUMENT

Tower first, or Avengers first

TOWER FIRST

- Heavy governance, data lakes upfront
- Shiny platforms, unused licences
- Expensive shelfware

AVENGERS FIRST

- Individual fluency, fast and cheap
- Team drags infrastructure into place
- Tech built around proven demand

Can You Run These **in Parallel?**

Sometimes — if you already have a highly technical team, or competitive pressure won't wait. But be honest about what that is: a high-risk, high-stress move. Don't do it just to look innovative to the board.

Have You Audited the Real Skill Baseline?

Not a self-reported survey — a practical task. Most organisations skip this step and find out the hard way, after the infrastructure is already built.

Full piece:

terencekok.com/blog/avenger-tower-fallacy-why-ai-strategy-failing-before-it-starts

Stop Focusing on the Tower. Focus on the Heroes.

Build the team first and they'll practically drag the infrastructure into place — because they're already hungry for better tools.



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