AI Success Isn't a Tech Problem. It's a Three-Dimensional One.

We almost killed a landmark AI project. Here's the framework that saved it.

SWIPE →

Three Dimensions That Must Work Together

01 Technological capability — can we?

02 Business economics — should we?

03 People adoption — will we?

04 Miss any one, and the whole thing falls apart

95%

Of Enterprise AI Pilots Fail to Deliver Measurable Impact

42% of companies completely abandoned their AI initiatives in 2025 — up from just 17% the year before.

Industry pilot data, 2025

70%

Of Resources Go to People, Not Algorithms

High-performing AI organisations allocate just 10% to algorithms and 20% to technology infrastructure.

Boston Consulting Group, 2024

3:1

Change management costs routinely exceed technical investment by a 3:1 ratio — and rarely make it into the original business case.

Monday Sys, 2025

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Clever technology deployed without sound economics is merely expensive debt carrying an attractive label.

Terence Kok
Enterprise AI Strategist

What Determines Which One You Get

BECOMES SHELFWARE	GETS ADOPTED
Framed as replacement, not augmentation	Framed as extending human capability
Decisions the users can't explain	Explainable outputs build trust
No structured change management	Communication, participation, training

The Order Matters.

Technology must lead — it's the prerequisite. But technology without economics is mere experimentation. Technology plus economics without adoption is shelfware. Optimise the wrong sequence, and the system fails under production load.

The Sequence That Saved the Project

Can we? → Should we? → Will we?

The full framework, cost data, and adoption research:
terencekok.com/blog/three-dimensions-ai-implementation-success

87% User Adoption. Measurable ROI.

That's what happened when we redesigned the project around all three dimensions, not just the technology.

Terence Kok · Enterprise AI Strategist

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