

95% of AI Pilots Fail. It's Not the **Technology**.

42% of companies abandoned their AI initiatives in 2025, up from 17% the year before. The problem is how they're organised.

SWIPE →

Four of the Eight You Can't Skip

01 Strategy and alignment

02 Data readiness and governance

03 People and skills

04 Governance and risk management

67%

Off-the-Shelf Beats Internal Builds

Vendor tools succeeded 67% of the time versus 33% for internal builds. The gap is governance maturity, not technical capability.

MIT Project NANDA, 300 AI implementations

73%

Get Stuck on Data Readiness

Most enterprises have only 20% of critical business data clean and structured. Winners spend 50–70% of budget getting data in shape first.

MIT Project NANDA

12x

More likely to have C-level executives actively involved in AI governance. Winners also allocate 26% more IT budget to AI and train 50%+ of employees, versus 20% at struggling firms.

MIT Project NANDA



The real problem isn't fear. It's how you're organised.

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What Actually Separates Them

STRUGGLERS

Chase the perfect model first

Governance as afterthought

20% of staff get AI training

WINNERS

50–70% of budget on data

12x more C-level involvement

50%+ of staff get AI training

You Can't Skip Stages.

Organisations mature through five stages: Initial, Adopted, Defined, Managed, Optimised. Try to deploy production AI without hitting "Defined" across all eight dimensions, and you're building on sand.

The Eight-Dimension Model



The full roadmap and the eight-dimension breakdown:
terencekok.com/blog/why-most-ai-projects-fail-what-do

Fix the Operating System, **Not the Model.**

The 95% failure rate is an operational maturity gap, not a technology gap.



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