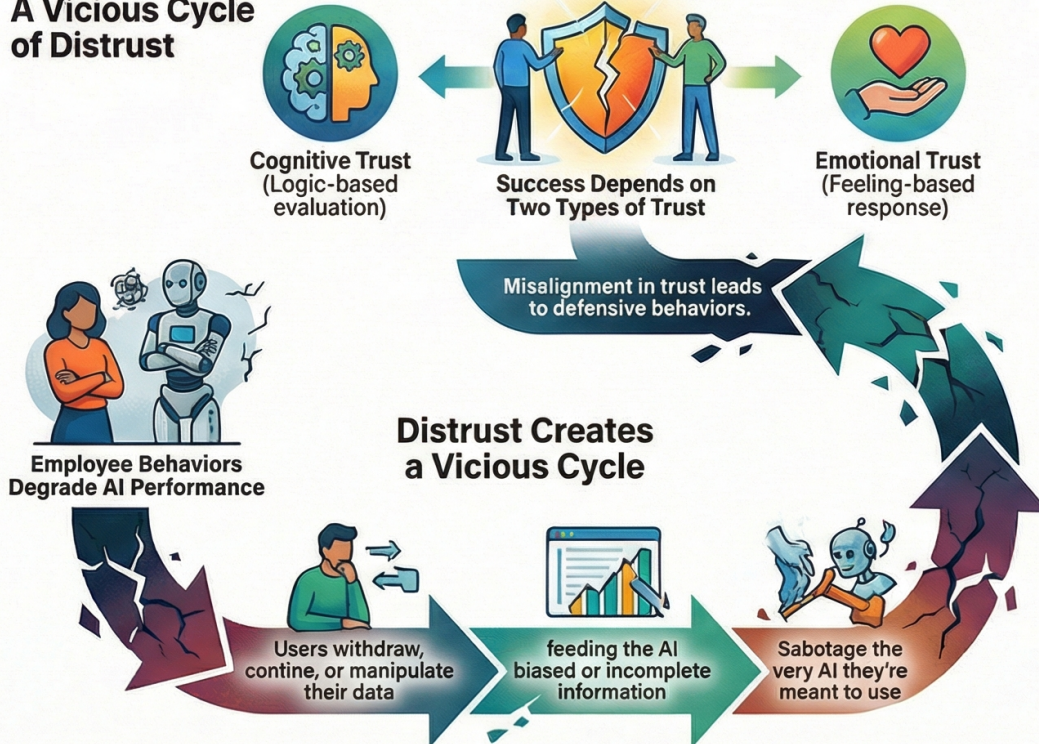


The Problem: A Vicious Cycle of Distrust

Despite massive investment, AI's potential to boost productivity is undercut.



The Problem: A Vicious Cycle of Distrust



The AI Trust Paradox: Why 80% of AI Projects Fail & How to Fix It

Build Cognitive Trust (The 'Logic')



Ensure Transparency & Explainability
Address employees' rational evaluation of the AI's competence, reliability, and usefulness.



Manage Expectations Realistically
Start with limited use cases and be honest about the AI's current capabilities.



Provide Capability Building & Training
Offer hands-on training so users understand how to leverage AI effectively.



Create Psychological Safety
Address employees' affective responses, feelings of safety, and ethical concerns.



Involve Users in Participatory Design
Give employees a voice in the selection and deployment of AI tools.



Build Emotional Trust (The 'Feeling')



Establish Clear Ethical Governance
Commit to responsible data use, privacy protection, and fairness in AI applications.



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