

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



Cognitive Trust
(Logic-based evaluation)



Success Depends on
Two Types of Trust



Emotional Trust
(Feeling-based response)

Misalignment in trust leads
to defensive behaviors.

Distrust Creates a Vicious Cycle



Users withdraw,
contine, or manipulate
their data



feeding the AI
biased or incomplete
information

Sabotage the
very AI they're
meant to use



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.



Build Emotional Trust (The 'Feeling')



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.



Establish Clear Ethical Governance

Commit to responsible data use, privacy protection, and fairness in AI applications.



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