

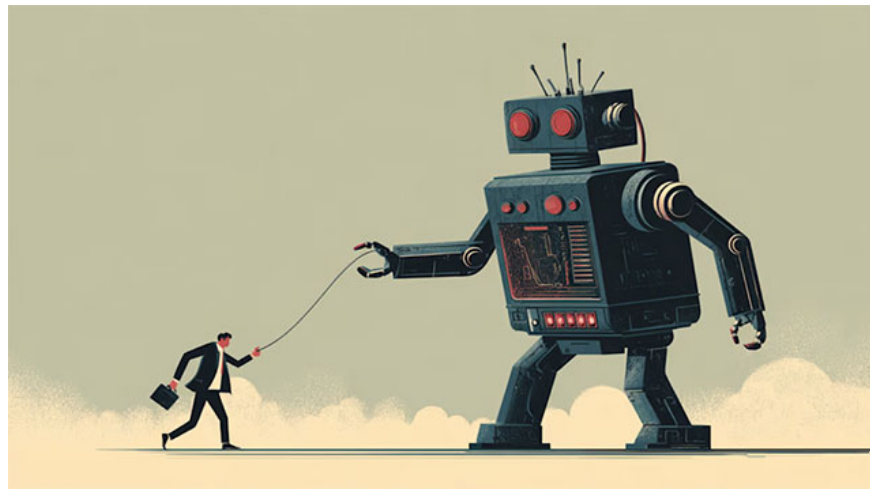
# Why did the AI ??project fail? 3 changes businesses need to make immediately.

It's not just technology; many AI projects fail due to organizational issues. Here are three changes businesses need to implement immediately.

Recent reports on the failure rate of AI projects are raising many difficult questions for businesses investing heavily in this field. Much of the debate often revolves around technical factors such as model accuracy or data quality. However, observing many implemented AI projects reveals that the biggest problem lies not in the technology itself, but in the way the organization operates.

In reality, many internal projects fail for familiar reasons: the engineering team builds the model, but the product department doesn't know how to exploit it; data scientists create a prototype, but the operations team can't maintain it; or worse, the AI ??application is abandoned because end users aren't involved from the start in defining what is 'useful'.

Conversely, organizations that successfully implement AI often do one thing well: foster collaboration across departments and clearly define responsibilities. Technology remains important, but the organization's readiness is the deciding factor.



**AI cannot succeed without being thoroughly understood.**

A major obstacle lies in the fact that knowledge of AI is concentrated within the engineering team. This leaves other departments largely in the dark, leading to disjointed coordination.

Product managers cannot properly evaluate options without understanding the limitations of AI. Designers struggle to build suitable experiences without knowing what the system can actually do. And data analytics teams cannot verify results without understanding how AI generates them.

The solution isn't to turn everyone into a data expert, but to help each role understand AI in a way that suits their specific job. When there's a common 'working language,' AI will no longer be the exclusive tool of engineers, but will become a shared resource for the entire organization.

## **Businesses need to clearly define what AI is allowed to do.**

Another issue is the line between automation and control. Many businesses fall into two extremes: either every AI decision must go through a human (losing its speed advantage), or they allow AI to operate almost freely (creating risks that are difficult to control).

What is needed is a clear framework of principles regarding the degree of AI autonomy. For example, should AI be allowed to self-approve minor changes? Can it propose changes but not implement them? Or should it only operate in a testing environment?

An effective AI system needs to ensure three things: it must be traceable to how it makes decisions, it must be able to reproduce that process, and it must be able to monitor behavior in real time. Without these, businesses will be slowed down and face decisions that no one understands or controls.

## **A common 'playbook' is needed for the entire organization.**

A common mistake is letting each department develop its own way of working with AI. This leads to inconsistent results and wasted resources.

Effective organizations often develop 'playbooks'—common guidelines—with the participation of multiple departments. These documents answer very practical questions: how to test AI before deployment, how to handle errors when automated systems fail, who has the authority to intervene when AI makes wrong decisions, and how to gather feedback to improve the system.

The goal isn't to add more processes, but to help people understand where AI fits into their work and what to do when things don't go as expected.

## **Success with AI is a matter of organization, not just technology.**

Technical excellence remains crucial, but focusing solely on the model while neglecting the human element and processes can easily lead to business failure.

The most successful AI deployments consider changing the culture and way of working just as important as building the system.

Ultimately, the question is no longer how powerful your AI is, but whether your organization is ready to work with it.

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