

AI ADOPTION WITHOUT ORCHESTRATION

OVERLAP



- Multiple tools solving the same problems

"Doesn't our CRM already do that?"

"Let's not reinvent the wheel"

TRUST GAP



- Rethinking AI outputs

"Are we sure this is accurate?"

"I just like to keep my eyes on everything"

BOLTED-ON vs REBUILT



- AI added on top of existing processes rather than changing the process itself

"This made it more complicated"

"We used the AI tool for that but it was embarrassing, you could totally tell it was AI generated"