

# Your AI rollout looked like a success.

**Six months later,  
half your team had gone back  
to the old way.**



That's the adoption problem.  
This is how you fix it.

## The Silent Failure

# We've sat in enough post-mortems to know how this goes.

The technology worked. The vendor delivered.  
But the team quietly went back to the old way.  
Nobody flagged it. It just... faded.

**The tech stack is visible.  
The human stack isn't.**

That's why it gets ignored.  
That's why projects stall.

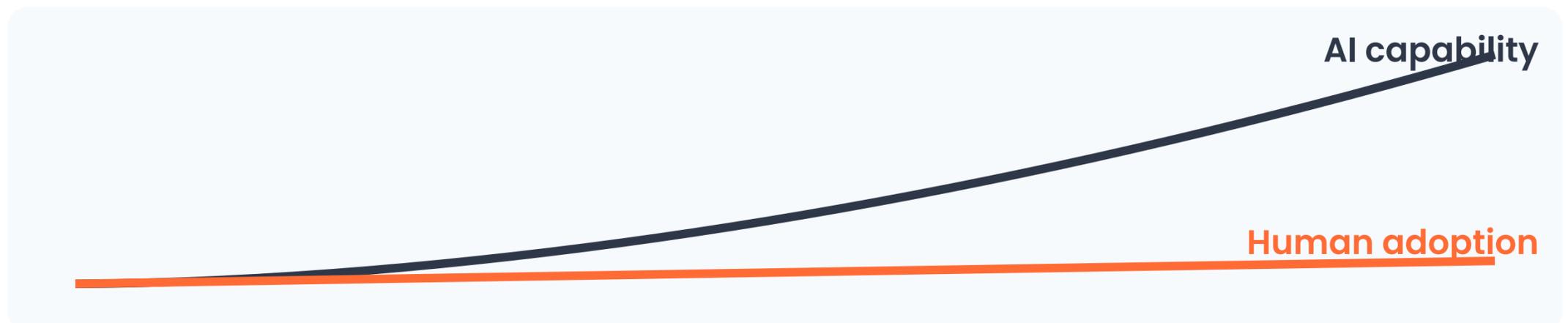
## The Adoption Gap

**Technical capability doubles every year.**

**Human adoption barely moves.**

**That gap is where your investment disappears.**

A perfect model, trusted by nobody, delivers zero value.



## The Human Reality

**We're asking people to partner with something many believe will make them obsolete.**

Of course there's resistance.

That's not a rollout problem. That's a human problem.

**Fear** "Will this replace me?"

**Resistance**

**Scepticism** "Is this accurate?"

**Disuse**

**Anxiety** "I don't want to look stupid"

**Avoidance**

**Resistance isn't an obstacle. It's data.**

**The Shift**

# Most rollouts treat adoption as a communication problem.

Send a Slack message. Run a training. Tick the box.  
Adoption is a behaviour change problem.  
Behaviour doesn't change because someone sent a memo.

Stop measuring who completed the training.  
**Start measuring who changed how they work.**

**So when adoption stalls, what is it actually telling you?**

## The ThoughtFox Difference

**Adoption failure is a signal.  
The real question is what it's telling  
you.**

ElevAlte answers that question, a seven-dimension AI maturity assessment that translates directly into your transformation roadmap.

- **Know where you stand**
- **Know where to start**
- **Know where you're going**

## How We Work

# We start with a conversation, not a proposal.

First we understand where you are, across all seven dimensions. Then we build a programme around what your people actually need, not an off-the-shelf training plan.

We stay in it with you through implementation, measuring behaviour change, not just completion rates.

**From first conversation to lasting capability.**

## The End State

**The goal isn't to automate people out of a job.  
It's to free them up for the work only they can do.**

When AI handles the repetitive, the routine, and the retrievable, your people are freed up for the judgment calls, the relationships, and the work that actually matters.

**The organisations that get this right don't have less human work.  
They have better human work.**

# Human-Centric AI Transformation

**Does this resonate with  
where your team is right now?**

Most organisations we speak to are either still figuring out where to start, or they've invested in tools and quietly wondering whether any of it is actually landing.

**Schedule an AI Transformation Call**

**No pitch. No proposal.**

Just an honest conversation about what's getting in the way.