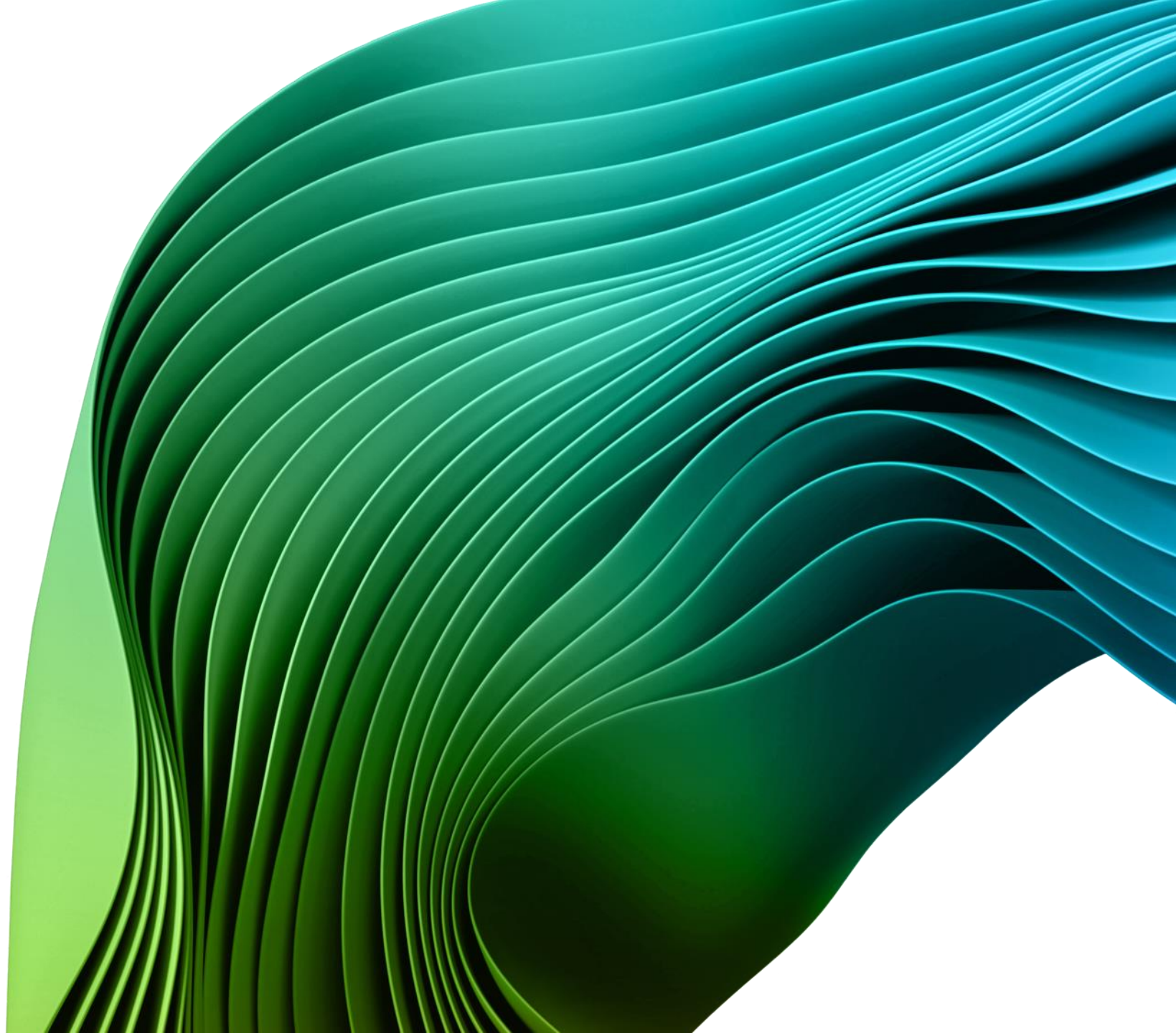




Overcoming
Barriers to AI
Adoption:
Building Trust
and Delivering
Business Value

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Today's Speaker



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Amod is a leader in Deloitte Consulting's Engineering as a Service Practice, specializing in AI based Cloud Native Development across all industries. He is recognized for building new practice groups from the ground up and creating large, high-performing global teams. Amod brings deep expertise in both packaged solutions and custom application development, leveraging modern technologies such as mobile and cloud computing.

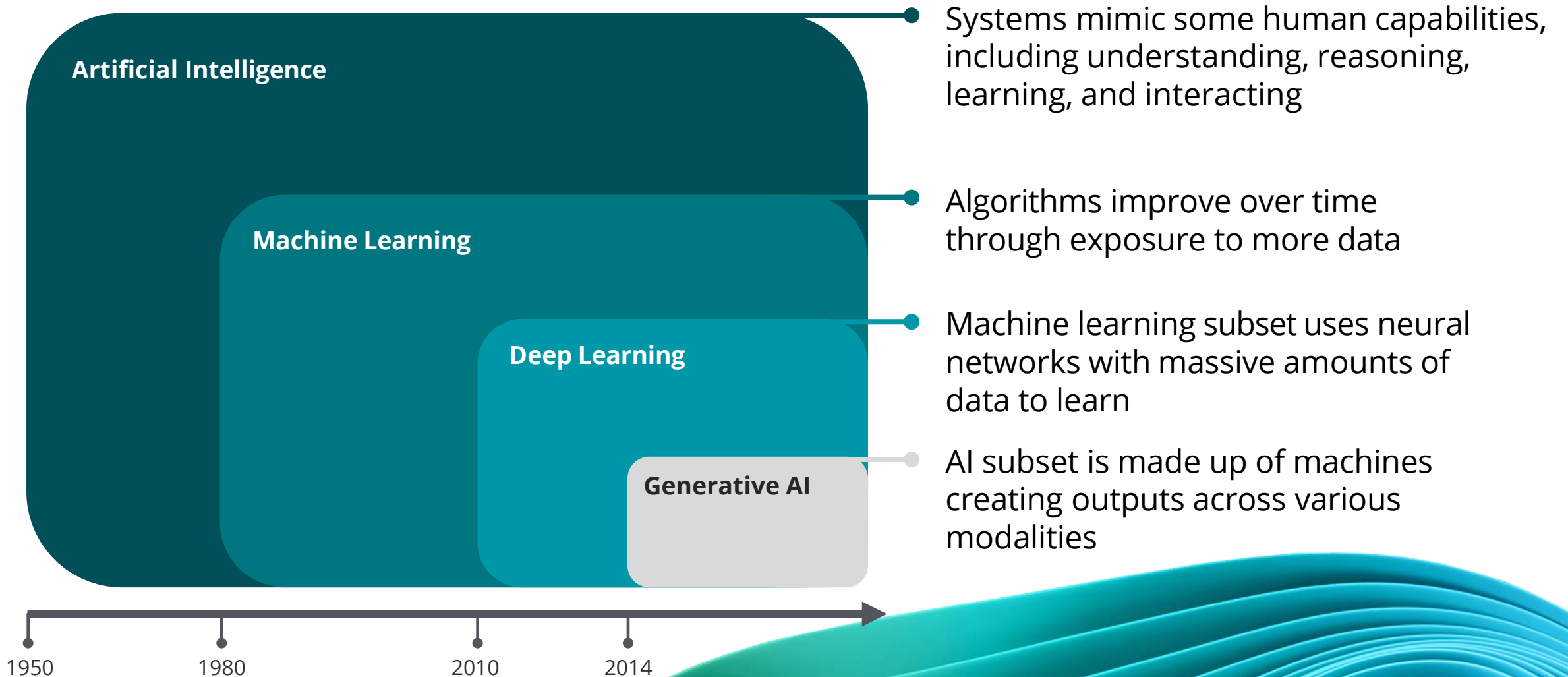
With over \$900M in consulting and outsourcing sales over the past decade and a track record of senior leadership roles, Amod combines entrepreneurial vision, strong leadership, and program delivery excellence. He is known for his exceptional ability to build, focus, and lead teams that consistently exceed expectations.

Agenda

1	Introduction to AI
2	The Case for Trust
3	Trust in Practice
4	Trustworthy AI at Deloitte
5	Q&A

Introduction to AI

“Artificial Intelligence” Refers to Many Algorithmic Architectures

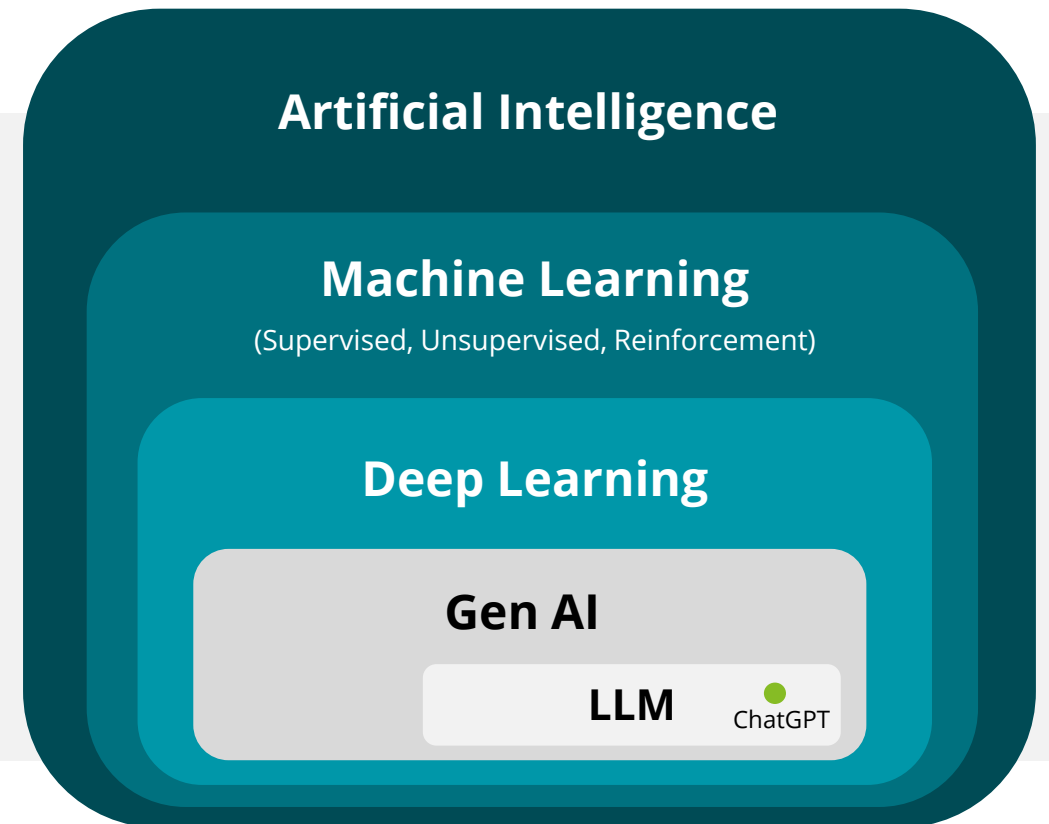


An Overview of Generative AI (Gen AI)

Generative AI is artificial intelligence that can generate content that is, in many cases, indistinguishable from content created by humans.

Large language models (LLMs) are advanced artificial intelligence systems. ChatGPT is an example of an LLM that allows people to interact with a computer in a more natural and conversational way.

GPT stands for “Generative Pre-trained Transformer” and is given to a family of natural language models developed by OpenAI.



Supervised Learning

Uses labeled datasets to train algorithms

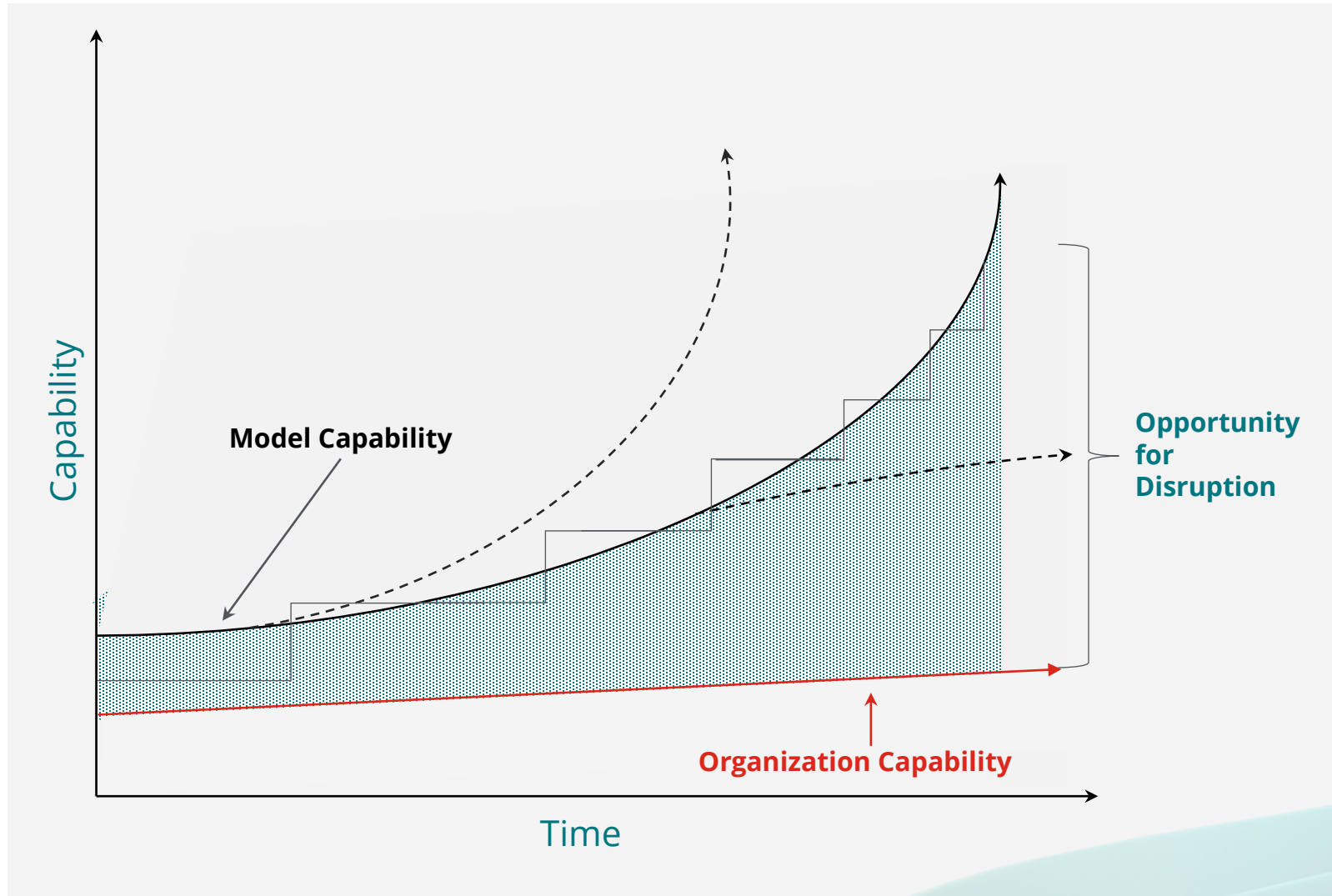
Unsupervised Learning

Uses machine learning algorithms to analyze and cluster unlabeled datasets

Reinforcement Learning

Rewards desired behaviors and/or punishes undesired ones

Maximizing AI Model Potential Beyond Organization Capabilities



Model Disruption Capability vs. Time

Organizations risk falling behind if AI model capabilities outpace adoption.

Those that invest in trust, training, and change management can **unlock exponential value from GenAI.**

The Case for Trust

You have all seen it in the news... Trust can make or break AI.

The Verge

Google's healthcare AI made up a body part — what happens when doctors don't notice?

Google dubbed an error from its Med-Gemini model a typo. Experts say it demonstrates the risks of AI in medicine.

TIME

California AI Policy Report Warns of 'Irreversible Harms'

While AI could offer transformative benefits, without proper safeguards it could facilitate nuclear and biological threats and cause "potentially irreversible harms," a new report commissioned by California Governor Gavin Newsom has warned.

The Guardian

Bacon ice cream and nugget overload sees misfiring McDonald's AI withdrawn

McDonald's is removing artificial intelligence (AI) powered ordering technology from its drive-through restaurants in the US, after customers shared its comical mishaps online.

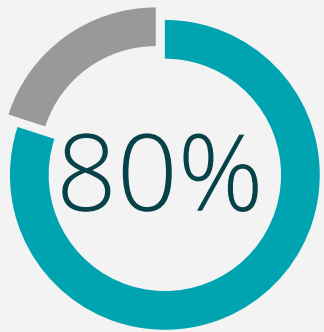
BBC

Air Canada ordered to pay customer who was misled by airline's chatbot

Company claimed its chatbot 'was responsible for its own actions' when giving wrong information about bereavement fare.

Trust is the Key to Maximizing AI Investment

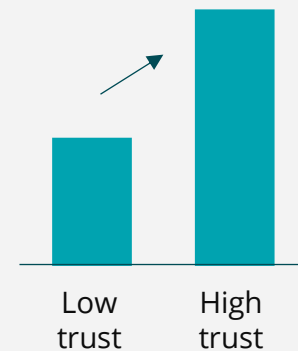
AI INVESTMENTS ARE NOT REALIZING THEIR FULL POTENTIAL



of AI initiatives fail and lack of trust is a primary reason

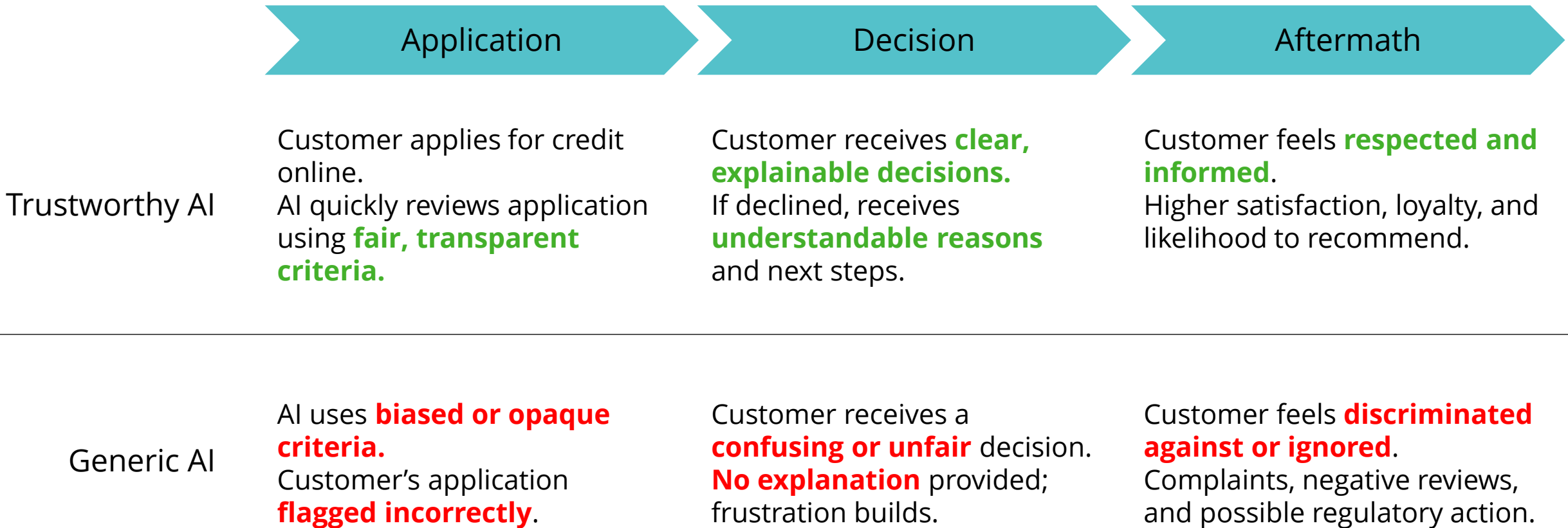
REALIZING VALUE DEPENDS ON USER TRUST

When trust is high, workers are...



2.6x more likely to feel comfortable using AI tools³ and 1.8x more likely feel motivated to work for their employer³

Customer Journey: Trustworthy vs. Untrustworthy AI in Credit



IMPEDIMENTS TO GEN AI ADOPTION



“I hope that [adoption] accelerates, but it **depends on the quality of the tools** that we're using and the overall enterprise appetite to bring it all on. I think it also depends on **individual's desire to actually use the solutions.**”

– Director of Organizational Transformation & Change, Consumer industry

Q: Which of the following do you think could MOST slow overall marketplace adoption of Generative AI over the next two years?

State of Generative AI in the Enterprise Survey, (July–Sept. 2024) N (Total) = 2,773

Trust in Practice

How a Global Publishing Company Secured Its GenAI Tutoring Tool for Students

CHALLENGE

GenAI tutoring tool for students

Risk: Exposure to harmful or inappropriate content

Objective: Needed robust security without slowing learning

TRUSTWORTHY AI SOLUTION

1. Evaluated and tested multiple guardrail solutions
2. Enhanced AI security framework and threat library
3. Integrated safety controls into development process

IMPACT

- Safer, more secure student experience
- Security framework piloted across GenAI apps
- Ongoing monitoring and rapid response to threats

Building a Responsible AI Program for a Multinational Healthcare Provider

CHALLENGE

Needed to balance AI innovation with risk management

Risk: Required compliance with evolving regulations

Objective: Sought clear governance and ethical oversight

TRUSTWORTHY AI SOLUTION

1. Customized responsible AI framework based on Deloitte's Trustworthy AI
2. Developed AI Risk Management Plan
3. Created new and enhanced AI policies
4. Formed AI governance council
5. Designed MLOps lifecycle with governance checkpoints

IMPACT

- Structured operating model for AI across business units
- Scaled responsible AI support globally
- Embedded ethics-by-design into products and employee experience

Strengthening Responsible AI Processes for a Wealth Management Organization

CHALLENGE

Needed a more transparent approach to risk management for AI

Risk: Unmanaged AI risks due to inconsistent intake, evaluation, and governance

Objective: A scalable process to assess, monitor, and govern AI use cases

TRUSTWORTHY AI SOLUTION

1. Enhanced AI use case intake form
2. Developed AI use case lifecycle and RACI
3. Built AI control inventory mapped to frameworks

IMPACT

- Improved risk evaluation for AI use cases
- Defined roles and risk activities
- Established robust control inventory

Trustworthy AI at Deloitte



With any AI ambition, ***embedding Trustworthy AI*** delivers ***better outcomes, increases AI adoption,*** and creates ***more sustainable and future-proofed AI systems.***

Deloitte's Trustworthy AI Storefront

Trustworthy AI

Trust in Data

Ensuring the data that powers AI is accurate, unbiased, secure, and governed.

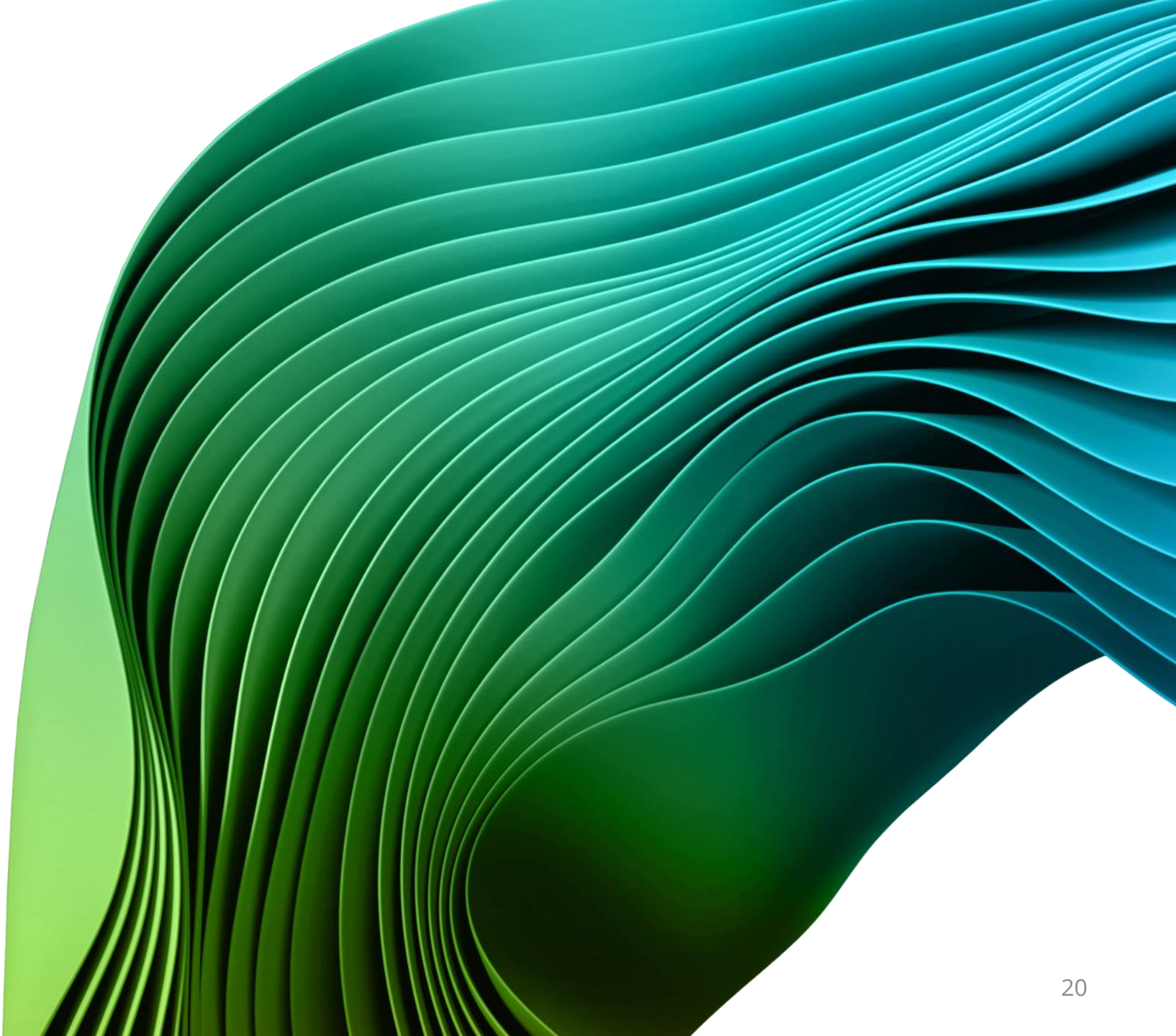
Trust in Tech

Building secure, explainable, and resilient AI systems.

Trust in Humans & Process

Embedding trust into people, organizational processes, governance, and culture.

Q&A



Want to learn more? Please reach out!



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