

AI Trust Is a Context Problem

Not all decisions are equal. Here's how to know when to let AI lead.

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THE DATA

60%

Time Saved on Segmentation

One New Zealand reduced marketing segmentation time by 60% using AI agents.

This isn't just efficiency—it's a signal that automation works best where ambiguity is low and risk is minimal. The AI handles the action and learning, but humans retain oversight during the framing and validation phases.

Source: MIT Sloan • Published September 27, 2026

<https://mitsloan.mit.edu/ideas-made-to-matter/a-framework-determining-when-ai-can-make-decisions>



01

Ambiguity Defines AI's Role

The MIT framework reveals that AI's suitability depends not on its intelligence, but on the decision's ambiguity and risk. Low ambiguity allows for automation; high ambiguity demands human leadership. This shifts the focus from 'can AI do this?' to 'is this decision safe to automate?'



02

Risk Is Not Just Financial

High-risk decisions aren't just those with big financial stakes—they include reputational, operational, and long-term strategic consequences. The MIT model shows that even low-ambiguity, high-risk decisions (like pricing) require human-in-the-loop governance. This is where AI can assist, but never decide.

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