

# [Trust is Key to Overcoming Gen AI Resistance: Jeff Williams, CEO of Aptia Group](#)

Aptia US President & CEO, Jeff Williams, joins the Wise Decision Maker Show to unpack one of today's most pressing leadership challenges: helping teams overcome resistance to Gen AI. Jeff breaks down why trust — not technology — is the real differentiator, and how leaders can create the psychological safety needed for teams to adopt AI with confidence.

Hear straightforward guidance on building trust, empowering employees, and steering your organization through AI-driven change.

[Listen in to the full episode](#) for practical insights on leading with clarity and accelerating responsible AI adoption.

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