



Inspiration

Workbook

How can AI support my communication role?

Our six-step process will help you put AI to work



How can AI support my communication role?

Optimization



Thinking about using AI in your role but don't know where to start? This workbook can help.

Follow six steps to:

- ✓ Identify how and when you might use generative AI
- ✓ Understand the challenges and obstacles with AI and how to overcome them
- ✓ Assess if AI is helping (or not)



Guiding principles

- Use your expertise; AI is a supporting tool
- Get to know the AI tool you are using
- Define your purpose for using AI
- Ensure AI is helping

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Step 1

Identify deliverables for which you regularly create content.

Are there two or three where you are primarily focused on generating content? For example, newsletter(s), intranet articles, social media posts, press releases, FAQ documents.



Step 2

For each deliverable, capture how you might use generative AI.

Which specific tasks or objectives will it help you with? For example, SEO optimization, headline creation, social media posts, first draft, editing, image generation.



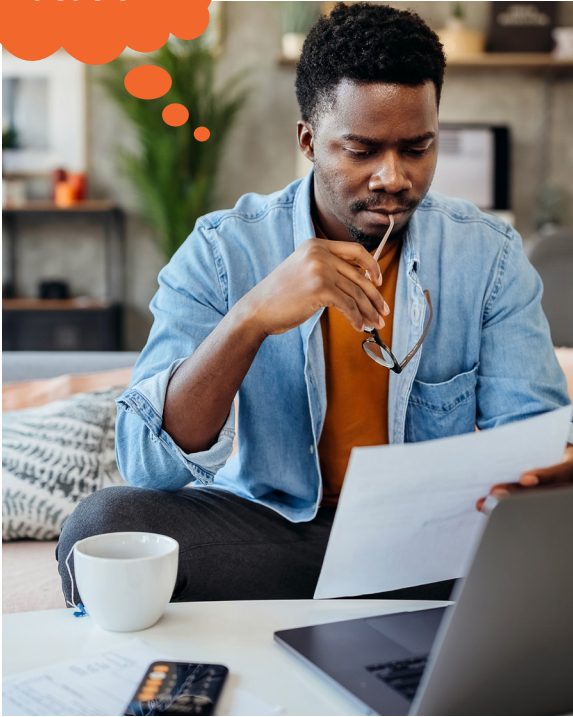
Step 3

Consider which generative AI tool(s) might help you to complete these tasks.

Which tool(s) will help with your specific needs? For example, JasperAI or ChatGPT for content, DALL-E for images, etc.

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Ideation



Step 4

Identify risks/concerns with using generative AI at your organization.

What challenges or obstacles could you run into?
For example, quality of output, information accuracy, data security, etc.



Step 5

Summarize how you will address each risk.

What steps will you take to limit or eliminate the risk? *For example, fact checking, limiting input, thorough editing, etc.*



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Editing



Step 6

Know how you will measure AI's effectiveness.

How will success look for you? For example, increased my productivity, helped me focus on more valued activities, headlines resulted in more clicks, broke through my writer's block.

The internal communication strategy experts

We're Davis & Company, the internal communication strategy experts. Since 1984, leading organizations have depended on us to reach, engage and motivate their employees. Our strategic mindset, creative spirit and practical know-how can solve your toughest communication challenges. Give us a call. We'd love to help.

To schedule a consultation, contact [Vaishali Benner](#) or call 1-877-399-5100.

5 things to know about us



Global. We've created communication programs that reach employees across the world, in nearly every continent (but not, we admit, Antarctica).



Experienced. We have decades of experience in communicating change, business initiatives, HR programs and policies, and many other topics.



Collaborative. Our favorite way of working is to meet with our clients and put our heads together.



Client-focused. Our mission is to help you solve your problems. To set you up for success. To make sure you get the recognition you deserve. (We think you get the picture.)



Acclaimed. We've won hundreds of awards and routinely earn the praise of clients and colleagues.