



# Transforming with GenAI

Kick-start your GenAI journey

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# Communication in 2030

Aiming to spark a conversation about the future of our profession



# Organisations in 2030

Driven by technology, accelerating change and the complex world we're likely to experience, organisations will use AI to become more...

## 1 Dynamic

Equipped to operate faster and more confidently than ever.

## 2 Collaborative

Human/AI teams collaborate, brainstorm and plan in real time across organisational and geographic boundaries.

## 3 Human-centric

The organisations that best equip and support their people are most likely to succeed.

## 4 Risk-ready

Strong frameworks, predictive analytics and scenario planning to minimise risks and enable rapid response.



# The role of communication professionals in 2030.

Some communication tasks (e.g. content creation) will begin to democratise (DIY comms).

At the same time, there will be a growing call for leadership and guidance from the communication team.

## Build an AI-enabled culture by guiding employees...

- AI skills and training.
- AI priorities and use cases.
- Responsible AI.
- Change.
- Culture and support.
- Communication skills training.

## Deliver informed, trusted Executive counsel...

- Culture and alignment.
- Executive communication (including AI agents).
- Risk and crisis management.
- Stakeholder voice.
- Change management.
- Trust in AI.



# What we could be doing in 2030

## Personalised content

- Create hyper-personalised content for individuals, not the masses.
- Deliver tailored learning journeys that change in real time.

## AI-enhanced feedback

- Get advice and feedback from Executives and their AI agents.
- Gather live feedback from hundreds of customer, employee and stakeholder personas.

## Proactive Risk Management

- Receive warnings about emerging risks before they occur... not after.
- Comprehensive scenario planning will lead to more rapid responses.

## Advanced Analysis

- Conduct brainstorming sessions with completed outcomes, not just to-do lists.
- Increase analytics capabilities including virtual and augmented reality modeling.

# The Communication capability journey to 2030

1

## Phase 1: Master AI

Develop proficiency in AI tools used across the company. Identify and prioritise communication use cases.

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2

## Phase 2: Leverage AI to transform the function

Use AI to enhance and streamline communication processes and strategies.

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3

## Phase 3: Prepare for C-suite adviser role

Evolve into trusted counsels to the Executive, leading conversations across many fronts.

# An introduction to prompting

Learn the basics to begin with

# Prompting AI isn't a big scary black box

It's like briefing a colleague... something most of us do every day.

1

## Brief the AI

Your initial prompt briefs the AI to perform a task for you. Make sure it contains all the info the AI needs.

2

## Review first draft

They create a first draft. You review, revise and add your own thoughts.

3

## Refine together

They produce a second draft. You review. Then you both continue until complete.







# A simple prompting framework



Who?

Who is the AI and who needs help?



What?

What's the task?



Why?

What's the context?



How?

What's the format? For example, the tone, layout or other special requests.

# Three foundational prompts

Experiment with these and think about how you could apply them to other tasks

# Content creation: Playing with personas and custom GPTs (or mini-agents)

Start by creating a Word document that contains a number of work samples for AI to analyse. It could be anything. If you want to create a persona of your writing style, create a collection of previous articles you've written.

Then, run the following prompt with the collection of work samples attached.

You are an experienced communications analyst. I want to create a personal style guide that captures my writing style to guide ChatGPT and improve its ability to help me with future writing assignments. Analyse the attached documents I have written. Based on your analysis, create a persona that captures my writing style, including structure, tone, grammar and other factors you find relevant. Write this persona in the form of a prompt that I can use to create a personal style guide custom GPT. Include in the beginning of the prompt a request for the custom GPT to ask any questions it needs to ask so it knows the context of what I want to write about.

Once you have run and reviewed this, you could then use the results to make your own custom GPT. Alternatively, you could just add the style guide to future prompts when you are trying to write something.

Who?

What?

Why?

How?

# Data and analytics: Making sense of surveys and spreadsheets

Prompt 1: You are an experienced communications analyst. Create no more than ten questions for a survey of a communication team in a large organisation. The intention is to find out how experienced they are with GenAI, what are their attitudes to GenAI and how keen they are to learn more about GenAI and practice to improve their skills. I need this information to understand how to tailor a training program for this team. The questions can be a mix of fixed response (like multiple choice) and text response.

Prompt 2: Create a dummy set of answers from 100 different people to this survey. Please create in an Excel spreadsheet and provide a link to the spreadsheet so I can download. Also, please ensure that the answers provided (including any text answers) are detailed and varied as they would be if 100 real people had completed the survey.

Prompt 3: Now please analyse the attached document you created. What does it tell us about this communication team and what would you recommend as the right things to teach and the right way to teach this particular team?

Who?

What?

Why?

How?

# Content creation: Powerpoint presentation prompts

Prompt 1: You are an experienced speechwriter and presentation creator. Please create an outline for a 10-slide Powerpoint presentation about the history of Generative AI. This is for a speech I plan to give at an industry conference. I am keen for people to learn about the history as well as to position myself as knowledgeable about the topic. The presentation outline should be for a speech that is informative but fun. Please show the outline in a table with the following columns. 1. The title of each slide. 2. The bullet points that should be on each slide. 3. A prompt for a relevant image for each slide. 4. Detailed speaking notes for each slide.

Prompt 2: Create the Powerpoint presentation that includes these slide titles, content and speaker notes. Provide a download link so I can obtain the presentation.

Prompt 3: Create the images for each slide as for the prompts you have provided above.

Prompt 4: Using the outline provided above, please write a 15-minute speech on the topic of the history of GenAI. The speech should match the slides created.

Who?

What?

Why?

How?

# Eight guiding principles

For AI users and leaders

AI guiding principle #1 (for users)

# People over AI

AI isn't the superpower. You are.  
When everyone has AI, the only sources of differentiation  
are your capability, decisions and actions.  
Make them count.





AI guiding principle #2 (for users)

# No review = no growth

Go ahead. Don't review AI responses.  
You'll be increasing risk (for everyone, including you).  
Lowering quality.  
And making yourself more expendable.



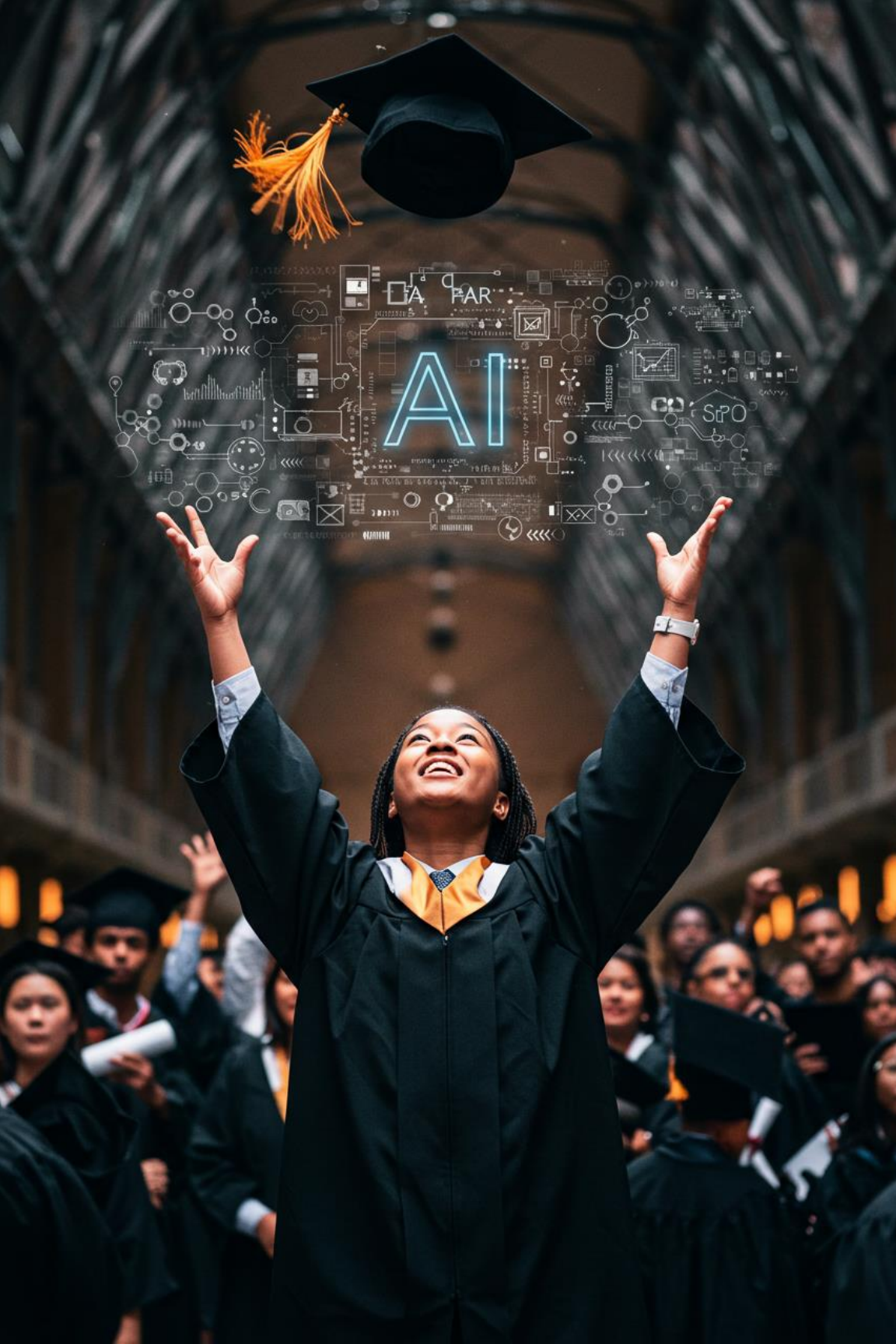
AI guiding principle #3 (for users)

# Soft is the new hard

Our 'hard' skills will increasingly be automated while our 'soft' skills will become more important than ever (that's skills like collaboration, creativity and empathy).

P.S. Soft skills are much harder to acquire.





AI guiding principle #4 (for users)

Learn + play  
+ listen = skill

Learn the basics.

Play, experiment and apply them to your own work.

Listen to other peoples' ideas (and share yours).

That's how you'll build your AI skills.

AI guiding principle #5 (for leaders)

# Transformation, not adoption

This is not about driving usage.

It's a transformation of the way organisations and people work.

If it was just about usage, why would we go to all this effort?





AI guiding principle #6 (for leaders)

# Clarity above all else



AI guidelines are critical and they must be simple and clear. If not, they'll lead to confusion, reluctance and increased risk (which is the opposite of what you're trying to achieve).

AI guiding principle #7 (for leaders)

# Productivity ≠ time saved

If you save time with AI and do nothing with it,  
your productivity boost is 0.





AI guiding principle #8 (for leaders)

Agility + innovation  
+ quality = success

How quickly can you do things?  
Have you made things better?  
What new things are you able to do?  
They're your measures of success.

# Wayne Aspland

*I'm here to help you...*



## Deliver today...

Long-term, short-term or full-time support for communication research, stakeholder management, planning, content creation, delivery and measurement.

## Inspire tomorrow...

AI training and advisory services to help prepare your communication team for the future. Customised for your business needs and your AI toolkit.

*I can bring to your table...*

## 20+ years communication experience

- Internal, leadership, and strategy communication and alignment.
- Content creation, including speechwriting, digital/social media, thought leadership campaigns and learning journeys.
- Change management and communication.
- Worked in-house or as a consultant with ANZ Bank, Australian Unity, KPMG, Spotless, NBN, Sensis, Bendigo Kangan Institute, Vodafone and SS&C among others.

## A clear eye on the future

- Developed an AI-based toolkit to streamline and enhance the way I support clients.
- Authored groundbreaking papers on strategic alignment (co-authored) and the impact of AI on communication.
- Created and delivered AI skills training to thousands of employees at a major Australian organisation.
- Significant experience in technology and employee experience communications.

**Let's talk...**

If you think I could help your team, contact me or view my credentials and references at <https://www.linkedin.com/in/wayneiac/>.

Email me at [wraspland@gmail.com](mailto:wraspland@gmail.com).