



# #Comms2030: A day in the life of a future communication professional.

Imagining how AI might reshape our profession.

Wayne Aspland

This resource is not a definitive view of the future. That would be impossible given the pace of AI change.

Instead, this paper provides researched suggestions to support a conversation about the future of the communication profession. At a time of rapid change this is an important conversation to have.

We would value hearing your views and considering them in any further research.

Is there anything you agree or disagree with? Anything we've missed?

Please share your thoughts in [this confidential survey](#).

# Thank you

A sincere thank you to the following people for their advice and support during this project:

- 💡 Zora Artis, GAICD IABC Fellow SCMP, CEO, Artis Advisory, Australia.
- 💡 Silvia Cambie, Strategic Advisor, AI and Business Change, England.
- 💡 Bonnie Caver, SCMP, Founder and CEO, Reputation Lighthouse, USA.
- 💡 Adrian Cropley OAM, FRSA, IABC Fellow, SCMP, GCSCE, Co-Founder, Centre for Strategic Communication Excellence, Australia.
- 💡 Shel Holz, SCMP, Senior Director of Communications, Webcor, USA.
- 💡 James Howe, General Manager, Corporate Affairs, ANDHealth, Australia.
- 💡 Ross Monaghan, Lecturer, Deakin University, Australia.
- 💡 Sia Papageorgiou FRSA, FCSCE, SCMP, Co-Founder Centre for Strategic Communication Excellence, Australia.

# Headlines from the underlying research

For more information, refer to the accompanying discussion paper...  
'#Comms2030. Why AI could be communication's golden opportunity.'







# 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 collaboration is the norm. 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.

Preparing for the future

# 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.

---

2

## Phase 2: Leverage AI to transform

Use AI to enhance and streamline communication processes and strategies.

---

3

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

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





**It's a new day in 2030.  
What could you be doing?**



# 8:00 AM – AI-enabled team standup

1

## Real-time updates

AI provides live, real-time updates on stakeholder sentiment, company news, and external trends.

2

## An emerging reputation risk is flagged

Channel monitoring and predictive analytics flag a minor potential reputation risk. Develop a mitigation plan in real time to prepare for the 11.30am Executive briefing.

3

## A change to a key employee process has been requested

Analyse the current and forecast change load and the impact of this request. Prepare input for the 9.00am change strategy meet.

4

## Product team meeting

Product is seeking advice on a proposed new product. Agentic AI confirms a 1pm slot to discuss stakeholder impacts.



# 9:00 AM – Cross-functional change strategy meet



# 10:30 AM – Daily Executive advisory meeting

1

## Reputation risk

Brief Executives on the overnight emerging reputation risk. The mitigation plan formulated in the standup is reviewed and approved.

2

## Employee process change request

Discuss and agree on the recommendation to proceed immediately from the cross-functional change strategy meet.

3

## CEO speech

Discuss the outline produced after yesterday's briefing. Obtain feedback for the full speech to be written and shared with the CEO tomorrow.

4

## AI tool outage

The CIO advises of an upcoming outage. Quickly research issue and produce and align on a response plan.







# 11:00 AM – Skill-builder Lunch & Learn

## Topic: leading our strategy and culture

Deliver a VR/AR leader session that brings our purpose, brand, strategy and culture to life. Helps leaders engage with our culture and improve their ability to align their teams.

## Interactive leadership simulation

A fun, but challenging, series of leadership hypotheticals are generated ‘on the fly’ by AI. What would you do if this happened in your team and why?

## AI chatbot coaching

Follow-up with hyper-personalised updates, coaching and accreditation tailored to individual learning personas using AI chatbots.





# 1:00 PM – Meet with Product team re proposed new product

## Immersive product briefing

The Product team briefs a new product prototype. Includes visualising AI-generated intelligence on market size, competitors, and feature comparison.

## Stakeholder reaction analysis

Discuss potential reactions from customers, media, community, and employees. Gather real-time feedback on the product from AI research and the organisation's bank of customer persona agents.

## Engagement planning

Use the team's stakeholder mapping and engagement agent to create the stakeholder engagement plan for review tomorrow.

# 1:30 PM – Human & AI speechwriting

1

AI-enabled research followed by manual writing  
Conduct further research and write the speech based on the outline approved at this morning's Executive meeting.

2

AI style assistant  
Access the CEO's AI Agent for feedback on content, language, tone, authenticity, and brand consistency.

3

FAQ generation  
Identify personalised FAQs in discussion with different audience personas.

4

Content production  
AI produces speech notes, presentation, FAQs, media release, and social posts for human review.







# 3:30 PM – Crisis response: AI & human collaboration

1

## AI alerts about a looming reputational issue

A few minutes ago, AI detected that a conversation happening on social media has the potential to become a serious reputational risk.

2

## Crisis simulation

Run crisis response simulations based on previously completed scenario planning to determine the best intervention strategy if required.

3

## Rapid response

AI drafts a holding statement and related content. It is then refined for accuracy and tone and approved by human communication professionals.



# 4:30 PM – End of day team recap

1

## Re-cap the day with AI insights

The team's AI assistant generates a summary of the day's key takeaways and upcoming priorities.

2

## Team reflection

The team reflects on what worked and what needs adjustment in their processes and strategies.

3

## Future planning

Discuss anticipated plans for tomorrow, ensuring alignment and preparedness.





# What's Different?



## Faster and smarter

Everything we do is faster and smarter. It needs to be to keep pace with competitors, customers, and stakeholders.



## Deeper insights

Data analysis and insights are faster, deeper, and more immersive. This leads to better-informed decisions.



## Human-AI collaboration

Extensive human-AI collaboration is the norm, although human oversight remains crucial.



## Proactive problem-solving

Problems and crises are identified and dealt with before they escalate thanks to predictive analytics.

The life of a communication professional in 2030 will involve less doing and more leading.



# Who is 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).