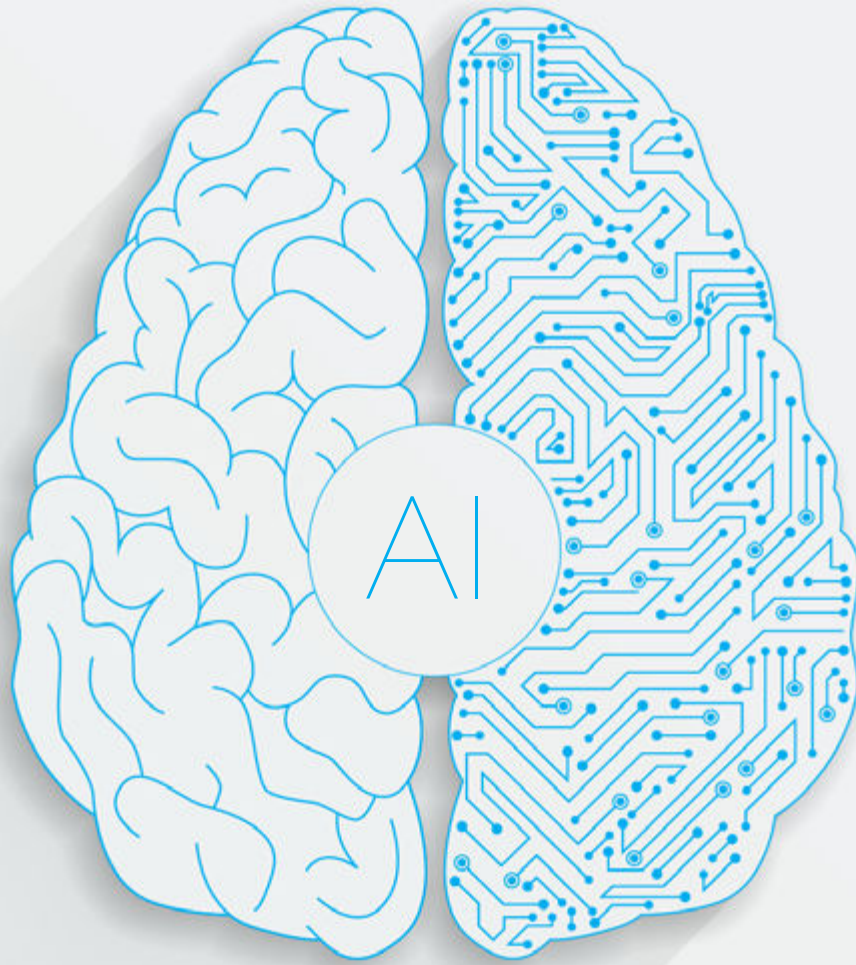




Communicating AI: Building the Playbook 2019

CSCCE Centre for
Strategic
Communication
Excellence





Adrian Cropley OAM, FRSA, SCMP

Founder, Centre for Strategic Communication Excellence
CEO Cropley Communication

Communication professionals to step up and keep pace with AI

It's been just over six months since we released the 2018 inaugural Communicating Artificial Intelligence (AI) survey results, which captured and benchmarked what communication professionals around the world are observing and doing in communication about AI.

While it's still far too early to identify best practices or any consistent strategies when it comes to communicating about AI, the 2019 survey did identify what is being done by those already communicating about AI, and what can be done in an informed and decisive way. I think the theme of this survey is about stepping up to the plate and being valued as communication professionals and indeed a profession, if we are to truly keep pace with our role in a rapidly changing environment.

"It's time to ask ourselves some very tough questions about our capabilities, our position as strategic advisors and how we are adopting AI tools within the communication function."

The survey found that well over 50% feel that communication professionals are not ready and able to lead organizational AI communication and 63% feel the communication industry isn't preparing professionals for a leadership role in AI communication. To help us we should look to those organizations already communicating about and dealing with AI issues for guidance, and the results indicate financial services, advertising and marketing may be the industries to follow for insights and learnings on communicating about AI.

With 84% of respondents believing AI will give communication professionals an opportunity to provide significant value to the organization, we need to start adopting AI tools to increase our capacity and allow us to spend more time on strategic activities. The great news is, some communication professionals are already using content aggregators, media monitoring tools and chat bots within the function and plan to adopt content generation tools, virtual reality, data collection tools, as well as tools to help them measure success.

The insights gained from the 2018 and 2019 studies will inform the second part of this research, with global focus groups and reviews from various industry papers being used to build a playbook for communication professionals, due for release later in 2019. I hope you enjoy reading and sharing the results of this survey and thank those who have taken part and will continue to take part as we develop the playbook.

A handwritten signature in black ink, appearing to read 'A. Cropley'.



It's time to start building the playbook

The *Communicating Artificial Intelligence Survey: Building the Playbook 2019*, second to the inaugural 2018 *Communicating AI survey*, was designed to continue capturing and benchmarking what communication professionals around the world are observing and doing in communication about artificial intelligence (AI). The Survey is the first phase in a two-phase research initiative to build a global playbook for communication professionals. The playbook will guide the organizational communication function as the diffusion of artificial intelligence impacts organizations and their stakeholders.

The research proposed to:

1. Capture what is being tried in communication strategies.
2. Aggregate what is being learned.
3. Benchmark what success looks like.

The topic of AI is in its early stages of development and it may be too early to identify best practices or consistent strategies. In this regard, the survey is a microcosm, a beginning point, for benchmarking what is being done in communicating AI and what can possibly be done.

The experience and learnings of respondents actively communicating about AI, innovators in the diffusion of AI communication, can provide insights and learnings into AI communication at this point in its lifecycle. The 2018 survey pointed to early signals in AI communication such as the recognition of AI as a global issue that can impact and disrupt the way organizations and people work and live. The 2019 survey provides input from those *actively communicating about AI* that can be used where appropriate to impact how the issue of AI develops in an informed, decisive way and make that impact positive.

The survey was designed around two control paths – one for those *communicating about AI*, and those *observing AI communication*. This design ensured that the responses to questions on communicating about AI were not speculative but rather used by an organization, while those *observing AI communication* could provide expert perspective as the “receiver” of AI communication. Only those communication professionals who are currently working in the field of organizational communication had the opportunity to complete the survey.

For the purpose of this research, artificial intelligence (AI) is defined as, “a system’s ability to correctly interpret external data, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation.”¹

¹ retrieved from [Kaplan Andreas and Michael Haenlein \(2018\) Siri, Siri in my Hand, who's the Fairest in the Land? On the Interpretations, Illustrations and Implications of Artificial Intelligence, Business Horizons, 62\(1\)](#)

Who Responded?



Active Role in Communicating About AI



Observed AI Communication

Number of Submissions

160

communication professionals in 2018

172

communication professionals in 2019

Country Where Respondent Works (Top three)



Industry (Top three)

Finance & Fin. Services

Healthcare & Pharma

Adv/Marketing & Education

Adv/Marketing

Healthcare & Pharma

Telecomm, Technology, Internet, Utilities, Energy & Extraction

Number of Full-time Employees

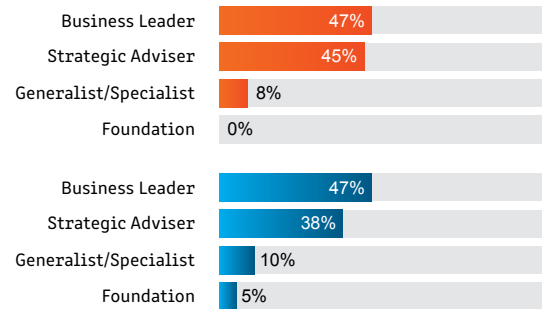


1. 25,000+
2. 1-50
3. 1,001 - 5,000

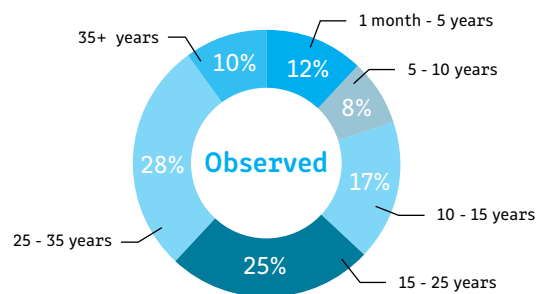
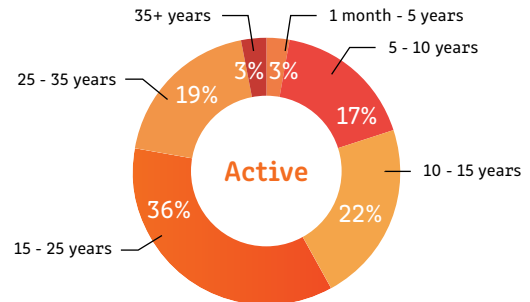


1. 1-50
2. 1,001 - 5,000
3. 10,001 - 25,000

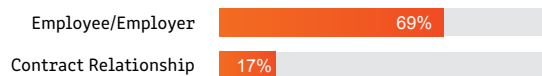
Current Career Path (Global Standard Career Paths)



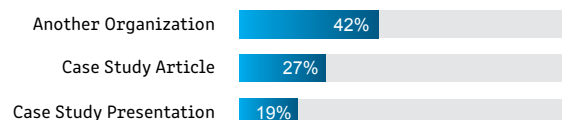
Number of Years in Communication



Relationship with the Organization



Source of Observed Communication





Much like last year's survey, overall responses came from 24 countries around the world. In 2019 we saw an increase in responses from a number of European and African countries including: Italy, Greece, France, Slovenia, Romania, Poland, Morocco and Ghana.

In 2018 survey respondents communicating about AI were from a broader mix of industries:

- 1) telecommunications, technology, internet, electronics
- 2) advertising/marketing
- 3) finance & financial services; insurance; nonprofit; utilities, energy and extraction.

The dispersion of 2018 industries may be associated with the larger overall response rate in the 2018 survey. The overlap of industries in 2018 and 2019 – finance & financial services and advertising & marketing may be the industries to follow for insights and learning on communicating about AI.

Respondents actively communicating about AI came from organizations with 25,000+ employees (large organizations) and 1 – 50 employees (small organizations). Those observing AI communication came from small – medium sized organizations with 1 – 50 and 1,001 – 5,000 employees. This indicates learnings from both ends of the size range in those actively communicating about AI can guide organizations of all sizes in communicating about AI, and those observing AI can affirm the "receiver" impact.

A significant majority of those actively communicating about AI and those observing AI communication, 92% and 85% respectively, indicate they identify with the Strategic Adviser and Business Leader career path associated with the [Global Standard of the Communication Profession](#). This is similar to the 2018 survey findings.

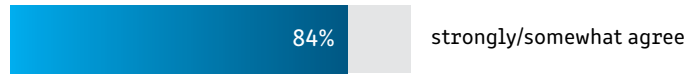
Those actively communicating about AI and those observing AI communication, both at 80%, have been in the industry for more than 10 years. The 2018 survey found those currently communicating about AI leaned towards less years in the industry with 20% indicating they had been in the industry for 5+ - 10 years.

81% of respondents were in an employee/employer or principal/owner relationship with the organization, similar to the 2018 survey that had 74% in the two relationships.

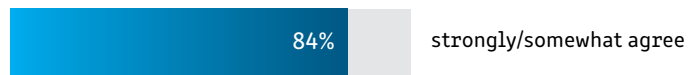
When opportunity meets preparation

Respondents were asked to summarize their overall feelings about the state of AI communication by rating each statement on a five-point scale from strongly agree to strongly disagree.

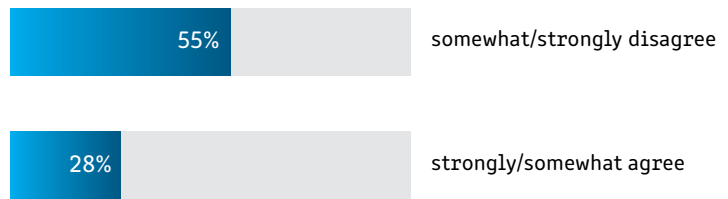
AI gives communication professionals an opportunity to provide significant business value to organizations.



Communication professionals should advocate adopting AI tools in communication activities.

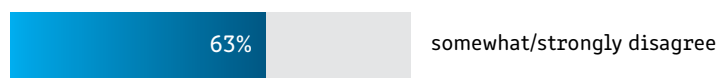


Communication professionals are ready and able to lead organizational AI communication programs.



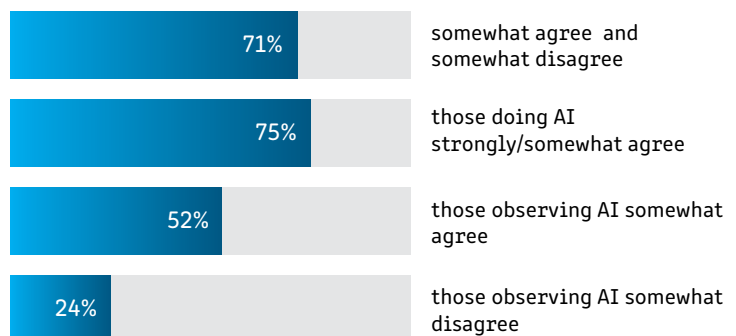
With those doing and those observing showing similar results

As an industry, organizational communication is preparing professionals for a leadership role in AI communication.



With those doing and those observing showing similar results

I feel confident to lead AI communication.



But are we ready?

A majority of respondents (84%) feel AI gives communication professionals an opportunity to provide significant value to the organization and is supported by their participation in the survey to share and/or learn more about AI communication.

84% of respondents felt that advocating for the adoption of AI tools in communication is an important role for communication professionals. The list of tools provided by respondents *communicating about AI*, who we can term 'innovators' in the diffusion of AI for the organizational communication industry, is reliable and credible because of their experience and expertise. This list may serve as a launch point for the early adopter and early majority communication professionals thus accelerating diffusion into the overall industry.

Both *those doing AI communication* and *those observing AI communication*, 57% and 54% respectively, feel that communication professionals are not ready and able to lead organizational AI communication. Around 20% in each group indicated they had *no opinion* on the question. This leaves roughly 25% in each group who feel communication professionals are ready.

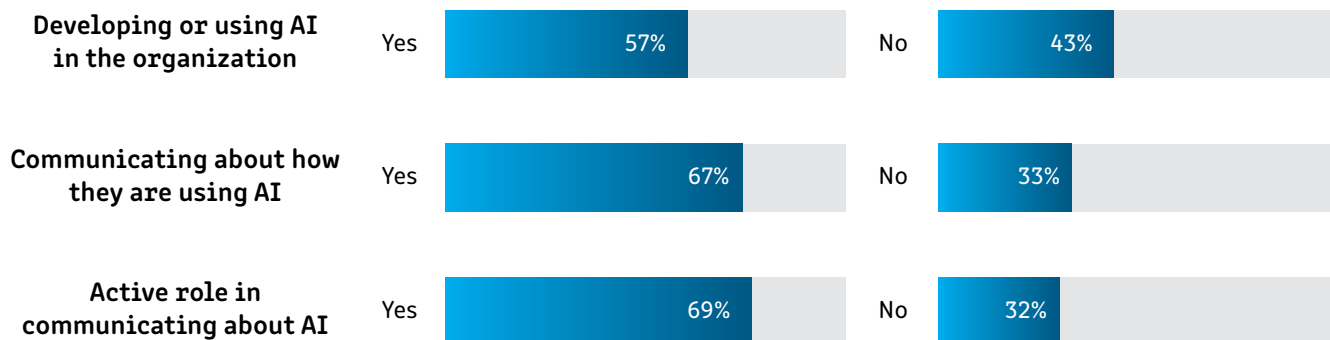
Overall 63% feel the communication industry isn't preparing communication professionals for a leadership role in AI communication. 21% of respondents had no opinion on this question leaving roughly 16% of respondents saying the industry is preparing professionals. The 2018 survey asked a similar question to which 50% of respondents agreed and 30% disagreed. These views and variances may indicate that industry groups could play a stronger role in preparing communication professionals.

Confidence to lead AI communication indicates that those who are doing AI communication feel significantly more confident (75%) than those observing AI communication (52%), a reasonable result.

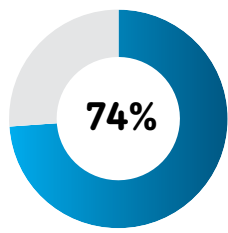
"63% of respondents feel the communication industry isn't preparing communication professionals for a leadership role in AI communication."

The state of AI and AI communication in organizations

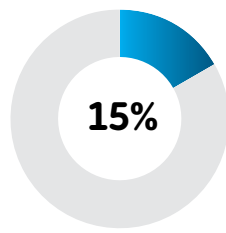
Adoption of AI in Organizations



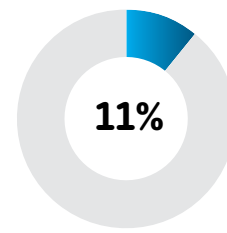
AI Tools in Communication



of respondents' organizations are not using AI as a tool in communication function.



are unsure if AI tools are being used.



said they are using AI as a tool in the communication function.

AI Communication Tools Being Used

Category of Tool

News aggregators

Media monitoring

Chatbots

Brand of Tool

[Hootsuite](#)

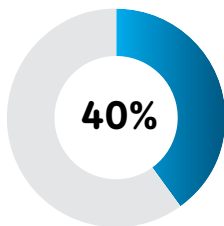
[Hemingway](#)

[Grammarly](#)

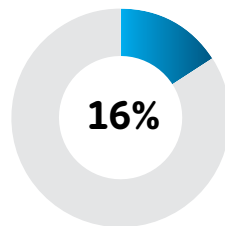
[Cision media monitoring](#)

[Meltwater media monitoring](#)

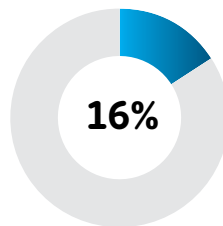
What are your organization's plans for using AI communication tools in the next year?



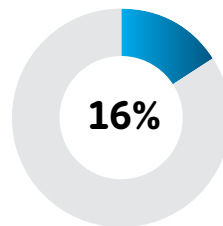
none/not sure



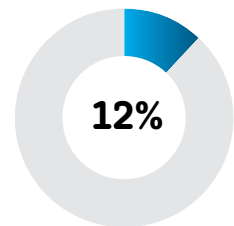
research to learn more about AI communication tools



continue experimenting with AI tools



learning and adopting new tools



conduct trials of tools and measure impact of using tools

Planned AI Communication Tools in 2019

Category of Tool

Content generation

Virtual reality - to tell stories

Chatbots

Real-time opinion-former/influencer measurement

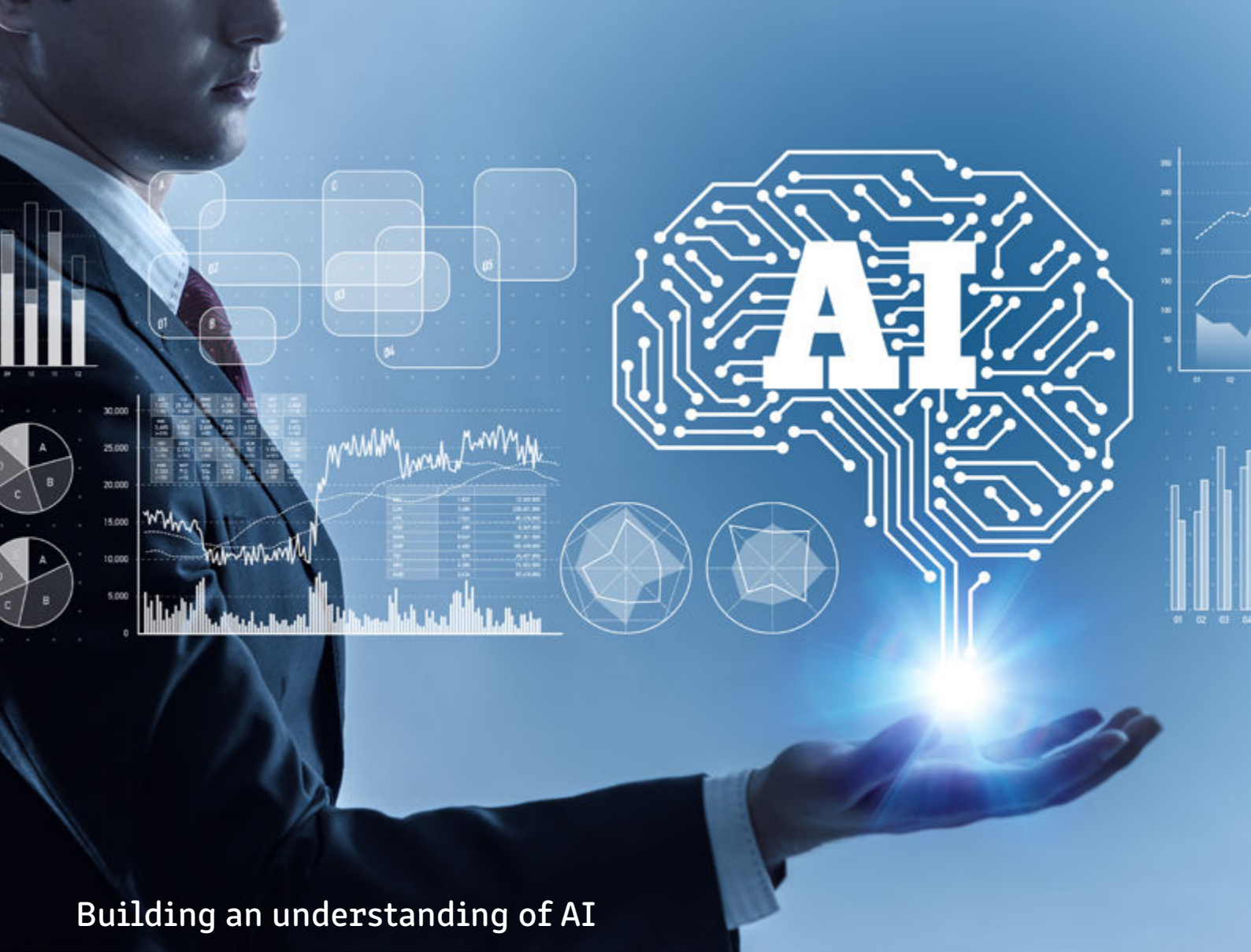
Analysis/measurement

Data collection, presentation/visualization

Brand of Tool

[CERKL](#)

[Deep Insight™](#)



Building an understanding of AI

Sources to Build AI Understanding for Themselves and Their Organization (Respondents selected their top three sources)

Most used by those actively communicating about AI

Self	Organization
1. Books	1. Professional Training
2. Talks and podcasts (inc. "live" talks as well as video such as TedTalks)	2. Internal sources
3. Articles/(e)articles	3. Articles/(e)articles

Planned to be used by those observing AI communication

1. Books and (e)articles	1. Internal sources
2. Blogs and sites	2. Articles/(e)articles
3. Talks and podcasts (inc. "live" talks as well as video such as TedTalks)	3. Talks and podcasts (inc. "live" talks as well as video such as TedTalks)

Research Topics of Those Actively Communicating About AI (Respondents selected all that apply)

	Respondents Selected (Frequency)	Key Words/Phrases (Additional Comments)
General information on AI topic	76%	History of AI; what is AI and why care; AI advancements; what AI means for organizational structure, impact on workforce, 4th industrial revolution and what it means; AI security
Industry information on AI topic	76%	Healthcare & education use of AI; use of AI in industrial; AI applications in engineering; AI insights related to local, regional and National data in mental health and substance use/misuse; industry use cases and case studies; industry investment tax credits (ITC); adding AI and big data to small data expertise
All product/service information	41%	Chatbots in particular voice skills solution providers; software, robotics; who is promoting what in AI and how sophisticated is it; AI as a facilitator for research and development; finance process automation
All ethics topics	35%	AI ethics; ethics of AI: AI security; privacy; use in psychology, medicine and military in international conflict; bias
Competitor information on AI topic	18%	waymo vs similar self-driving cars; who is leading the way to 5G, augmented reality, deep machine learning
Other topics - Career	NA	AI's application to career fields and future
Other topics - Communication specific	NA	What AI can do for communication and how we can use it;

“74% of respondents' organizations are not using AI as a tool in the communication function and 40% don't plan to in the next 12 months.”



Recommended Sources from Those Actively Communicating about AI
 (Respondents could list up to three by title and/or author)

Author/writer/subject-matter-expert (SME)	Max Tegmark Hanna Fry Tabitha Galdstaub Joshua Gans James Vlahos (Twitter) Toby Segaran (Twitter)
Book	Hello World The Second Machine Age Human + Machine: Reimagining Work in the Age of AI Age of AI Máquinas Preditivas Programming Collective Intelligence: Building Smart Web 2.0 Applications
Institution	MIT World Economic Forum Harvard Stanford MOOCS
Videos (Related)	Max Tegmark Hannah Fry Tabitha Galdstaub World Economic Forum How a Man Turned His Dying Father into AI WIRED, James Vlahos Webstock '10: Toby Segaran - Beautiful data
Website	Voicebot.ai news site The Fourth Industrial Revolution -World Economic Forum The AI Initiative – Harvard Kennedy School Nokia Resources Wired – James Vlahos

Input to Inform Strategy

- Business Need
- Objectives
- Stakeholders
- Key Messages



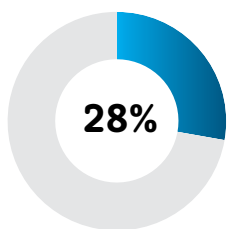
Planning



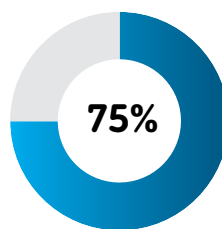
Output to Deliver Strategy

- Channels
- Tactics
- Creative Delivery
- Measurement

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28% of communication professionals active in communicating about AI indicated developing **key messages** as their organization's most immediate priority, 24% selected identifying the **business need** and 12% chose set **objectives** or determining **tactics**.



75% of those active in communicating about AI are engaged in both **planning (strategic)** and **execution (tactical)** AI communication activities, spending roughly half their time on strategic and half their time on tactical activities. 16% spend the majority of their time on strategic activities, while 8% spend the majority of their time on tactical activities.

Respondents in organizations communicating about AI were asked to provide information including – communication goal, stakeholder target, key message, appeal approach and evidentiary support used – on one AI communication program of their choosing, that had been executed.

Goal of program

The goal of the program showed an emphasis on creating awareness of... (87%) with most programs, while taking action on... (60%) and changing attitudes towards... (53%), garnering substantial focus as well. The following specific comments are organized by focus and thematic categories.

> Creating awareness of...

> AI View/Impact

- > What the company does and its role in the community
- > Specific approaches and impacts to jobs
- > Science-informed, evidence-based communication

> Education/readiness

- > Increased vulnerability awareness
- > Patients, researchers, public
- > Change in existing tools
- > The 4th Industrial Revolution

- > **Benefits of AI**
 - > Efficiency
 - > The benefits of smart analytics and connected intelligence
 - > Productivity

- > **Product Communication**
 - > Customers - provide credibility for the product
 - > The services we offer and how they differ from competitors
 - > Customer base to automate processes

- > **Taking action on...**
 - > **Improving for the customer**
 - > Improving speed of customer support and lead generation
 - > Customer support
 - > More communication

 - > **Educating self**
 - > Lack of care in general activities online
 - > Continuing education

 - > **Improvement to business**
 - > Developing new and different applications for AI across the business
 - > Ethics
 - > Delivering impactful outcomes
 - > Refocus on new processes
 - > Developing new and different applications for AI across the business

 - > **Product Communication**
 - > Customers - provide credibility for the product
 - > The services we offer and how they differ from competitors
 - > Customer base to automate processes

- > **Changing attitudes toward...**
 - > **AI Benefits**
 - > Taking extra-curricular exams
 - > Innovation and technology

 - > **Clarify terms, human value**
 - > People's judgement, behaviour and decision making
 - > AI Applications in Robotic Process Automation (RPA)

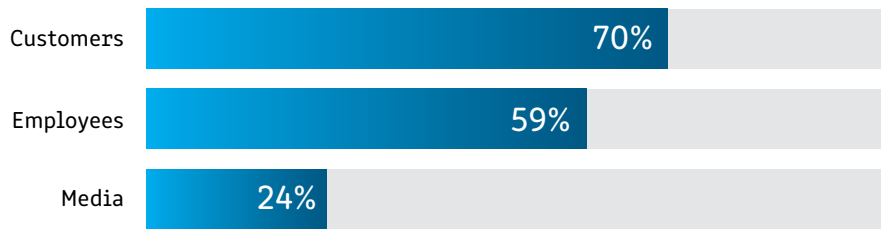
 - > **Education and Readiness**
 - > Precaution and alertness



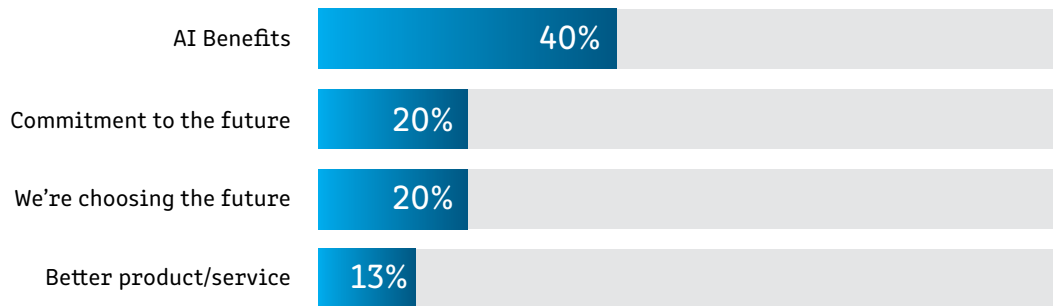
Elements of the Communication Program

(Respondents were asked to have one specific AI communication program in mind when responding)

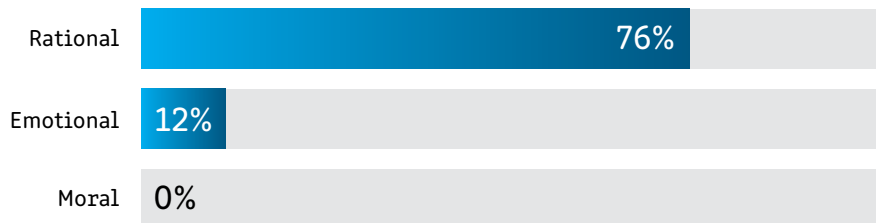
Stakeholder Group



Key Message



Appeal Approach



Evidentiary Support



Overall Business Need Driving AI Communication

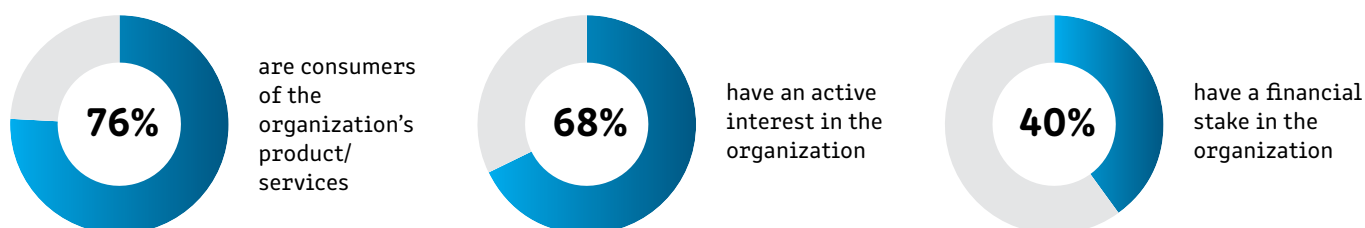
The business need was driven from four areas within organizations – enterprise management (33%), marketing (33%), operations (27%) and human resources (7%). Itemized needs included:

- > **Enterprise management**
 - > Awareness of acceptable risk and need to grasp vulnerability
 - > Predictions
 - > Innovation
 - > Thought leadership
 - > Differences among diverse sectors/companies
- > **Marketing**
 - > Responsive customer support
 - > Create brand awareness
 - > Launch a product which was developed using AI
 - > Understanding of the service we offer
 - > Enhance company's reputation for advanced technology
- > **Operations**
 - > Financial data efficiency, onboarding, customer support
 - > Helping customers with digital transformation and moving to 5G
 - > Cost saving via process automation
 - > Streamline processes
- > **Human Resources**
 - > Career development

Overall Stakeholder Focus

All stakeholder groups – customers, media, shareholders, suppliers and employees – have been the target of communication in one of these organization in the last two years. Employees (80%) and customers (72%) have been the target most often with media (56%), shareholders (44%) and suppliers (32%) garnering strong attention as well. Respondents also added government and community groups and agencies at the local, regional, state levels as stakeholders.

The number one reason for communicating with stakeholder groups is because the group is active in achieving the organization's goals and objectives. Additional reasons selected included, because they:



2019 communication plans to stakeholders indicate an increase in communication to suppliers (25%), customers (22%), employees (15%) and media (7%). The shareholder group indicates a 27% decrease in communication.

As previously mentioned, 81% of respondents in the 2019 survey were in an employee/employer or principal/owner relationship with the organization, similar to the 2018 survey that had 74% in the two relationships. This may suggest that most interest in, need for and communication about AI is coming from organizations themselves rather than contract or client relationships at this point in time.

Most of the communication focus in organizations *communicating about AI* is in discerning and establishing strategic elements of a communication program (determining business need, setting objectives, identifying stakeholders and defining key messages), which require higher level competencies, particularly true for the context of AI, than the tactical elements which often tend to follow tried-and-true tactics from previous programs.

Generally, current communication about AI is to employee and customer stakeholder groups with the understanding that these two groups play an important role in the organization's ability to achieve its business goals and objectives. Planned communication on AI suggests an overall increase in all stakeholder groups except media which shows a slight decrease.

Respondents *communicating about AI* indicate the need for communicating about AI is somewhat evenly coming from the enterprise level and the marketing and operations function in the organization, with those in marketing and operations probably more customer-focused. The industry standard indicates that strategic communication is most effective when enterprise strategic elements are determined first, enabling message alignment and "one organizational voice" to be heard on AI throughout the organization and into the marketplace.

The results indicate *creating awareness of ...* as the goal in the programs respondents chose to highlight. Specific goals surrounding creating awareness of... included communicating the company's view of AI and its impact on the company, how the macro (global) environment is driving AI, the benefits of AI and AI in the company's products and services. Organizations might consider creating awareness around these topics a reasonable launch point for their AI communication.

While the key messages of *AI benefits* and *AI in products and services* seems a reasonable launch point for AI communication, the messages of *commitment to and choosing the future* may be a wake-up call to those who think AI will not impact them or is of little concern. These messages certainly suggest that employee "resistance" to AI readiness in these companies may determine tenure while suggesting to customers a commitment to relationship longevity.

Interestingly, responses on the two elements, appeal and evidentiary support, align well in the programs described by respondents. 74% of those *observing AI communication* said the communication was presented using a rational appeal approach with research and data providing the evidentiary support, 65% and 50% respectively, most of the time.

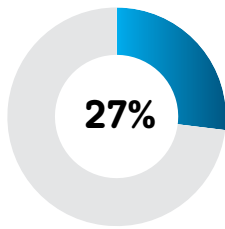
Observing AI communication as a receiver

58% of respondents who are not actively communicating about AI, have observed AI communication by another organization. When asked about their connection to the organization, 42% said they'd *seen it in another organization*, 27% a *case study article*, 19% a *case study presentation* and 10% noted *they have a consumer relationship with the organization*. When asked for specific details on the elements of strategic communication, respondents used their communication expertise to dissect the AI communication observed.

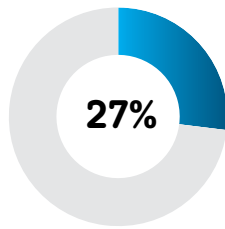
"Generally, current communication about AI is to employee and customer stakeholder groups with the understanding that these two groups play an important role in the organization's ability to achieve its business goals and objectives. Planned communication on AI suggests an overall increase in all stakeholder groups except media which shows a slight decrease."

Elemental Details Observed

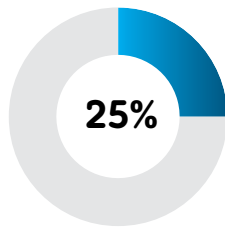
What caught your attention?



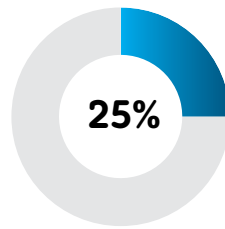
Title



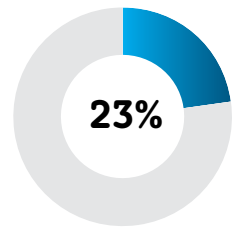
It impacted my work practice



Someone suggested it

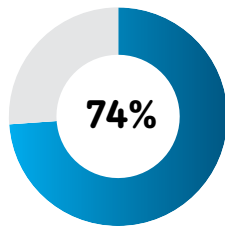


It was sent to me

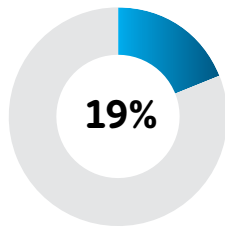


Graphic element

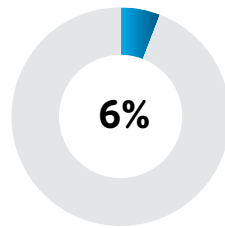
What appeal approach was used?



Rational

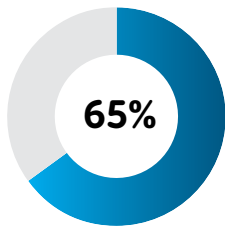


Emotional

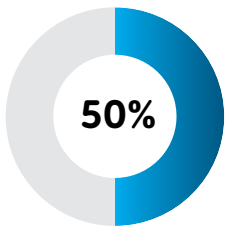


Moral

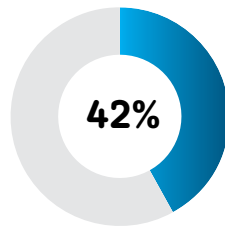
What evidentiary support was present?



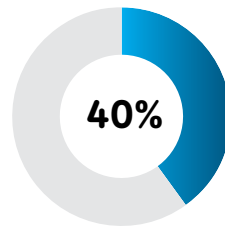
Research



Data

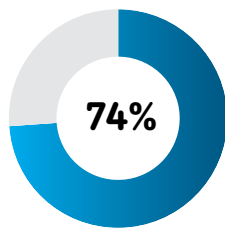


Stories/cases

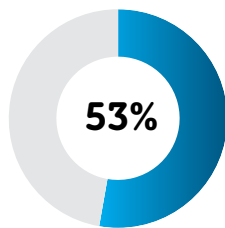


Graphics

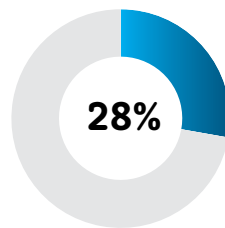
What was the main goal of communication?



Build Awareness in...

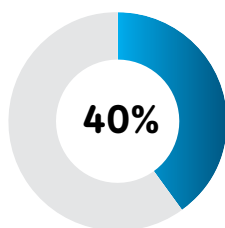


Change attitude towards...

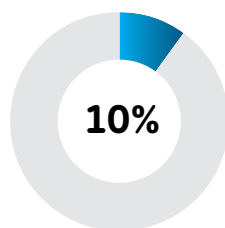


Take action on...

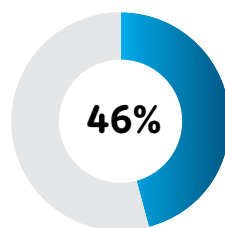
Did you find the information...?



Informational

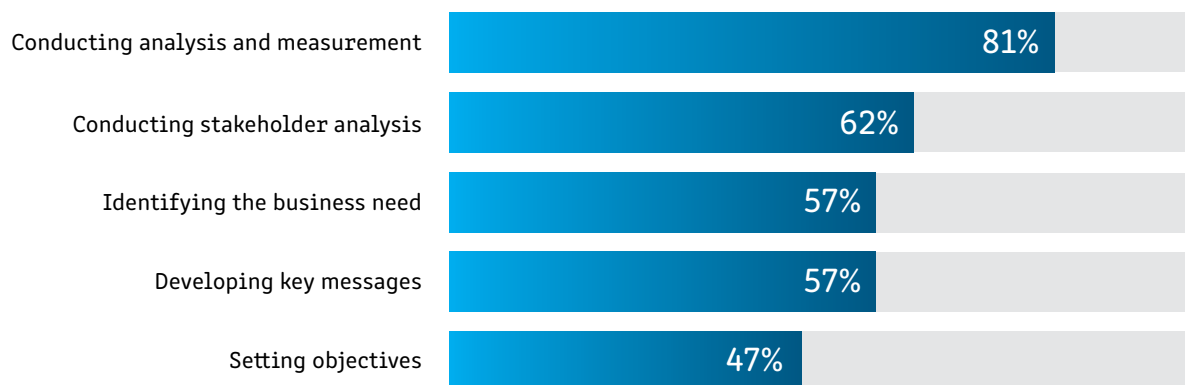


Persuasive

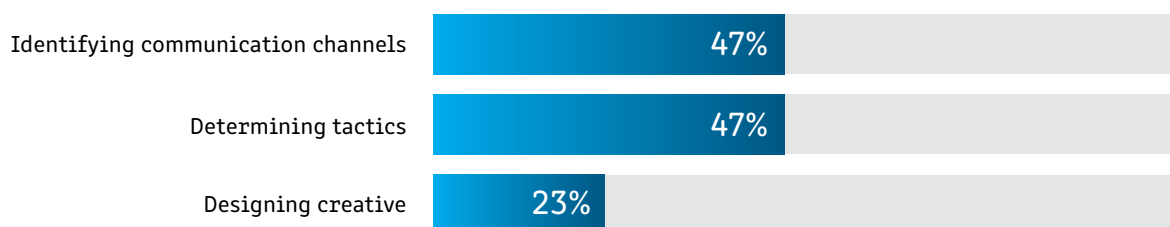


Both

Those responding to what they observed in AI communication are most interested in learning more about the strategic elements of AI communication, specifically:



Tactical elements held somewhat less interest at this point:



Emotional appeals were used in 19% of the communication observed and moral appeals in 6%. This seems low when considering the many overall global conversations and articles that focus on concerns around ethics.

About 25% of respondents who *observed AI communication* indicated the *title*, *impact on work practice*, and *it was sent to me* as the top reasons for engaging in the observation, providing insight to what worked to capture their attention.

46% of *AI communication observed* by respondents served both an informational and persuasive purpose rather than strictly informational or persuasive. This strategy may be one to exemplify given the technical nature of AI.

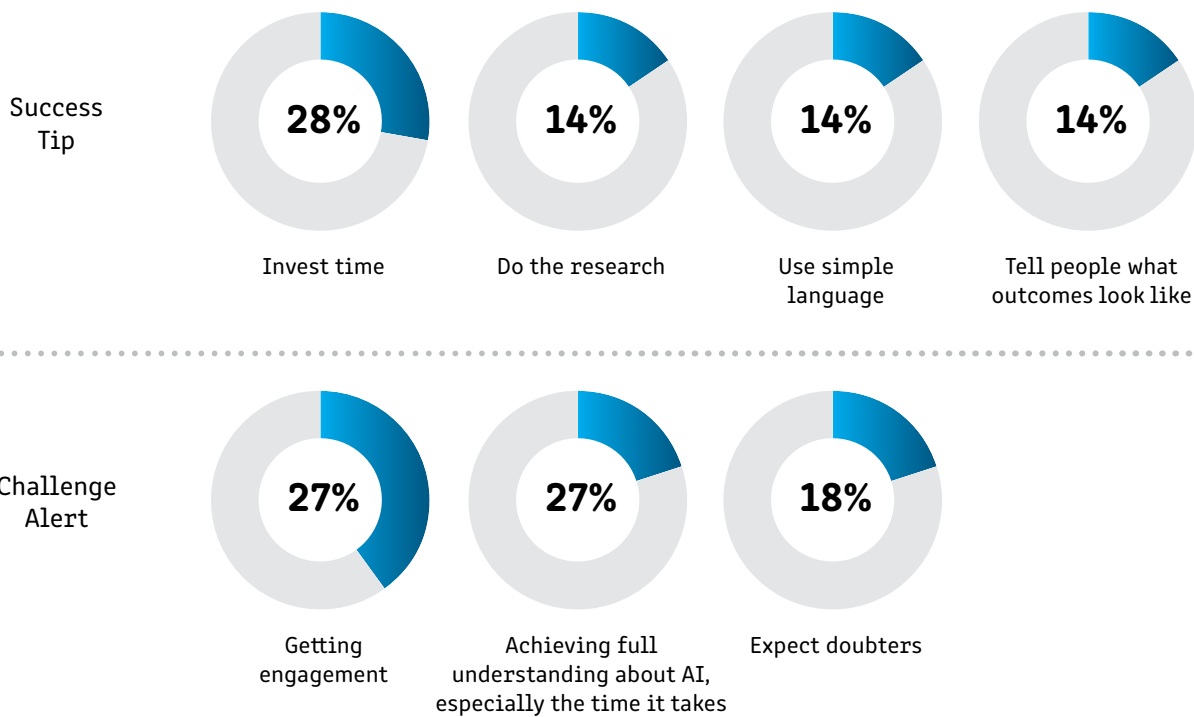
Respondents *observing AI communication* noted that in the communication they observed, the main goal was to *build awareness in...* (74%) and *change attitude towards...* (53%). Perhaps, in making a stakeholder *aware* of an AI topic within a specific context, essentially dispelling myths around AI, information can essentially *change their attitude* towards AI in the same communication.

“46% of AI communication observed by respondents served both an informational and persuasive purpose rather than strictly informational or persuasive. This strategy may be one to exemplify



An insider's view

We asked respondents in organizations communicating about AI to share their top success tip and challenge alert.



Overall, 57% of 2019 respondents said their organization is developing or using AI, with 67% indicating they are communicating about how the organization uses AI. 35% of 2018 survey respondents' organizations had or were communicating about AI.

69% of 2019 respondents stated they have an active role in communicating about AI with a majority, 75%, saying they divide their time equally between strategic and tactical activities as defined by the strategic alignment model referred to earlier in this report. Interestingly, those communicating about AI overwhelmingly identified themselves in either the Strategic Advisor (44%) or Business Leader (47%) career path where, by definition, the majority of their time would be spent on strategic activities. While the Strategic Advisor path may find they spend slightly less time on strategic activities, the Business Leader spends a greater majority of their time on strategic activities. There seems to be a disconnect with the career path identified and where the majority of their time is spent – tactical or strategic. It may also be the case that when specifically working on AI communication in the organization, the Strategic Advisor and Business Leader simply do more tactical benchwork and less strategic work.

Respondents actively *communicating about AI* indicate their organizations are focused more on strategic (planning) elements in their AI communication priorities, as they develop key *AI messages* (28%), *identify the AI business need* (24%) and *set AI communication objectives* (12%), rather than the tactical (execution) elements of plans.

With 40% of overall respondents indicating no plans to adopt AI communication tools in their organization, the input provided on AI communication tools and planned adoption of AI communication tools in 2019 can provide a quick launch point for organizations with no current plans.

The sources used to build an individual's understanding of AI are closely aligned in both groups, with "blogs and sites" an added source for those observing AI communication. Sources to build AI understanding organizationally, however, indicate that in organizations *communicating about AI*, building understanding uses more formal/institutionalized programs – professional training and

internal sources rather than the internet sources, articles/(e)articles and talks and podcasts planned to be used by those currently *observing AI communication*. With this insight, the latter group may find formalization/institutionalization of organizational AI knowledge and the ability to conduct training and develop internal sources to be a key consideration in their strategy and planning.

AI topics researched and recommended sources lists from those *communicating about AI*, provides keen insights into the keywords and sources that have proved successful for this group in developing AI understanding and knowledge. Both lists will be published on the Centre for Strategic Communication website as a reference to all industry members.

Powerful insider information on success tips and challenge alerts gives experiential and realistic insights into the disruptive nature of AI. Twenty-eight percent (28%) of respondents indicated *investing time* as their top success tip. Top challenge alerts highlighted getting *engagement* (27%) and *achieving full understanding about AI, especially the time it takes* (27%). This is similar to about 30% of respondents communicating about AI in the 2018 survey identifying the *steep learning curve* and *ability to understand AI concepts and its impact* as their biggest challenges.

> **Success Tips**

> **Invest Time**

- > Be prepared to invest time to learn, test and adapt - not all solutions and options for using AI provide enhanced results
- > Start early
- > Learn as much as you can about AI before you start communicating about it. It's a complex topic
- > Think broadly with an open mind

> **Use simple language**

- > Use simple language, deal with fear of job losses
- > Keep it simple

> **Tell people what outcomes look like**

- > It's not interesting to talk about AI by itself - what is interesting is the outcome of using AI
- > Focus on benefits and results

> **Do the research**

- > Understand how to leverage the intelligence you have
- > Do research

> **Additional responses**

- > Avoid stating it's a robot thing/not robot led. Always lead on the customer front end
- > Clear explanations of how it works
- > Illustrating benefits to lives and careers
- > Tie to the business need for innovation, corporate goals and awards

> Challenges

> Achieving understanding, especially when it takes time

- > Time it takes to get things right; be prepared to have people take over the process; communicate in non tech words to stakeholders what you are doing and keep in mind the business objective you are trying to meet; if you are using third party tools be aware as the market is fluid and even paid tools change their direction and even close services which is a challenge to manage.
- > AI alone is not very clever yet in allowing us to understand people and their motivations
- > Understand the full benefits

> Getting engagement

- > How to write in a simple manner about such a complicated topic (in terms of technology used)
- > Need exciting examples that get people talking and interested. Usually AI is about cost efficiency and this is not inspirational

> Additional comments

- > Be sure to address fears of rogue AI, especially in military sector
- > Be sure that all executive level leaders are on board
- > Internal colleagues get too excited about the AI angle and want to make the whole story all about AI (when it's really not - it's about the end result)

Communicating about AI

70% of respondents in organizations communicating about AI have an employee/employer relationship with the organization, (17%) have a contract relationship and 11% are principal/owner. All of these companies are developing or using AI and 97% are communicating about AI.

What's next?

Communication professionals actively communicating about AI and those observing AI communication provide both side of the macromodel process of communication – the sender and the receiver. The findings are a qualitative assessment of what is occurring and observable by a small sample of communication professionals at this point in time and will be used to conduct focus groups in several cities around the world from May – July 2019. The results will be used to develop a Communicating AI Playbook that communication professionals can use to initiate a stronger, better dialogue on these issues and build capacity and sustainability for the organizations they lead.

“The communication profession can use these results to continue to build the body of knowledge on communicating about AI so communication professionals can truly lead their organizations in developing solutions to the concerns surrounding AI.”

Acknowledgments

This study was conducted by Mary Hills, HeimannHills Marketing Group as a faculty member and strategic partner of the Centre for Strategic Communication Excellence.



Centre for Strategic Communication Excellence

The Centre for Strategic Communication Excellence is a network of communication leaders from diverse global markets who develop communication professionals and organizations by sharing knowledge and insights and delivering expert online, virtual and classroom professional development.

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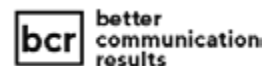
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Sia Papageorgiou is a multi-award-winning strategic communication leader who believes in the power of connection, the spirit of change, and embracing adventure. She's led and worked with high-performing multidisciplinary teams and clients across Australia and internationally. A current chapter and regional leader in IABC, Sia is president at IABC Victoria and director at IABC Asia-Pacific.

Thanks also to the communication professionals around the world who participated in this survey and for adding their voice to a global network of communication professionals joining together to meet these challenges, embrace this new reality and advise their organizations on the best and most ethical way to communicate.

