

# Checklist for communicators in an AI world

## ☐ Don't panic

Don't panic, Artificial Intelligence (AI) is here – think social media channels, chat bots, Alexa, all are a part of doing business in the Fourth Industrial Revolution and you are already managing communication in this new world.

## ☐ Know what you are talking about

Get familiar with AI technologies – the who, why, how, where and when, and of course the 'how much'.

At the same time, think about how AI can help you do your job better. By taking advantage of massive quantities of data and using AI to draw insights from it, you'll be able to cut through the clutter and find useful, relevant data to improve communication.

Marketers are using it to attribute revenue, understand which tactics are working, spot brand and revenue indicators. Whether it be analytics or using tools such as Facebook Messenger to communicate with customers, AI is collecting and analysing data on a market-by-market basis.

## ☐ AI and employees or AI and business

No one expects you to know it all, but be clear: are you communicating what AI is, how your business or marketing department is using AI, or are you communicating to ensure your organisation is bringing employees, stakeholders and customers on the AI journey with the best results for all?

It might be both - but be clear about what and why you are communicating and to whom.

## ☐ Build your relationship with HR, IT and Marketing

Have a good understanding of your organisation's resources, both human and material, and forge those relationships with the HR department and the IT team. The organisation's direction may mean retrenchment and it may also mean retraining, and when it comes to transformation in an organisation these relationships are important.

## ☐ What is your role?

AI has implications for management and organisational practices, so much of what you do as a communicator will be about cultural change within the organisation.

Be sure you are clear what you are doing is tied to business goals, vision and values. If so, then you should be able to get on with the job.

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## ☐ Identify those who can advocate

Think about who in your organisation might be Ambassadors, Influencers, Advocates and Followers and how you might engage them in AI communication.

Organise a brainstorm on where AI might make sense as a pilot project. Perhaps to reduce some of the grunt work.

## ☐ Talk the talk

When seeking support from the leadership team, talk about numbers, about retention rates or churn rates, of predictive search, of automated processes (e.g. AI generated language), of predictive analysis, of programmed advertising and auto-bidding. All the stuff that is important to marketing and finance.

## ☐ Walk the talk

Google is using artificial intelligence to help their algorithms understand and learn, and to make the results more accurate for each user, which (allegedly) provides a better user experience - you can too.

Think about your website for starters and take a closer look at the user engagement data including: bounce rate, dwell time, average pages per visit, conversion rate, and many other metrics. In other words, looking at how you can optimise the path a user takes once they get on your website.

## ☐ Review your communication strategy

Have another look at your communication strategy, check the messaging, check strategies, the tools and tactics you are using, and look at measurement and evaluation – if you are data driven, it may well need a big tidy up.

## ☐ Be thoughtful in your communications

The one big theme that comes out of implementing AI tools in business is that jobs will be lost. That may be so, but jobs might change too, for the better. Whatever the case, AI is impacting products, processes and people, but AI shouldn't replace relationships.

For help and further information, **contact Lee Hopkins** on 0410 642 052