

From hesitancy to action:
**DELIVERING THE
FULL POWER OF AI
IN COMMS**

Despite the wave of optimistic predictions that followed ChatGPT's launch, the adoption of Generative AI in the communications industry has been slower and less widespread than anticipated. In fact, The Weber Shandwick Collective's research shows that while most communications professionals have experimented with generative AI, only one in three are using it regularly for work. But those that are using the technology, report significant benefits, with more than 80% stating that they are more efficient, more creative and deliver a higher standard of work.

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Enclosed are practical strategies to help comms pros overcome this inertia – and begin to unlock the full potential of AI.

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1 Start with strategy, not AI

Generative AI serves to enable and accelerate ways of working towards established objectives. First, identify your challenges and ambitions then consider how AI can help. This way, AI will empower teams to deliver work that is meaningful and valuable to their organisation and audiences.

2 Encourage experimentation and play

Employees should be given time and support to explore and experiment with AI tools, free from the pressure of daily deliverables. Hands-on experience helps team members understand where the tools excel, and where they struggle. This will build confidence and ultimately power better work.

3 Kick start AI adoption with small, everyday tasks

AI has the potential to drive large scale transformation for comms teams and their organisations. However, change often begins with grass roots use for smaller, everyday applications e.g. automating time-consuming, mundane tasks to free up resource for more strategic, meaningful work. These 'micro use cases' deliver immediate benefits and momentum for broader, ongoing AI adoption.

4 Be brave... but responsible!

Embracing AI is crucial but must be done so with ethical and legal implications in mind. To mitigate risk and safeguard brand integrity, agree a clear AI policy with your legal team, cultivate awareness across teams and promote transparency in AI usage.

5 Stay ahead: invest in AI education and upskilling

To harness the full potential of AI, it's essential to continually focus on education and upskilling. This includes not only providing technical training but also fostering a mindset that views AI as a critical operational, strategic, and creative partner. Building confidence in AI and its applications can propel innovation and maintain competitiveness in a landscape increasingly influenced by this technology.

Get in touch

The Weber Shandwick Collective's unparalleled, holistic, data-driven approach helps leaders accelerate understanding and use of Gen AI. To explore how we can help you, contact James Robertson, jrobertson@webershandwick.com.



For more insights, watch our 'AI in Comms' virtual event.