

# BRIDGING THE AI EXPECTATION GAP

# **EFFECTIVE COMMUNICATION STRATEGIES**

How do you strategically position your organization to leverage Al—one of the biggest innovations in history—when that innovation is simultaneously changing everything around you?

A new global survey of business decision-makers reveals that while **expectations for Al are sky-high**, few businesses have concrete plans for effectively communicating about Al adoption within their organizations. Despite high expectations, **businesses face a critical gap** between optimism and action in Al adoption.

Effective communication is a valuable asset for driving transformation and change across organizations. To fully unlock Al's potential, organizations must **strategically plan** how they will engage people, skillfully communicate and provide proficient training.

# What We Found

**Vision-Action Gap** 



are optimistic about AI, but less than half have programs ready to amplify its impact. Most organizations are **not actively changing current behaviors** to fully take advantage of AI's impact.

**Al Concerns** 



have at least **some concerns** around the greater adoption of Al in their organization, with respondents most concerned about cybersecurity risks. Over-reliance on Al technology and job elimination were also cited as concerns.

**AI Opportunities** 



identify Customer Service as the area of their organizations that will benefit the most from greater adoption of Al technology. Marketing and Communications (46%) and Product Development (45%) were close behind.

Al Communications Imperative



actively communicate Al's benefits within their organizations, even as **most recognize the importance** of sharing such information.

Call for Collective Transparency



believe their organization should be more or **equally transparent about its use of Al** compared to their vendors, partner businesses and customers. Sharing leadership's point of view on Al is one of the most significant ways for leaders to build and retain trust with employees as Al becomes more incorporated into the organization.

#### **Who WE Surveyed**

WE Communications conducted a global survey of 2,900 executives and technology business decision makers to gain insight into how Al is impacting organizational culture, trust, and business communications. This data refers to business decision makers respondents with titles inclusive of C-level Executive (CEO, COO, CFO, President, Chairman, etc.), Executive Management (Executive Vice President, Sr. Vice President, etc.), and Senior Management (Sr. Director, Director, Vice President, etc.)

# Take Action

To capitalize on AI, organizations globally must act quickly to engage people with compelling and effective communications. Companies that do this well will see the most opportunity for growth and transformation, leading their employees and customers through a new era of possibility driven by Al innovation.

#### To build a strong foundation, companies must:



## **Build Strong** Al Engagement & **Communications Strategy**

Audit sentiment and build and implement your organization's Al engagement strategy across target audiences—internally and externally.



## Refresh Company **Transformation Narrative**

Modernize your company narrative and messaging to account for Al and how it's driving growth, change and innovation within your organization.



## **Employ Executive Communications** & Thought Leadership

C-level and company leadership communications/ platforms need to account for and integrate Al messaging and consistent updates to foster confidence and pair vision with action.



#### Update **Crisis & Issues Preparedness Plans**

Develop and/or update your company's crisis preparedness and communications plans for Al-related incidents. Reconsider messaging and incorporate potential Al related issues and questions into spokesperson prep.

# Let's Talk Al



- WE Communications has helped introduce nearly every major tech innovation for the past 40 years, Al included
- WE Communications has unparalleled Al expertise—from supporting global AI technology leaders' product initiatives to implementing Al narratives across corporate, executive, employee, and financial communications.
- Our expertise and strategies for navigating tech transformations help business leaders prepare and leverage innovation for business impact and growth.

#### Al Services

Our Al Services group is ready to help your team explore and adopt new technologies so that your people can work smarter, faster and more creatively. From corporate communications and executive counsel to navigating the Al regulatory landscape, WE delivers.

- Al Narrative Workshop: We'll help you bridge the gap between Al ambitions and effectively communicating to your customers, employees and the industry about your Al vision and leadership.
- Al Storymaking: Project-based offering helps brands supercharge their Al narrative in a crowded news environment.
- Executive Al Platform: WE delivers a proven executive profile approach that establishes your key executives with the right insight, positioning and unique perspective in the market to



communicate clearly to stakeholders on the complex topic of Al.

Read more: bit.ly/