

Beyond The Bulletin Transcript

A video blog by Cameron Wood

Episode #02

Title: The Human Touch

Hi everyone, and welcome back to Beyond The Bulletin.

We're diving into a topic that's more relevant than ever in our digital, AI-driven world: *The Human Touch - Why Empathy in Communication Can't Be Replaced by AI*.

We're in an era where AI can write emails, generate reports, and even draft speeches.

There's no doubt that AI is transforming the way we work, especially in internal communications.

But while AI can process vast amounts of information and generate text, there's one thing it lacks: *emotional intelligence*.

It doesn't feel. It doesn't understand the deeper human context behind the words. And in a workplace setting, that's a significant limitation.

Let's take a step back. What makes great communication *great*?

It's not just about delivering a message—it's about making people feel *heard, valued, and understood*.

Think about those difficult workplace conversations: A restructuring announcement. Layoffs. Leadership changes. Policy shifts.

These aren't just business updates - words on a page, or computer screen; they deeply affect people's lives.

How those messages are communicated can build trust—or break it.

An AI-generated memo might have the right facts, but without empathy, it can come across as cold, detached and even dismissive.

When people are uncertain or anxious, they don't just need information; they need reassurance. They need to *feel* that leadership understands their concerns.

Humans bring something to communication that AI simply cannot replicate: *the ability to read the room, sense unspoken emotions, and adapt in real time*.

Think for a moment about the last town hall meeting you went to. A crowd of people, a high level of unpredictability around the content and the questions that might come from the floor.

AI might suggest a scripted response to a difficult question, but a skilled communicator can gauge the audience's reaction, adjust their tone and provide clarity and reassurance on the spot.

Empathy in communication is also about knowing when *not* to say something. AI may generate a response that sounds technically correct but fails to grasp that a situation requires discretion or a human touch.

That's where emotional intelligence makes all the difference.

Let's look at a real-world example. Imagine a company has to announce a major restructuring that affects employees' roles.

An AI-generated email might look like this: [SLIDE]

"Effective immediately, our organization will undergo a restructuring to enhance operational efficiency. Some roles will be realigned to better serve our strategic goals. Impacted employees will receive further communication."

Technically, it's clear. But emotionally? It's distant, impersonal and anxiety-inducing. As a leader, you're likely to see productivity come to a grinding halt - and anxiety reach a new high.

Now, let's rewrite it with - as Bruce Springsteen says - the human touch:

"We understand that change can be difficult, and we want to acknowledge the impact this may have on you. As we navigate these changes, we are committed to supporting each and every one of you. If your role is affected, our HR team will reach out personally to discuss next steps, answer your questions, and provide resources to help during this transition."

See the difference? The human version reassures, acknowledges emotions and offers support. This is what builds trust.

AI is an incredible tool, but that's exactly what it should be—a tool, not a replacement for human connection. It can help us streamline tasks, generate drafts and analyze data, but the *final message* should always be shaped by human insight.

As internal communicators and leaders, our role isn't just to inform—it's to connect. To build culture. To foster engagement.

That requires *real* conversations, active listening, and emotional intelligence—things AI simply cannot replicate.

What do you think?

How can we strike the right balance between technology and the human connection?

Let's keep the conversation going in the comments!

Cameron is an award-winning communications strategist with a remarkable career spanning over three decades. His expertise covers internal and external communications, crisis management, branding, and change communications. He has worked in corporate, academic, and media environments, shaping narratives, driving engagement, and navigating organizations through change with strategic precision.

Want more insights on internal comms? Follow for expert strategies, or connect on LinkedIn to discuss what's working in your organization.

Primary Keywords: Internal Communications, Employee Engagement, Data-Driven Strategy, Workplace Communication, Employee Retention.

Secondary Keywords: Engagement Surveys, Communication Metrics, Sentiment Analysis, Internal Messaging, Productivity Trends.