

Advocate for Better Internal Communications in the Age of AI

A Strategic Guide for Internal Comms Professionals

AI is revolutionizing the workplace – automating tasks, generating content, and analyzing sentiment at scale. But internal communications must do more than inform – it must build trust and drive engagement. People don’t connect with systems – they connect with stories, empathy, and authenticity.

As organizations accelerate AI adoption, internal comms professionals must champion the case for *people-first* communication strategies.

Key Message for Stakeholders

"AI can power our messages – but only people can make them meaningful."

Core Advocacy Strategy

Step	Action	Why It Works
1. Build a Human + AI Narrative	Frame AI as an enabler, not a replacement. Emphasize that human insight guides context, tone, and trust.	Shifts perception from cost-cutting tech to strategic augmentation.
2. Show Real-World Impact	Use case studies or internal data to show how authentic, empathetic comms drove engagement, retention, or morale.	Decision-makers respond to outcomes, not theory.
3. Run a 'Before & After' Experiment	Share two versions of the same message – one purely AI-generated, one human-curated. Measure employee response.	Demonstrates qualitative difference in connection, not just clarity.
4. Leverage Employee Feedback Loops	Highlight how real voices (surveys, listening sessions) are critical to message resonance – and how AI misses nuance.	Validates the need for human interpretation of sentiment and signals.
5. Tie to Business Priorities	Align better comms with productivity, culture transformation, and retention goals.	Shows that comms isn’t soft – it's strategic.
6. Make Trust the Centerpiece	Emphasize that consistent, human-led comms build employee trust—critical for engagement in AI-driven change.	Trust is the foundation for engagement, adoption, and culture resilience.

Tools to Support Your Case

- **AI-powered analytics** (e.g., sentiment dashboards): Reveal communication gaps.
- **Engagement metrics**: Tie open/read rates to style and tone.
- **Testimonials from teams**: Real voices advocating for human-centered comms.
- **Trust pulse surveys**: Quick employee check-ins that measure how much internal communications influence trust in leadership and the organization.

Talking Points for Leadership Buy-In

- “AI writes. People relate.”
- “Misunderstood messages cost more than poorly written ones.”
- “Engaged employees don’t just need information – they need to *trust* the source.”
- “If employees feel unheard, they *will* disengage”
- “Good AI needs better inputs – humans craft the strategy.”

Vision for the Future

Imagine an internal comms strategy where:

- AI handles **volume and velocity**.
- Humans lead **empathy and ethics**.
- Comms is not just informative – but *transformative*.