

# BRIDGING THE AI EXPECTATION GAP

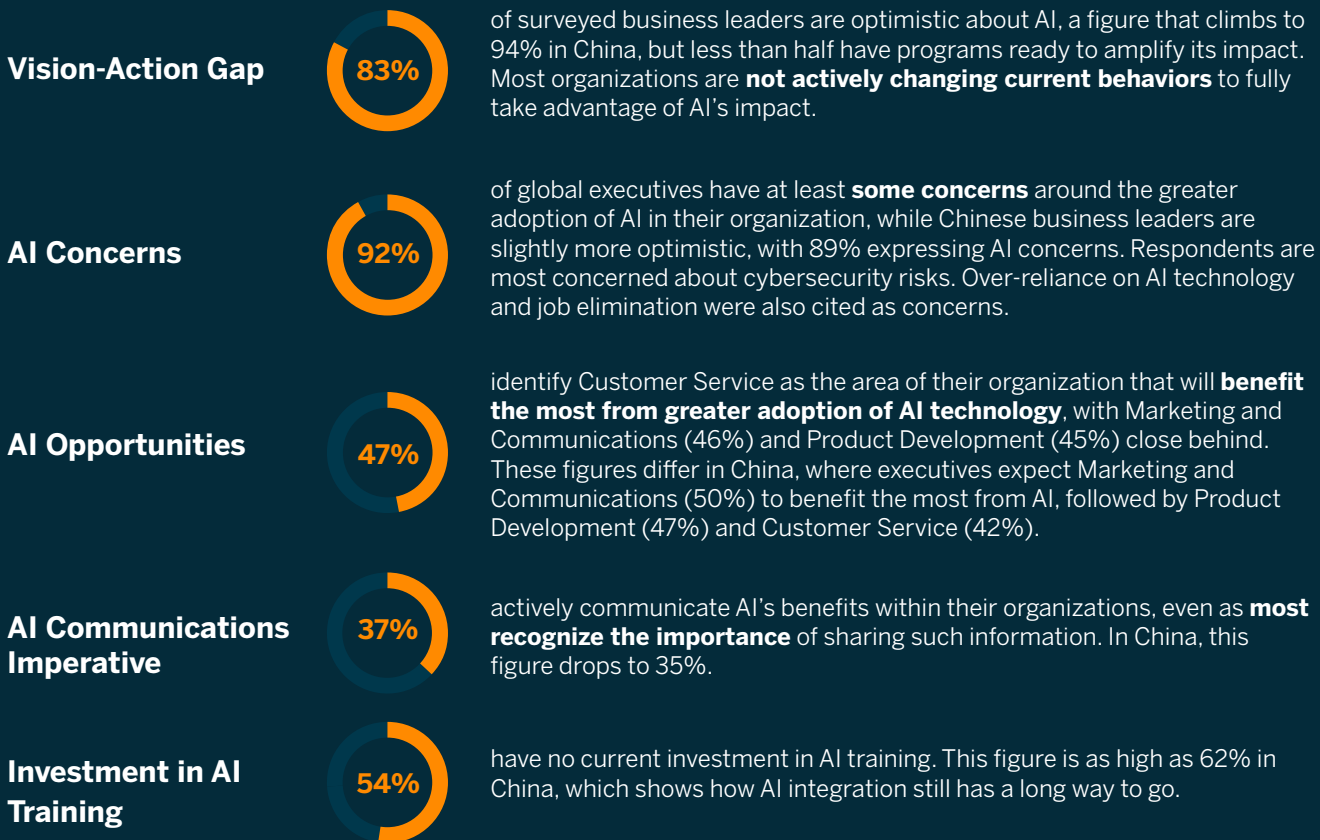
## EFFECTIVE COMMUNICATION STRATEGIES

How do you strategically position your organization to leverage AI—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 AI are sky high**, few businesses have concrete plans for effectively communicating about AI adoption within their organizations. Despite expectations, **businesses face a critical gap** between optimism and action in AI adoption.

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

## What We Found



### Who WE Surveyed

WE Communications conducted a global survey of 2,900 executives and technology business decision makers to gain insight into how AI is impacting organizational culture, trust and business communications. This data refers to data 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 AI innovation.

To build a strong foundation, companies must:



## Build Strong AI Engagement & Communications Strategy

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



## Refresh Company Transformation Narrative

Modernize your company narrative and messaging to account for AI 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 AI 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 AI-related incidents. Reconsider messaging and incorporate potential AI related issues and questions into spokesperson prep.

# Let's Talk AI



- WE Communications has helped introduce nearly **every major tech innovation** for the past 40 years, **AI included**.
- WE Communications has **unparalleled AI expertise**—from supporting global AI technology leaders' product initiatives to implementing AI 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.
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