

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 high 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*

- Vision-Action Gap**  74% 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.
- AI Concerns**  93% have at least **some concerns** around the greater adoption of AI in their organization, with respondents most concerned about cybersecurity risks. Existential threat to society, over-reliance on AI technology, and job elimination were also cited as concerns.
- AI Opportunities**  59% identify Product Development as the area of their organizations that will **benefit the most from greater adoption of AI technology**. Customer Service (50%) and Marketing and Communications (45%) were close behind.
- AI Communications Imperative**  45% actively communicate AI's benefits within their organizations, even as **most recognize the importance** of sharing such information.
- Call for Collective Transparency**  84% believe their organization should be more or **equally transparent about its use of AI** compared to their vendors, partner businesses and customers. Sharing leadership's point of view on AI is one of the most significant ways for leaders to build and retain trust with employees as AI becomes more incorporated into the organization.

Who WE Surveyed

WE Communications conducted a global survey of 2,900 executives and technology business decision makers (500 respondents were from India) to gain insight into how AI 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 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.