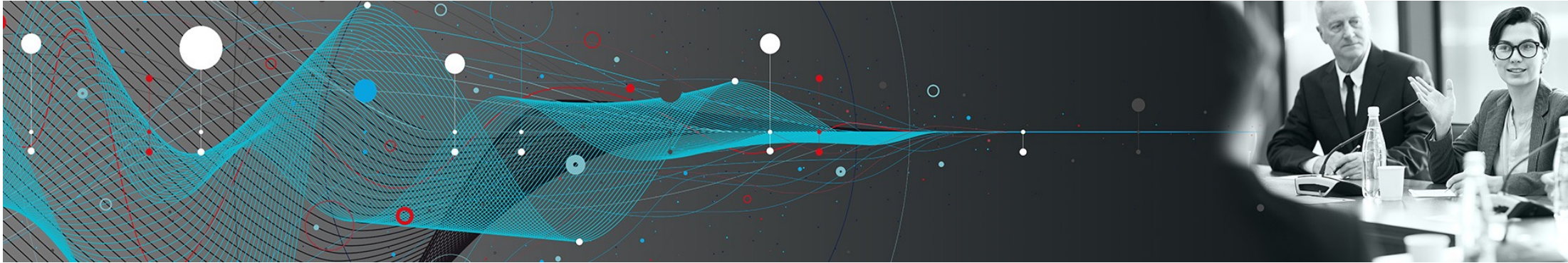


# EXCELLENCE | FORUM

Sharing Communications Excellence



What is "New intelligence for communications"? – a GPT4 answer \* \* Controlled and edited by a human

- Could refer to the use of **cutting-edge technologies & approaches to optimize** corporate communications.
  - *Might include **AI, machine learning, data analytics, and automation***
  - *Could also include novel strategies and methods in communications based on an **improved understanding of human behavior and social dynamics.***
    - *This may refer to innovative approaches to customer engagement, internal communication processes, and use of social media.*
- However, the exact meaning depends on the **context.**

## "New intelligence for communications" - GPT4 Recommendations

### Do

1. Collect and manage **high-quality** data.
2. Implement AI tools to **enhance decision-making** and **personalized communication**.
3. Learn, train and update **continuously**
4. Use AI to **augment human capabilities**, not replace them.  
Focus humans on creative, strategic tasks that require **emotional intelligence**.

### Don't

1. Avoid **Over-Automation**. Don't replace human interactions entirely
2. Don't Neglect **Data Privacy and Security**.
3. Don't Ignore **AI Ethics**

*"Surfing the AI wave successfully requires a strategy that blends technology, people, and processes."*

## GPT4: Key Ingredients for "New Intelligence for Communications"

- **Advanced Analytics**
  - Use predictive analytics and other methods to understand your audience's behavior and preferences.
- **AI-Powered Tools**
  - Implement tools such as chatbots, recommendation systems, and sentiment analysis to enhance communication.
- **Personalization**
  - Use AI to create personalized experiences and messages for your audience.
- **Employee Training:**
  - Invest in training your employees to work with AI tools and interpret their outputs.
- **Stakeholder Engagement:**
  - Use AI to engage with your stakeholders (both internal and external) in a more efficient, timely, and personalized manner.

*Remember, the success of  
AI in communication  
lies in blending data-driven insights with  
human intuition and creativity.*