

INTERNAL COMMUNICATION IN THE AGE OF ARTIFICIAL INTELLIGENCE

Transformational leaders need to be exceptional communicators.

Bombarded by new technology and unsure where artificial intelligence will take us? Asking yourself how this will impact communication at scale in your organization? How can you best harness this power for business success?

Companies and projects are at risk. Effective strategic internal communication will attract, engage, align, and retain your people to weather this storm of change. It will help them adopt new technologies.

But how can you tell if your strategy will succeed?

What questions should you ask?

Internal Communication in the Age of Artificial Intelligence reveals a modern, multilayered approach to internal communication. It's a practical guide for business leaders and communicators, filled with global case studies, behind-the-scenes insights, and stories from industry experts. You'll learn what basics must be done brilliantly, how to engage with communities, and why a new immersive communication mindset is needed to prepare you for the future.

**Well-written, lively,
informative**

**"A really valuable read for
anyone looking to improve
their internal
communication strategy and
impact in the age of AI."**

**—Morten Dal, Change Management &
Customer Success Management,
Microsoft, Copenhagen, Denmark**

Monique Zytnik

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