

Monique Zytnik

Internal Communication

in the Age of Artificial Intelligence

PRESS KIT



MONIQUE ZYTNIK



ABOUT MONIQUE

Monique Zytnik is an award-winning, global internal communication leader based in Berlin, Germany.

She's worked internationally, presented on best-practice communication at world conferences, and guest lectured at universities. Her campaigns have been recognized by Gartner, Mumbrella CommsCon, and the Digital Communication Awards. She regularly shares her knowledge through communication industry publications and podcasts, drawing on her in-house and consultancy work with organizations including SBS Radio Australia, The Australian Taxation Office, ANZ Bank, DHL Group, Adjust GmbH, and LEGO Foundation. Her decades of experience are supported by a master's in communication (PR) with honors from RMIT University. She gives back to the community by mentoring others through The Mentoring Club and Global Women in Public Relations (GWPR), and as the International Association of Business Communicators (IABC) EMENA Board Chair 2023/24.

INTERNAL COMMUNICATION IN THE AGE OF ARTIFICIAL INTELLIGENCE

BUSINESS EXPERT PRESS

Paperback \$31.99

ISBN: 978-1-63742-604-3

eBook \$17.99

eISBN: 978-1-63742-605-0

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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.

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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.

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TESTIMONIALS

We need to reimagine a more human-centered and sustainable way of conducting business. One that combines the advantages of emerging technology with the uniquely human strengths that we can all bring to the table. *Internal Communication in the Age of Artificial Intelligence* shows how, despite new technology and new ways of working, building relationships, communicating effectively and promoting strong, purpose-driven leadership is what matters, and will continue to matter. Monique's engaging way of looking at internal communication and her multilayered model gives us a pathway to a more human-centric future and positions organizational communication as one of the essential tools to navigate the complexity and disruption to come. An, essential thought-provoking read

—Aaron McEwan, VP, Research & Advisory,
Gartner, Newcastle, Australia.

"People come first. Technology merely enables" - these words of wisdom from Monique should well and truly be a mantra for anyone in the corporate world as we get ready to embrace the future."

—Kiron Kesav, Chief Strategy Officer, Omnicom Media Group,
Kuala Lumpur, Malaysia.

"With so many opinions on offer today about where better communications can help your organisation, this book is a great guide to the forest. It explains why internal communications matters – now and in the future. Importantly, highly experienced practitioner Monique explains some enduring truths about the importance of strategic thinking and the need to understand audiences; she avoids the trap of talking about individual tools or gone tomorrow technologies but rather highlights the need to remember the WHY and the WHO of communication.

This book reflects a wealth of research drawing on academic research, insights from real practitioners, and some of the most influential management thinkers of our age. Monique's global mindset is reflected in the sources she draws up and her pithy writing style ensures that her aphorisms will be with us for a long time to come"

—Liam FitzPatrick, Co-author of *Successful Employee Communications*,
London, United Kingdom.

"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

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