



Communicate Better NOW

North On Woodward Communication Training

THIS ISSUE: Communicating Authentically, using AI as a tool

DON'T ALLOW THE BOTS TO TAKE OVER YOUR BRAIN.

I am not an A-I expert. In fact, I call it the frenemie but I do recognize it's here, it can be a valuable tool when used properly and a deal killer when not, and I teach those concepts in my communication training company North On Woodward.

School has started and students have a wide array of things they can use to NOT do the work. Corporate leaders have stakeholders they need to communicate with on a daily basis and AI can seem like the perfect way to draft the ideal presentation. However, it is truly more valuable to all you communicate with when you are able to be your authentic self, and communicate with your voice and your thoughts using AI as a thought partner, an idea prompter, a tool instead of a crutch. Let's not let the bots take over our brains.

AI: TOOL OR CRUTCH?

AS A TOOL

- Sharpens your thinking.
- Catches typos, tightens a sentence.
- Becomes your thought partner.

AS A CRUTCH

- Does the thinking for you.
- The message goes out clean but empty.
- Your team can tell the difference. So can your clients.

NORTH ON WOODWARD COMMUNICATION TRAINING

LEARN HOW TO SPOT AI IN YOUR WRITTEN COMMUNICATIONS

AI leaves some very specific 'fingerprints' in its 'crafting' of sentences. These are telltale signs that AI did most of the work.

<https://www.scribbr.com/ai-detector/> is a great free resource. You simply cut and paste your written communication and the program will analyze what sounds human and what reads as AI construction.

CLASSIC AI-ISMS

- **Emm—dash overload. Double-dashes everywhere, even when a period will do.**
- **Suspiciously measured sentences that sound more like song lyrics than sentences.**
- **Three-part overload. Everything comes in sets of three.**
- **Lots of alliteration. "We come, we create, we conquer."**
- **The words, "Real", "Earned", "Owed", "Let's go".**

NORTH ON WOODWARD COMMUNICATION TRAINING

KEEP THE HUMANS IN THE LOOP

My sister has a really cute saying. There are green beans and lima beans, string beans and pole beans but the best beans in the world are human beings. AI would flag that sentence in a heartbeat because it would see a grammar error in the logic. But the point is, that in order to sound human, and read human, you are the best resource to keep it human.

Use AI to help with sentence structure. Use this prompt when requesting content analysis: "Use the goggles of...", an employer, someone hiring, an instructor, or a specific client. When you tell AI to use specific goggles in analyzing your content, it understands from what point of view to judge.

Help it help you by making sure you are checking sources. Tell it to only give you searchable references that can be a footnote, and then follow-up by actually checking the sources. AI likes to please, and keep you engaged and, in doing so, tends to rely on flattery and hallucinations. And so, it must constantly be checked and rechecked. Just because AI gave it to you, doesn't make it true.

Also, let it know that you do NOT want flattery. You must instruct AI how to regard your prompts. For example, use this as a prompt: "No flattery or sugar coating. Give it to me straight". That one prompt will change how AI responds to your requests for help with content analysis.

AUTHENTIC COMMUNICATION LOOP

HUMAN

HUMAN

HUMAN

Write your communication thoughts and goals.

AI

Use AI to refine.

HUMAN

Read your final product OUT LOUD to make sure it still sounds like YOU.

NORTH ON WOODWARD COMMUNICATION TRAINING

LEARN HOW TO SPOT AI IN YOUR WRITTEN COMMUNICATIONS

AI goes on, and on, and on, and on. It's another one of those telltale signs that AI did the thinking for you. Make sure you are reading each sentence, and dollars to donuts, you can likely cut off half of what AI suggests and still be understood in the way you want to be understood. Make sure you are using an economy of words and don't let AI bloviate your communications.

LOVES THE 'SOUND' OF ITS OWN WORDS

- This approach gives leaders an opportunity to communicate more effectively while also building trust, increasing engagement, improving collaboration, and creating a stronger culture across the organization.
- This approach will help us communicate more effectively.

NORTH ON WOODWARD COMMUNICATION TRAINING