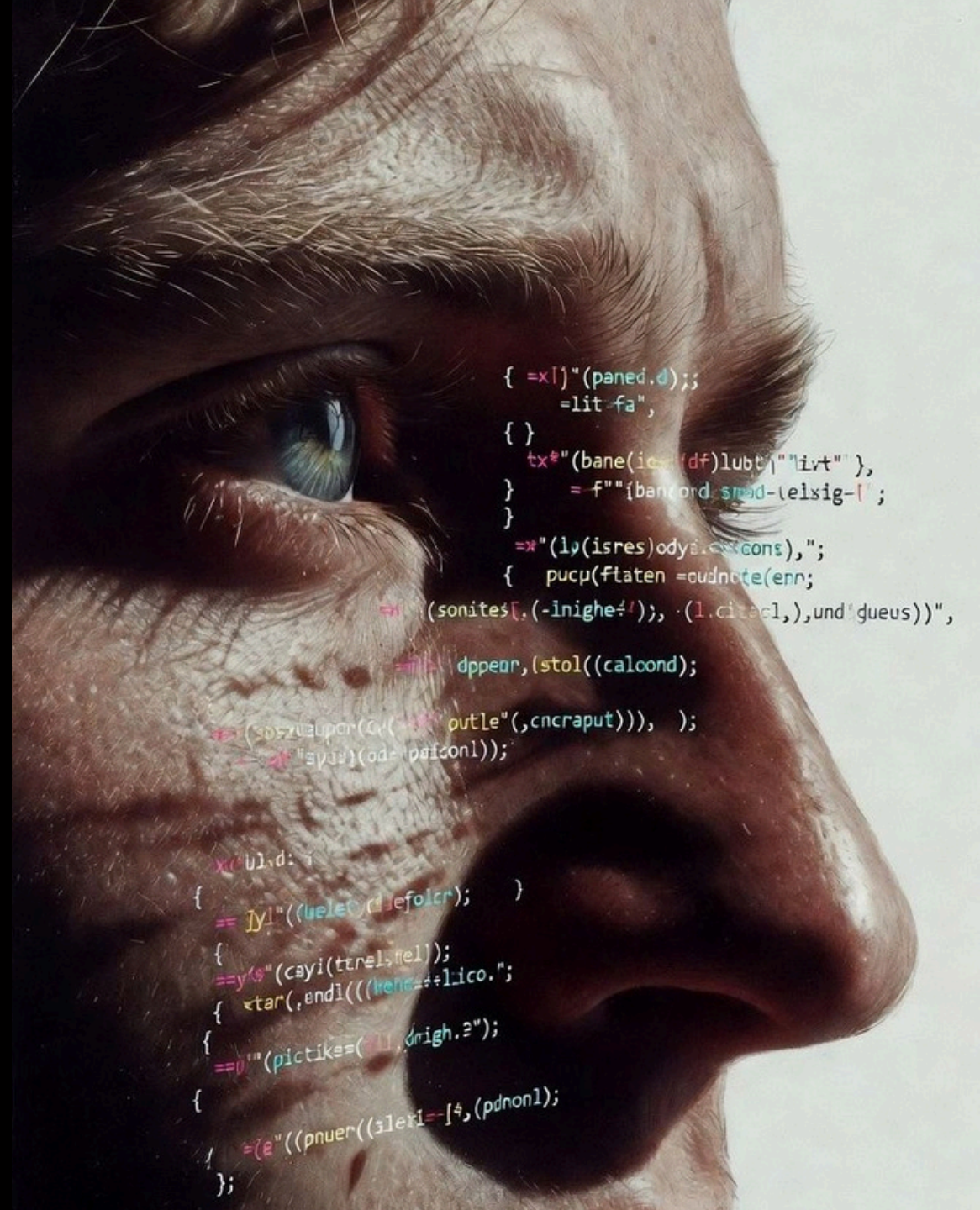


SEPTEMBER 22

AI Workshop

Maintaining the Human Touch



Agenda

WELCOME + PULSE CHECK	5 min	Introductions + interactive polls on current AI use
WHERE AI CREATES VALUE	8 min	The policy communications workflow
BUILDING YOUR TOOLKIT	7 min	Tools vs. assistants vs. agents, choose the right capability
AUTHENTICITY + TRUST	8 min	Research findings + discussion
EFFICIENCY TO EFFECTIVENESS	6 min	Measuring AI's impact on communications
RESPONSIBLE AI	3 min	The Five Key Considerations
BUILD YOUR GUARDRAILS	15 min	Scenario exercise + discussion
DEBRIEF	5 min	Open questions + five questions to take back to your organisation

You'll need: Pen + Paper

Meet the speakers

Global Creative Strategy for Public Affairs.

We are a global creative agency specialising in public affairs strategy, digital storytelling, and branding, crafting solutions to amplify your influence.



ALLISON HOFFMAN

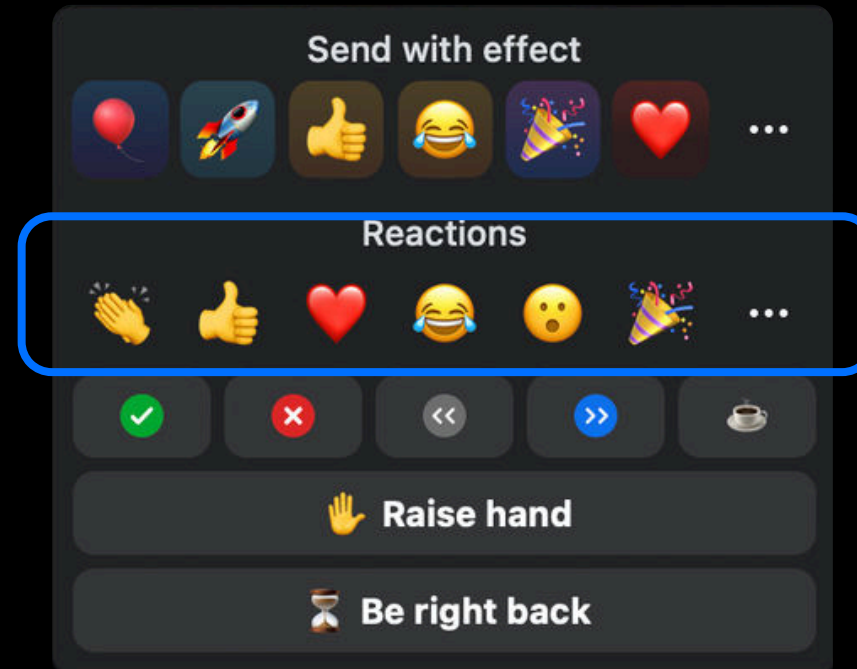
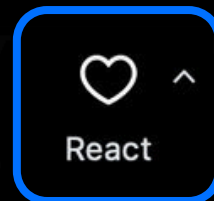
Managing Director,
NJI | San Francisco



GLEN SWART

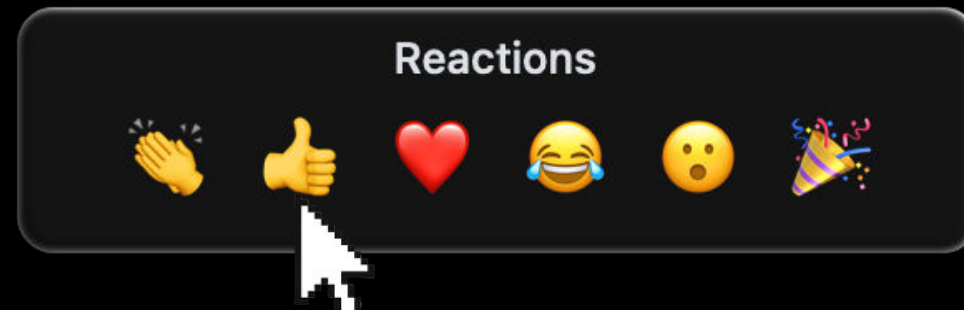
Art Director,
NJI | London

HOW TO GUIDE



01

Who's used AI today?



02

What did you use it for?



Research



Monitoring



Drafting



Translation



Creative



Other

03

Who has formal guidance



Yes



No

Four Questions

FACING EVERY PUBLIC AFFAIRS ORGANISATION

/ Where does AI create value?

Can AI make policy communication faster or better

/ Which tools and use cases are most valuable?

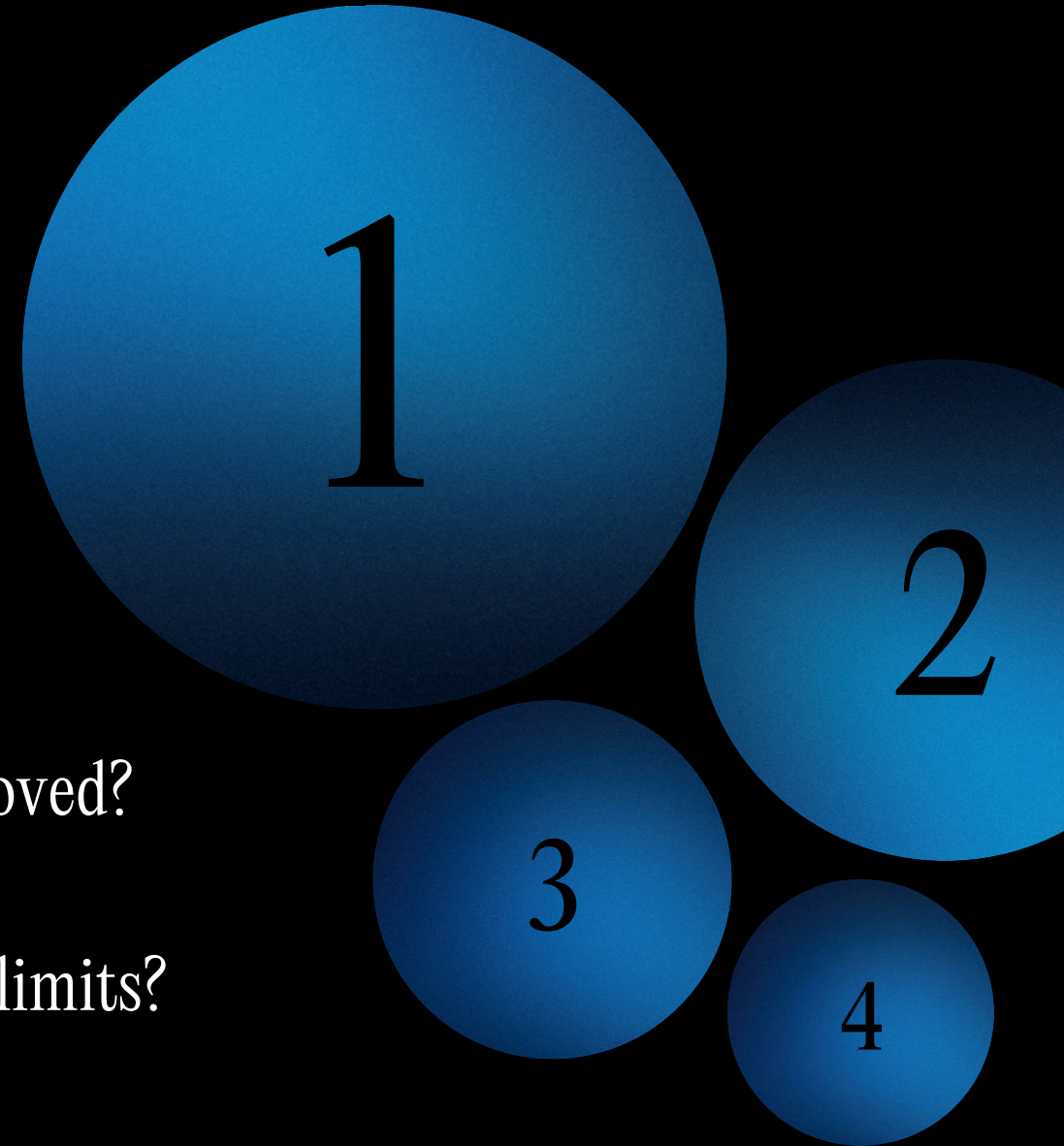
How to build a toolkit that aligns with your goals

/ How do we know whether outcomes have improved?

Beyond efficiency and into effectiveness

/ Where do trust, ethics, and governance require limits?

The five key considerations and how to develop guardrails



→ Allison

Where AI Creates Value

→ Allison

Framework

AI USE CASES

Discover

AI as an Explorer

Define

AI as Collaborator

Design

AI as Creative Partner

Develop

AI as Amplifier

→ Allison

Discover

AI AS AN EXPLORER

1

**Summarize complex
policy information**

3

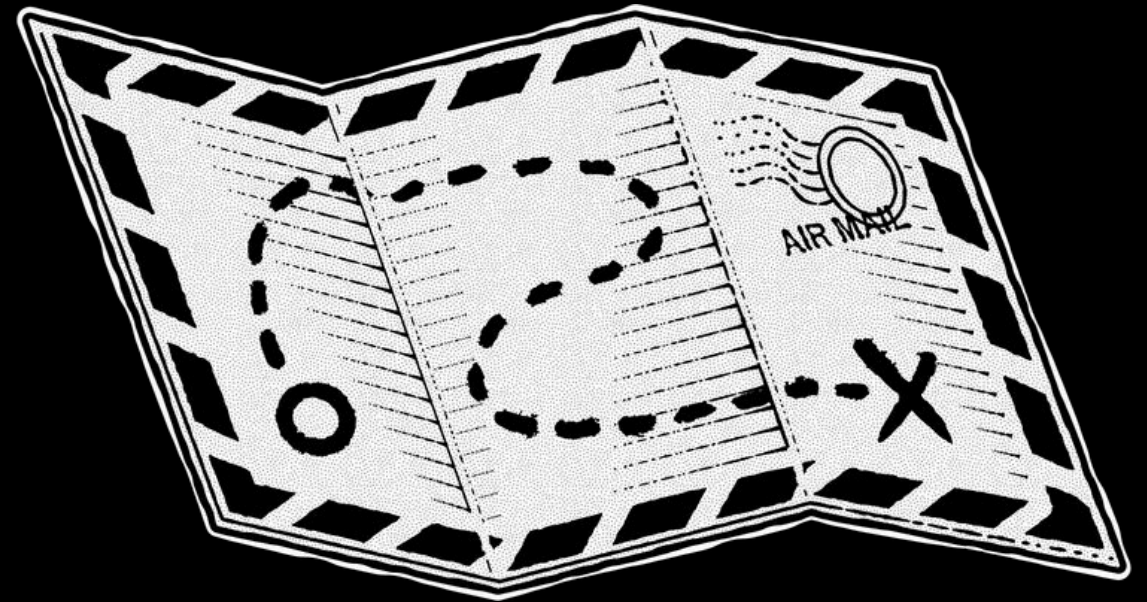
**Identify patterns
and emerging signals**

2

**Synthesize stakeholder
and public input**

4

**Map the policy
landscape**



→ Allison

Define

AI AS A COLLABORATOR

1

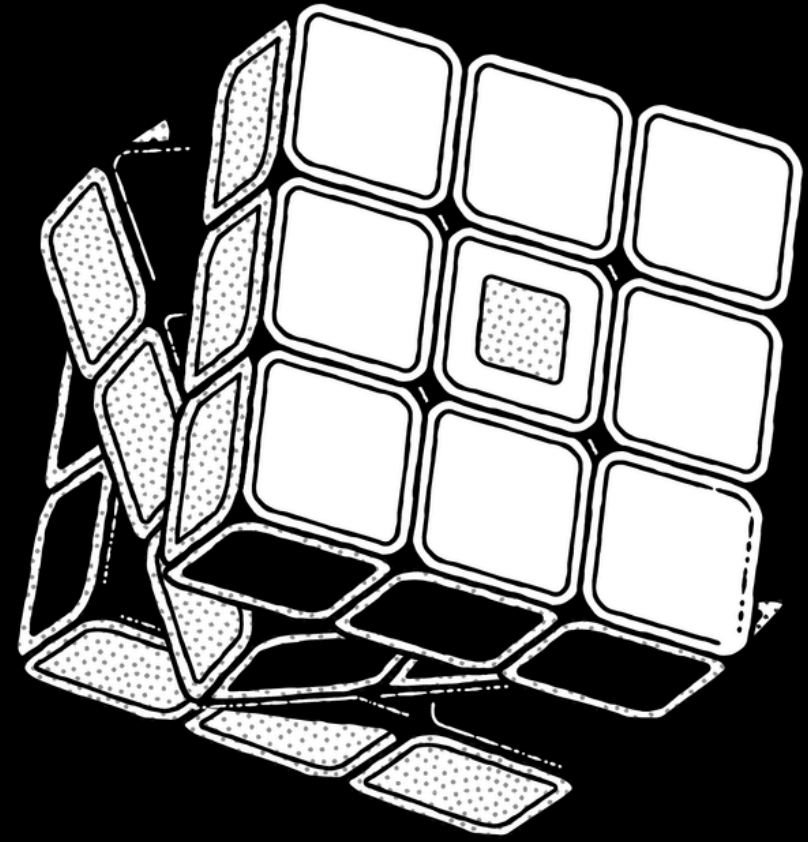
**Strengthen policy
arguments**

3

**Accelerate strategic
response**

2

**Translate analysis into
communications**



→ Allison

Design

AI AS A CREATIVE PARTNER

1

**Explore creative
concepts**

3

**Adapt concepts
across channels**

2

**Prototype
ideas quickly**



→ Allison

Develop

AI AS AN AMPLIFIER

1

**Clarify and refine
communications**

3

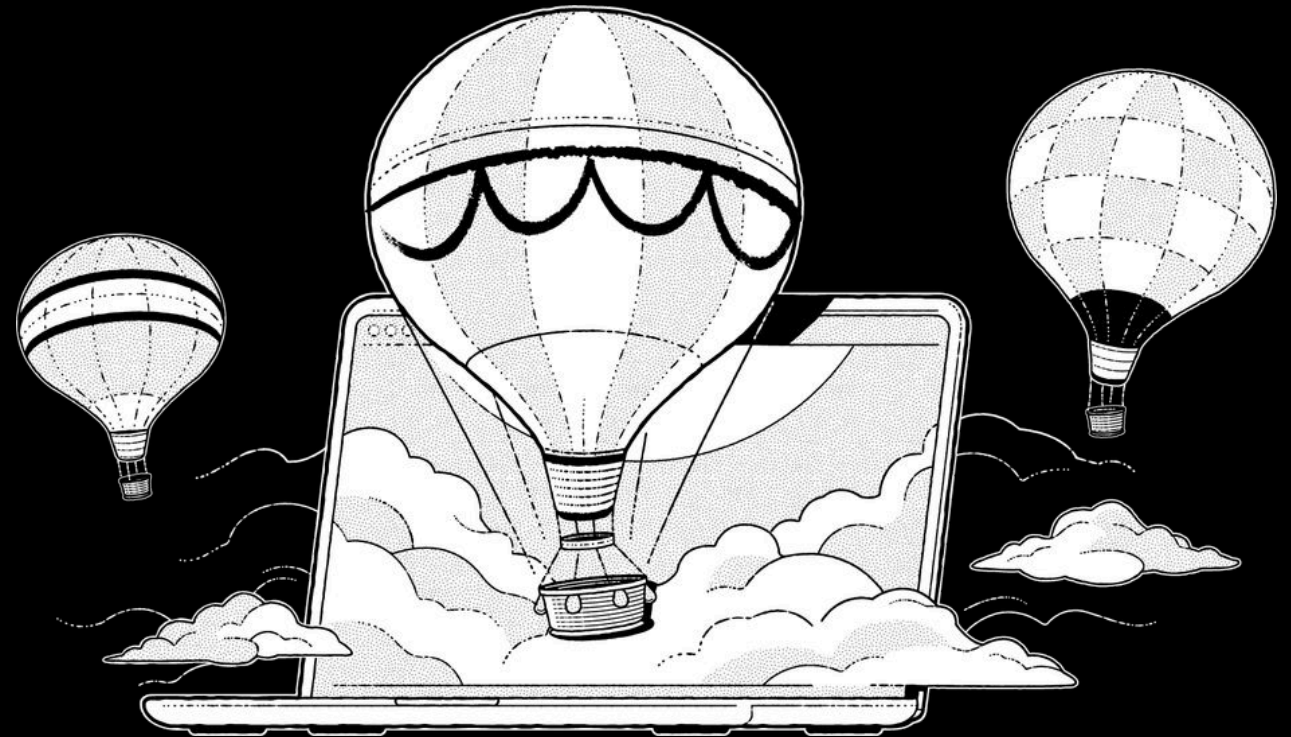
**Stress-test
messaging**

2

**Adapt for different
audiences**

4

**Build on existing
thinking**



Building Your Toolkit

Quick Definitions

TOOL

ASSISTANT

AGENT

Quick Definitions

WHO'S HOLDING THE WHEEL?



TOOL

You prompt, you evaluate, you decide the next step. ChatGPT, Claude, and Gemini in basic chat form all work this way.

You're driving

ASSISTANT

Built into the software you already use, suggesting as you work. Autocomplete for everything. Still reactive: you're driving.

You're driving, with a co-pilot

AGENT

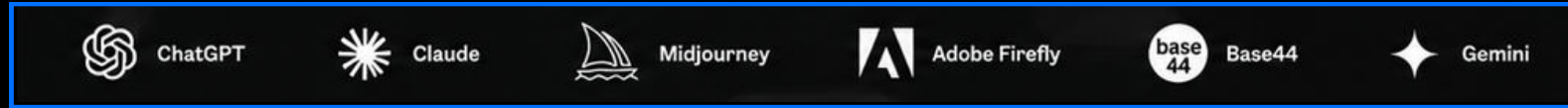
You set a goal, not a task. It plans, searches, drafts, and checks its own work. you review the outcome, not each step.

Set the destination, it takes the wheel

→ Glen

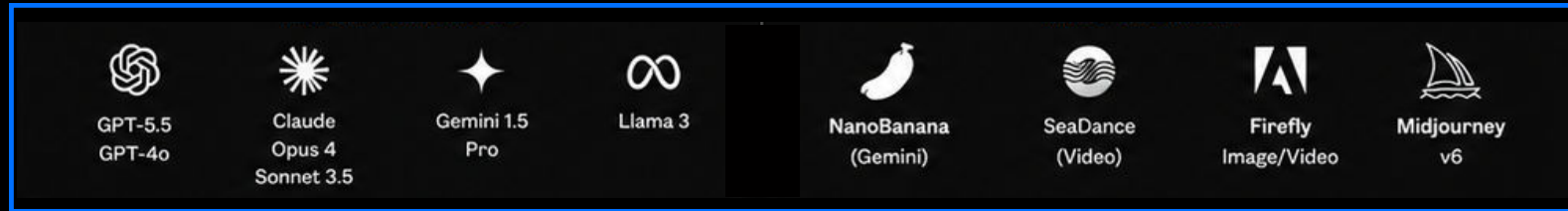
AI PLATFORMS

A platform gives you access to different models and tools to optimize how you use them.



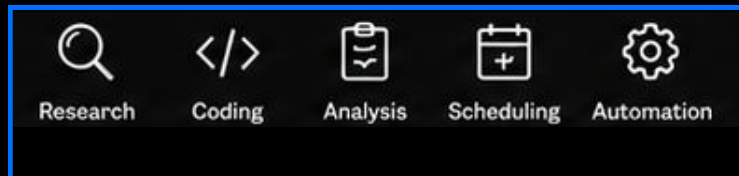
AI MODELS

A model provides the intelligence.



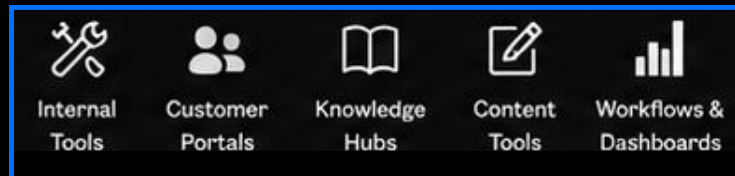
AI AGENTS

Purpose-built workers.



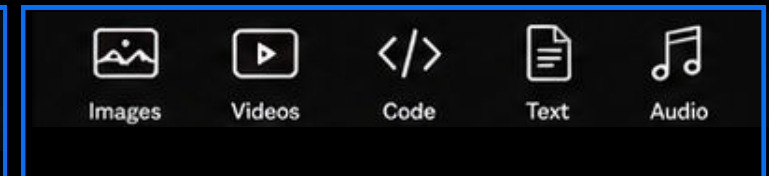
AI APPLICATIONS

Custom experiences you build.



AI CONTENT

Content created from AI.



BUSINESS VALUE



→ Glen

NJI & AI

OUR APPROACH & PROCESSES

- 1 DISCOVER**
Role: The Explorer
- 2 DEFINE**
Role: The Collaborator
- 3 DESIGN**
Role: Creative Partner
- 4 DEVELOP**
Role: The Amplifier & Accelerator
- 5 DEPLOY**
Role: The Assistant



→ Glen

NJI & AI

OUR APPROACH & PROCESSES

1

DISCOVER

Role: The Explorer

2

DEFINE

Role: The Collaborator

3

DESIGN

Role: Creative Partner

4

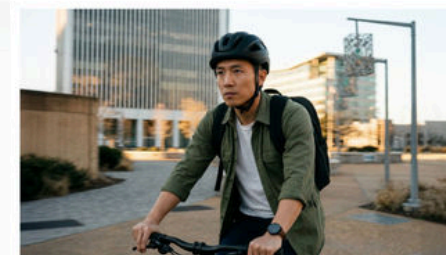
DEVELOP

Role: The Amplifier & Accelerator

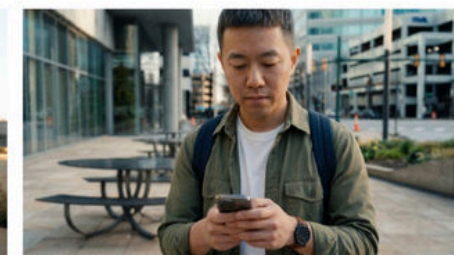
5

DEPLOY

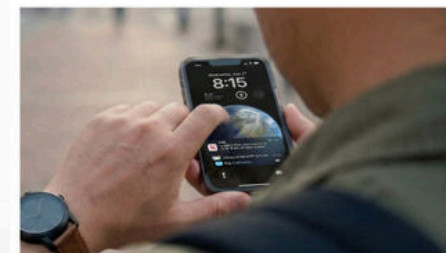
Role: The Assistant



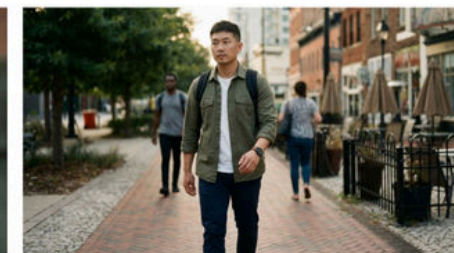
Riding his bike to work.



Walking near office, checking phone.



Over-the-shoulder phone shot.



Walking through Farmers Market area.

→ Glen

NJI & AI

SELECTING TOOLS

**What capability do
I actually need?**

**What information can
I safely put into it?**

**Where does human
judgment belong?**

→ Allison

Authenticity + Trust

The Value of Real

New research with U.S. voters on what makes public affairs creative feel trustworthy, authentic, and recognizably human as AI-generated content becomes more common.

Source: NJI x Stack Data Strategy

65% rank accuracy among their top two priorities



Category	Percentage
Rank accuracy among top two priorities	65%

74% prefer a real customer, employee, or expert over an actor or AI-generated person.



Category	Percentage
Prefer a real customer, employee, or expert over an actor or AI-generated person	74%

53% lose trust when someone they thought was real turns out to be AI-generated.



Category	Percentage
Lose trust when someone they thought was real turns out to be AI-generated	53%

Efficiency to Effectiveness

How do we measure impact?

Efficiency $\neq$ Effective

→ Glen



What you should look at instead



Faster



Better



Effective

What you should look at instead



Faster

- Repetitive tasks
- Lower production cost
- Increased capacity
- Agility in the face of development
- Iterate and solve quicker
- Faster first drafts / starting points
- Large volumes of information
- More rapid scenario testing

What you should look at instead



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Better

- Research quality
- Message clarity
- Audience relevance
- Range of strategic options
- Consistency
- Broader exploration
- More perspectives considered
- Earlier identification of gaps or risks
- Stronger audience personalisation

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- Stronger audience personalisation



Effective

- Engagement
- Message retention
- Stakeholder response
- Advocacy actions
- Trust or sentiment
- Policy or reputational outcomes
- Tailor and test
- Faster optimisation based on feedback
- Testing more message variants

In Short...



Did it make our team
or the work faster?



Did it improve the
quality of the work?



Did it improve the
communications outcome?

Considerations for Responsible AI

Considerations for Responsible AI

- ✓ **ACCURACY:** Can we verify the output and its sources?
- ✓ **CONFIDENTIALITY:** What information are we putting into the system?
- ✓ **AUTHENTICITY:** Are we using AI to support something real, or manufacture something that appears real?
- ✓ **TRANSPARENCY:** Could an audience reasonably misunderstand what is real?
- ✓ **ACCOUNTABILITY:** Which human ultimately owns the communication?

→ Glen

10 MIN EXERCISE

Build Your Guardrails

10 MIN EXERCISE

What You'll Need:



Pen & Notepad



A Text Editor

CONTEXT — 1 MIN

*“...we need this by 5pm, the material is sensitive
— and someone has suggested AI...”*

PART 1 – 2 MIN

Select a scenario

1

Hearing prep work

Your CEO is appearing before a parliamentary committee tomorrow. You have hundreds of pages of background material to review.

2

Consultation analysis

600 stakeholder responses have arrived and leadership wants the key themes identified.

3

Grassroots advocacy

You have a real advocate's interview transcript and want to turn their experience into a compelling first-person story.

4

Policy explainer

A complex regulatory proposal needs to become a 60-second animation for social.

5

Choose your own adventure

Something off your current to-do list.

PART 2 – 2 MIN

How far would you let AI go?

DISCOVER / DEFINE

Assist, research, summarise,
collaborate, organise or support

DESIGN / DEVELOP

Draft, challenge, develop
create or iterate

HUMAN TOUCH

Which parts need human
authorship or judgement

PART 3 – 2 MIN

Where to draw the line?

DISCOVER → DEFINE → DESIGN → DEVELOP → DEPLOY

Place your line: where does AI involvement stop and human ownership take over?

PART 3 – 2 MIN

Where to draw the line?

DISCOVER → DEFINE → DESIGN → DEVELOP → DEPLOY

DISCOVER

Research, summarise hearings, synthesise positions and identify likely lines of questioning

DISCOVER

Pressure-test arguments, surface counter-arguments and role-play difficult questions

DISCOVER

structure the briefing or visualise supporting information

DISCOVER

Draft or refine talking points and adapt them into different briefing formats

DEPLOY

Fact-checking, final judgement, approval, package and send

PART 4 – 3 MIN

Define your red line

*“We would use AI _____,
but we would never allow it to _____
without _____.”*

PART 4 – 3 MIN

Define your red line

*“We would use AI _____,
but we would never allow it to _____
without _____.”*

EXAMPLE

“We would use AI **to identify themes across consultation responses**, but we would never allow it to **determine which stakeholder views matter** without **human review**.”

DISCUSS YOUR GUARDRAIL – 5 MIN

Where did you draw the line, and why?



CLOSING

AI involvement doesn't have to be all-or-nothing.

The question is where it adds value within the workflow, and where human judgement, accountability and credibility need to take over

→ Allison

Debrief

Questions for Your Organisation

- ✓ Where do we actively encourage AI?
- ✓ Where is human review mandatory?
- ✓ What requires disclosure?
- ✓ What should never be AI-generated?
- ✓ How will we know AI is making our communications better, not just faster?

NJI ■

Thank you.

