



## ARTIFICIAL INTELLIGENCE

# **AI8** AI-Enhanced Communication: Strategy, Influence and Impact in the Digital Age

Artificial Intelligence is reshaping how organisations communicate, from everyday interactions to high-level strategic messaging. This intensive five-day programme equips delegates with the capability to use AI as a powerful communication partner, enhancing clarity, influence and efficiency while maintaining professional judgement, authenticity and ethical standards. The course combines practical understanding of AI tools with core communication principles, enabling delegates to strengthen their impact, adapt messaging to diverse audiences and operate confidently in an increasingly AI-enabled workplace.

## Course Information

**Duration:** 5 days

**London (£4950):** 10th August 2026, 7th December 2026, 15th March 2027

**Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.**

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

## Who is the course suitable for?

This programme is designed for professionals who want to elevate their communication impact while integrating AI into their daily work. It is particularly suited to senior managers and leaders shaping internal and external communication, HR, communications, marketing and operations professionals, client-facing

professionals and consultants, and teams adopting AI tools to improve productivity and communication quality.

## **Course profile**

### **The Role of AI in Modern Communication**

- The evolution of communication in the age of AI
- Key AI tools and their applications in professional settings
- Strengths, limitations and risks of AI-generated content
- Human judgement versus AI capability
- Establishing tone, voice and authenticity in AI-supported communication

### **Clarity, Structure and Professional Writing**

- Principles of clear, concise and impactful communication
- Structuring emails, reports and executive summaries
- Using AI to improve clarity, grammar and tone
- Eliminating ambiguity and improving readability
- Writing effectively across different communication channels

### **Influence, Persuasion and Stakeholder Communication**

- The psychology of influence and persuasion
- Structuring messages for impact and decision-making
- Using AI to tailor communication for different audiences
- Managing sensitive or high-stakes communication
- Storytelling and narrative development with AI support

### **Strategic Communication and Advanced AI Application**

- Communication planning and strategy development
- Using AI for stakeholder analysis and message design
- Scenario planning and crisis communication
- Analysing tone, sentiment and audience response
- Embedding AI into communication workflows

### **Ethics, Leadership and Future Communication**

- Ethical considerations and responsible AI use
- Managing bias, accuracy and risk in AI-generated content
- Maintaining confidentiality and professional standards
- Leading communication in an AI-enabled workplace
- Future trends and sustaining communication effectiveness

# Competencies

At the end of this course, delegates will be able to:

- Confidently use AI to support high-quality professional communication
- Structure and deliver clear, persuasive and audience-focused messages
- Adapt communication style across cultures, stakeholders and platforms
- Critically assess and refine AI-generated content
- Apply AI to communication strategy, planning and stakeholder engagement
- Manage ethical, reputational and confidentiality considerations

## Course Booking

Call us: +44 (0) 207 724 6007

Email us: [training@lmcuk.com](mailto:training@lmcuk.com)

[www.lmcuk.com](http://www.lmcuk.com)

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