LEADERSHIP & STRATEGY

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

Artificial Intelligence is transforming how professionals communicate, from everyday interactions to high-level strategic messaging. This five-day programme equips delegates with the knowledge and confidence to use AI as a powerful communication partner, enhancing clarity, influence and efficiency while maintaining authenticity and professional judgement.

Combining core communication principles with the intelligent use of AI tools, the course enables delegates to structure messages effectively, influence stakeholders and produce high-quality communication materials suited to a modern, fast-paced environment.

Course Information

Duration: 5 days

London (£4950): 10th August 2026, 7th December 2026, 15th March 2027, 28th June 2027, 11th October 2027, 17th January 2028

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 looking to strengthen their communication impact while integrating AI into their work. It is particularly suited to:

- Senior managers and leaders responsible for communication and decision-making
- HR, communications, marketing and operations professionals
- Client-facing professionals and consultants
- Individuals seeking to improve clarity, influence and communication effectiveness
- Teams adopting AI tools to enhance 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 professional applications
- Strengths, limitations and risks of AI-generated content
- Human judgement versus AI capability
- Establishing tone, voice and authenticity
- Building confidence 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, tone and consistency
- Eliminating ambiguity and enhancing readability
- Writing effectively across different channels
- Maintaining professionalism in AI-assisted writing

Impactful Presentation and AI-Enhanced Content Creation

- Principles of high-impact presentations and executive presence
- Structuring presentations for clarity and persuasive impact
- Designing effective slide decks for different audiences
- Using AI to generate and refine presentation content
- Developing proposals and business cases using AI
- Ensuring quality and consistency in AI-generated materials

Influence, Persuasion and Stakeholder Communication

- The psychology of influence and persuasion
- Structuring messages for impact and decision-making
- Tailoring communication for different stakeholders using AI
- Managing sensitive and high-stakes communication

- Building trust, credibility and engagement
- Storytelling and narrative development

Strategic Communication, Ethics and Future Application

- Communication planning and strategy development
- Using AI for stakeholder analysis and message design
- Scenario planning and crisis communication
- Ethical considerations and responsible AI use
- Managing bias, accuracy and risk
- Future trends and sustaining communication effectiveness

Competencies

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

- Use AI to support high-quality, professional communication
- Structure clear, concise and impactful messages
- Create compelling presentations, proposals and communication materials
- Adapt communication effectively for different audiences and contexts
- Critically evaluate and refine AI-generated content
- Apply AI within communication strategy while managing ethical and reputational risks

Course Booking

Call us: +44 (0) 207 724 6007

Email us: training@lmcuk.com

www.lmcuk.com

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