

# Workvivo's Ultimate AI Cheat Sheet for Comms & EX Pros

Generative AI isn't here to replace you. In fact, it's your ultimate professional sidekick, turning impossible tasks into one-click miracles!

## AI by numbers

89%

of employees and 92% of leaders report fewer repetitive tasks

75%

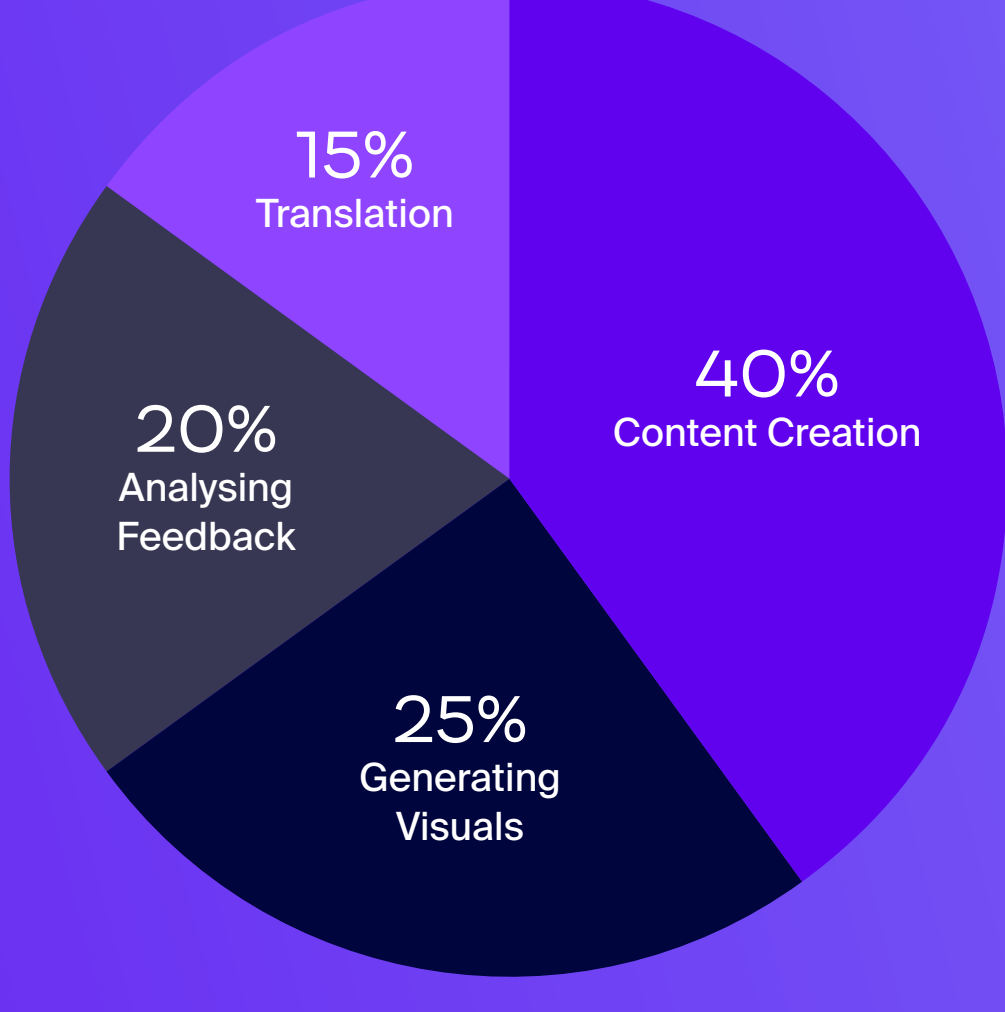
of leaders report better collaboration

69%

of leaders identify need for AI training

90%

agree AI saves time and reduces mistakes



Source: [The Conference Board](#)

## What AI can do for you now...



Create presentation drafts in seconds



Generate multilingual content



Edit professional videos effortlessly



Design custom graphics



Craft interactive learning experiences



Build games and interactive content

## Becoming an AI power user

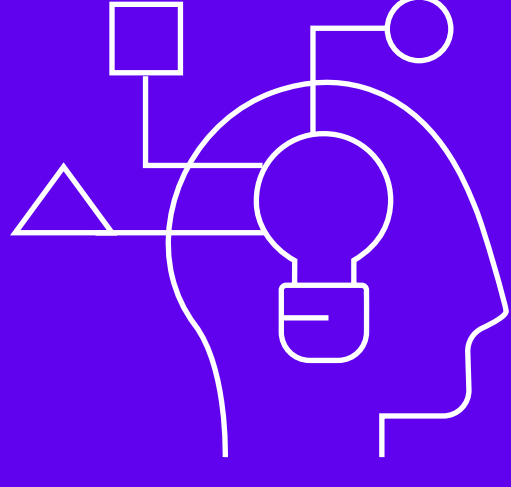
### Getting started

- Start with one tool (recommended: ChatGPT)
- Focus on content enhancement
- Use pre-written prompts
- Always review outputs
- Track time savings



### Advancing as a user

- Build prompt libraries
- Create custom workflows
- Integrate multiple tools
- Train team members
- Measure impact metrics



### Advanced Techniques

**Prompt Engineering** - Specify clear instructions to guide AI responses and get better results.  
*Example: 'Generate a list of 10 employee engagement activities suitable for a remote workforce, considering factors like budget, time constraints, and diverse team interests.'*

**Role Play** - Direct AI to take on specific personas for tailored advice or insights.  
*Example: 'You are the new, innovative CEO of a fast-growing retail company, inspired by Oprah! Welcome new team members.'*

**Emotion Prompts** - Add emotionally charged language to your prompts  
*Example: 'Translate this sentence to Spanish. It's an emergency!'*

**Chain of Thought** - Encourage AI to show its reasoning process step-by-step.  
*Example: 'Let's think through this step-by-step: What key factors should be considered when creating an employee engagement survey for a global remote team? Start with the type of questions we should ask and why.'*

## Building a powerful prompt

Be specific	Use 'act as' scenarios	Request steps or formats	Define constraints
Roleplay with AI	Iterate for improvement	Use 'what if' scenarios	Combine functions

## Ready-to-use prompts



### Communicating with frontline workers

'Create a mobile-first announcement about [topic] that:

- Can be read in under two minutes
- Uses simple, clear language
- Includes three key bullet points
- Ends with one clear call to action

**Target audience:** Retail staff accessing this on mobile devices during breaks'



### Leadership updates

'Draft a strategic update about [initiative] that:

- Opens with key business impact
- Includes two to three relevant metrics
- Addresses stakeholder concerns
- Provides clear next steps

**Format:** 500-word email with executive summary'

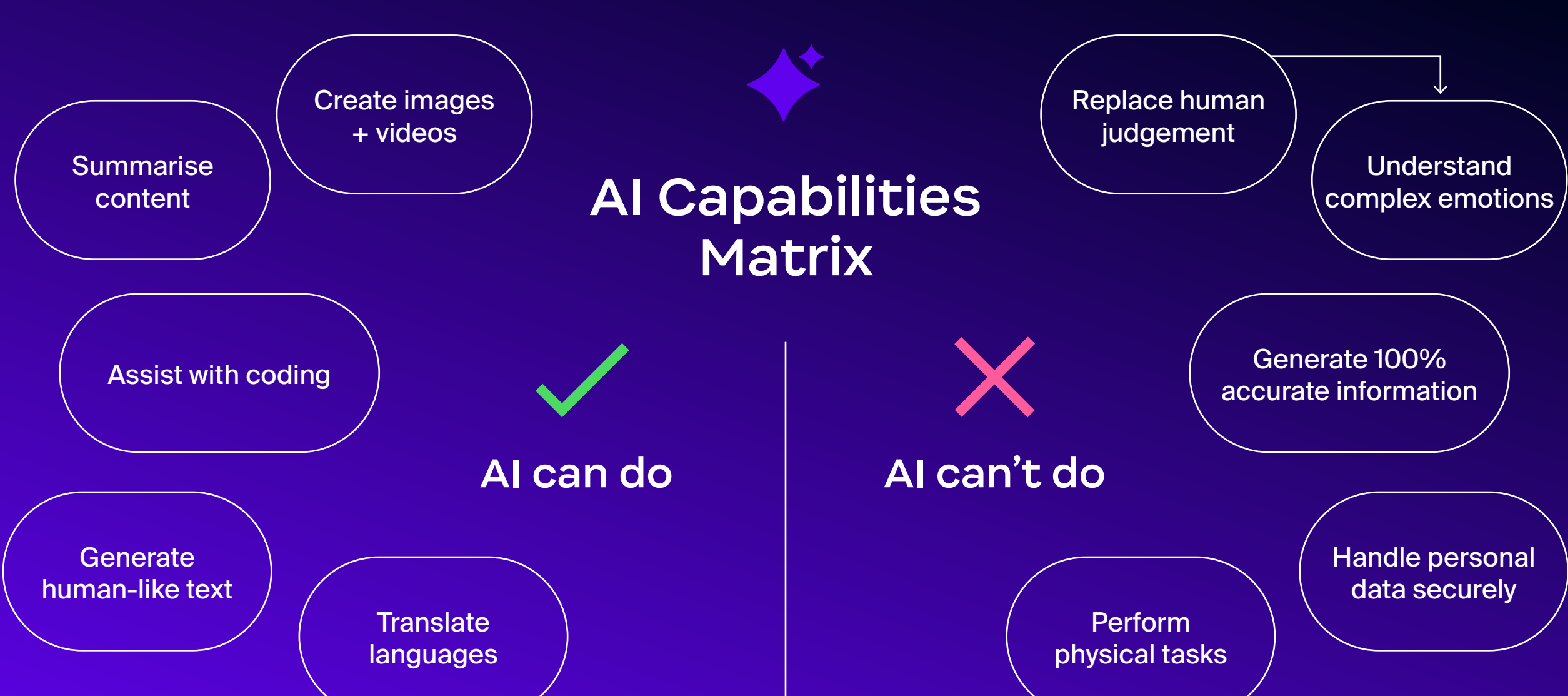


### Change management updates

'Create a change communication plan for [your initiative], including:

- Initial announcement
- FAQ document
- Manager talking points
- Progress updates
- Success metrics

**Focus:** Transparency and employee impact'

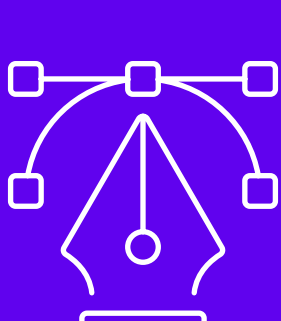


## Essential tools for your kit



### Content + Collaboration

- ChatGPT:** Generate, refine, and brainstorm content.
- Claude:** Generate code and content, Transcribe and analyze images
- Gemini:** Write, plan or learn.
- Zoom:** Video conferencing and team collaboration powered by an AI companion.
- Grammarly:** Grammar, spelling, and style checks.
- Wordtune:** Paraphrase, rewrite or summarize text.



### Visuals + Design

- Leonardo AI:** Text to image to video or animation.
- Canva:** Auto-generate designs with Magic Design.
- Adobe Firefly:** Text to image effects, generative fill and recolor images.
- MidJourney:** Text to image



### Audio + Video

- Suno AI:** Generate music from text.
- Vidu:** Generate videos from text and images.
- Runway:** AI video editing and creation.
- Pictory:** Blog, URL or script to video.