Page Insight Forum – AI workshop

Shifting from "Prompting" to "Context & Judgment"

- **General Sentiment:** A mix of excitement for **efficiency gains** and **anxiety** regarding job security, particularly for junior roles.

- **The Big Shift:** Moving from "Prompt Engineering" (which may become obsolete) to **"Context Engineering",** where the human value adds the necessary business context to AI outputs.

- **Adoption Phase**: Most teams are currently in an **"experimentation"** or **"sandboxing"** phase rather than having fully established, automated AI-native workflows.

- **The "Junior" Dilemma:** A major concern is the "hollowing out" of entry-level work (research, drafting). Teams are worried about how the next generation will develop judgment if they don't do the groundwork.

Workflows & Tools

Question: Have you started to re-evaluate workflow? Tools/Agents used?

- **Status**: Workflows are generally not yet "AI Native," but individuals are using tools for ad-hoc efficiency (summaries, translations, drafts).

Successful Use Cases:
- **"Voice" Agents**: Training a GPT on a CEO's specific approved content to generate social posts and talking points in their voice.
- **"Audience" Simulators**: Creating agents representing specific personas (e.g., ESG investor, hostile journalist) to test messaging before release.
- **Board Memo GPT**: Automating the digestion of contributions into a single board paper

Tools Mentioned:
- Microsoft Copilot (widely used for internal drafts/summaries).
- ChatGPT Enterprise (for creative/external tasks).
- Claude (noted for better "lyrical" writing).
- Jira (Agentic AI used for workload/capacity analysis).

Human in the Loop & Guardrails

Question: Where is the human required? Guardrails & Cross-functional work?

- **The "Decision" Rule**: AI provides tactics and data processing, but a human must be the final decision maker.
- **Critical Human Functions**:
  - **Crisis & Judgment**: AI cannot "read the room" or navigate cultural/political sensitivities (e.g., war, layoffs).
  - **Relationships**: Client-facing and emotional connection tasks cannot be automated

Key Guardrails:
- **"Show Me Your Human"**: Policies requiring transparency or a "human face" on communications to maintain trust.
- **Ring-fencing Data**: Strict prohibitions on entering client/private data into public models; use only secure enterprise environments.
- **Cross-Functional Collaboration**: Comms is working with Risk, Legal, and Compliance to set enterprise-wide guidelines, particularly regarding data privacy and misinformation

Staying Ahead, Training & Staffing

Question: How do you stay ahead? Are you replacing team members?

Workforce Impact:
- **Hiring Freezes/Cuts:** Some agencies report cutting staff by up to 25% or freezing junior hiring because tasks like RFPs and basic research are being automated.
- **Role Evolution:** Junior staff roles are shifting from "creation" to "verification/checking," though this raises concerns about skill development.

Training Protocols:
- **"Just Play":** Encouraging teams to spend time (e.g., 15 mins/day) experimenting with tools to learn capabilities and limitations.
- **Structured Sessions:** Running internal "prompt engineering" sessions led by AI-native employees.
- **Verification:** Training focuses heavily on checking for hallucinations (e.g., AI inventing products or wrong numbers).

Designing from Scratch (Capabilities & Roles)

Question: If designing an AI-native team from scratch, what roles/capabilities?

New "Must-Have" Roles:
- **Head of Trust:** To manage authenticity and stakeholder vulnerability in an AI-saturated world.
- **Data Analyst:** To tap into internal data lakes for insight generation.
- **Context Engineer:** To replace the "prompt engineer," focusing on business context and strategy.

Structural Shifts:
- **Generalists over Specialists**: Moving toward multi-disciplinary employees who can connect dots across marketing, finance, and comms.
- **Embedded Leadership**: Senior Comms leaders sitting directly on business leadership teams to provide high-level counsel, while execution becomes automated.
- **Morale:** High excitement for removing drudgery, but underlying anxiety about the "hollowing out" of the profession.