

## Exactly What to Say® in the Age of AI

In a world where machines can mimic conversation, the words you choose matter more than ever. This talk helps professionals remain irreplaceably human in a tech-driven world.

**Audience:** Innovation leaders, cross-functional teams, marketing/sales orgs

**Theme:** Staying human and persuasive when machines talk too

### Key takeaways:

- Understand where AI ends—and humanity begins
- Use language to build trust in an AI-augmented world
- Humanize automation with strategic, conversational phrasing
- Keep control of tone, context, and empathy in digital workflows
- Learn how to out-communicate competitors who automate
- Balance efficiency with emotional resonance