

WELCOME



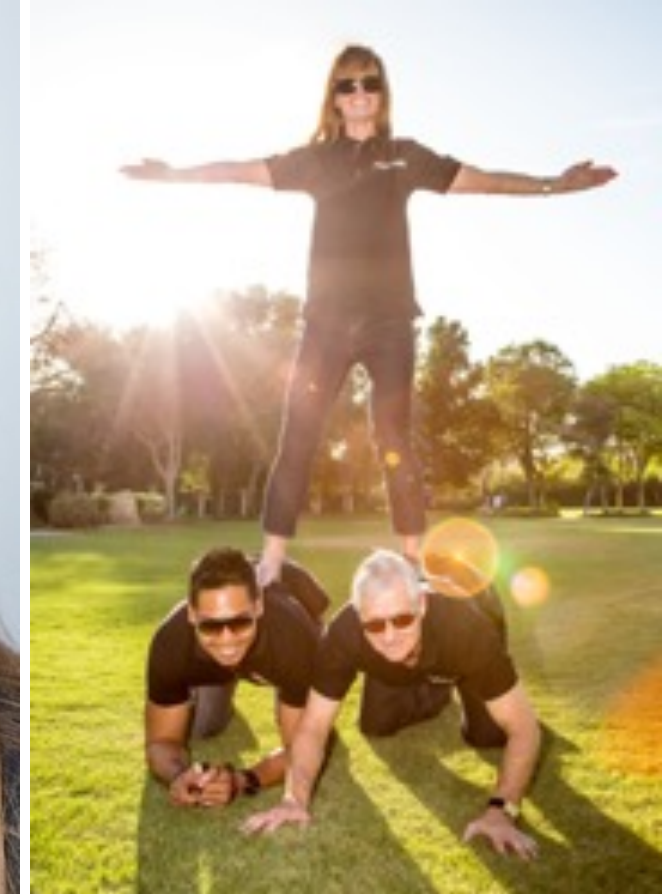


## The Human Touch Communicating in the Age of AI

*“The true scarce commodity of the future will not be technology – it will be human attention and empathy.”*



Satya Nadella (Microsoft CEO)



Catherine Bentley

# Catherine Bentley

- UK origins
- Financial Services
- 2005 – UAE
- Training, Coaching & Consulting



***Communication Skills thread***

# Which leadership skill will become more important as AI expands?



Communication



Emotional intelligence



Strategic thinking

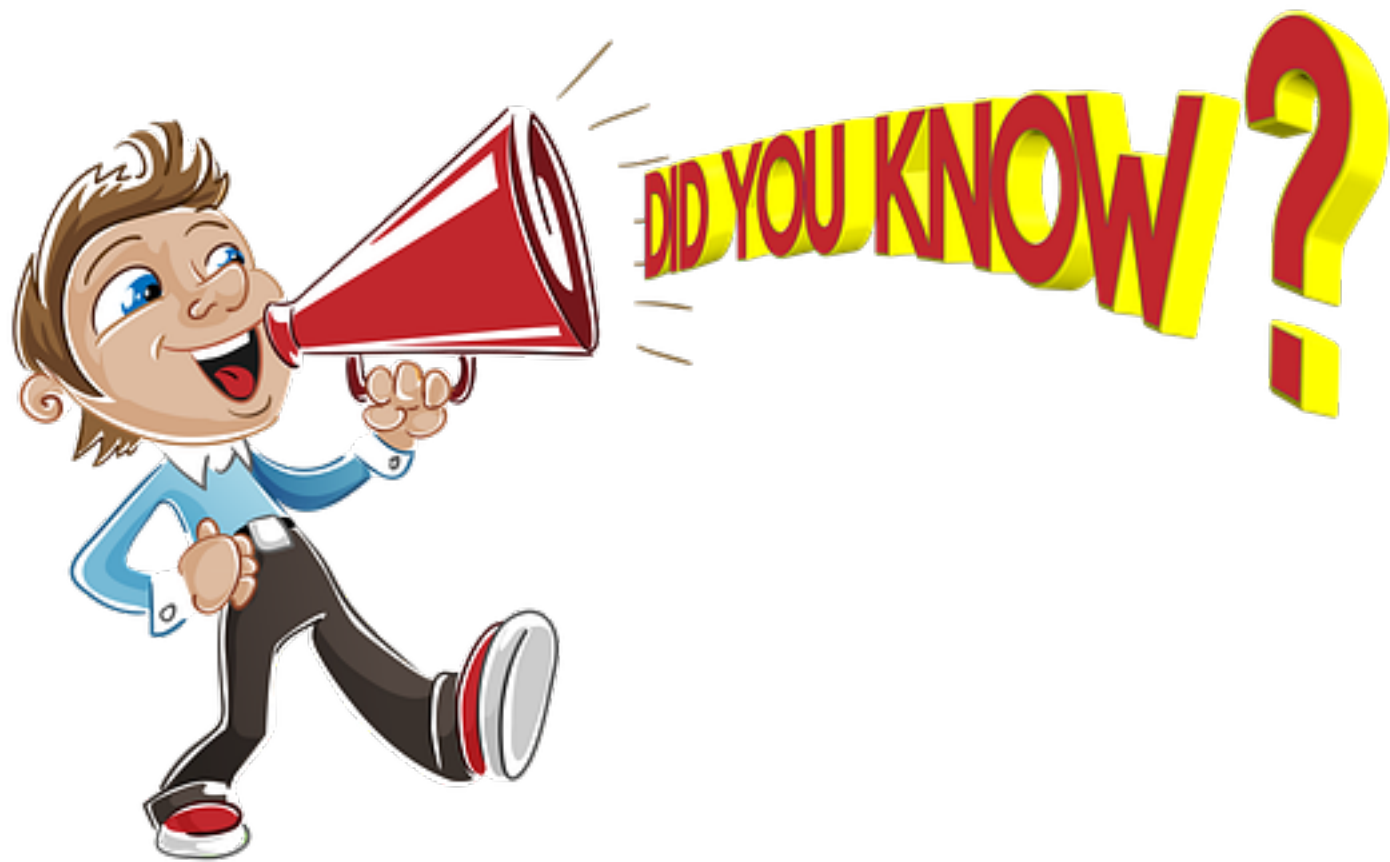


Decision-making



Relationship building





# Automation of Work Activities



**30–40% of work activities could be automated**

# Communication & Emotional Intelligence Remain Top Leadership Skills Globally





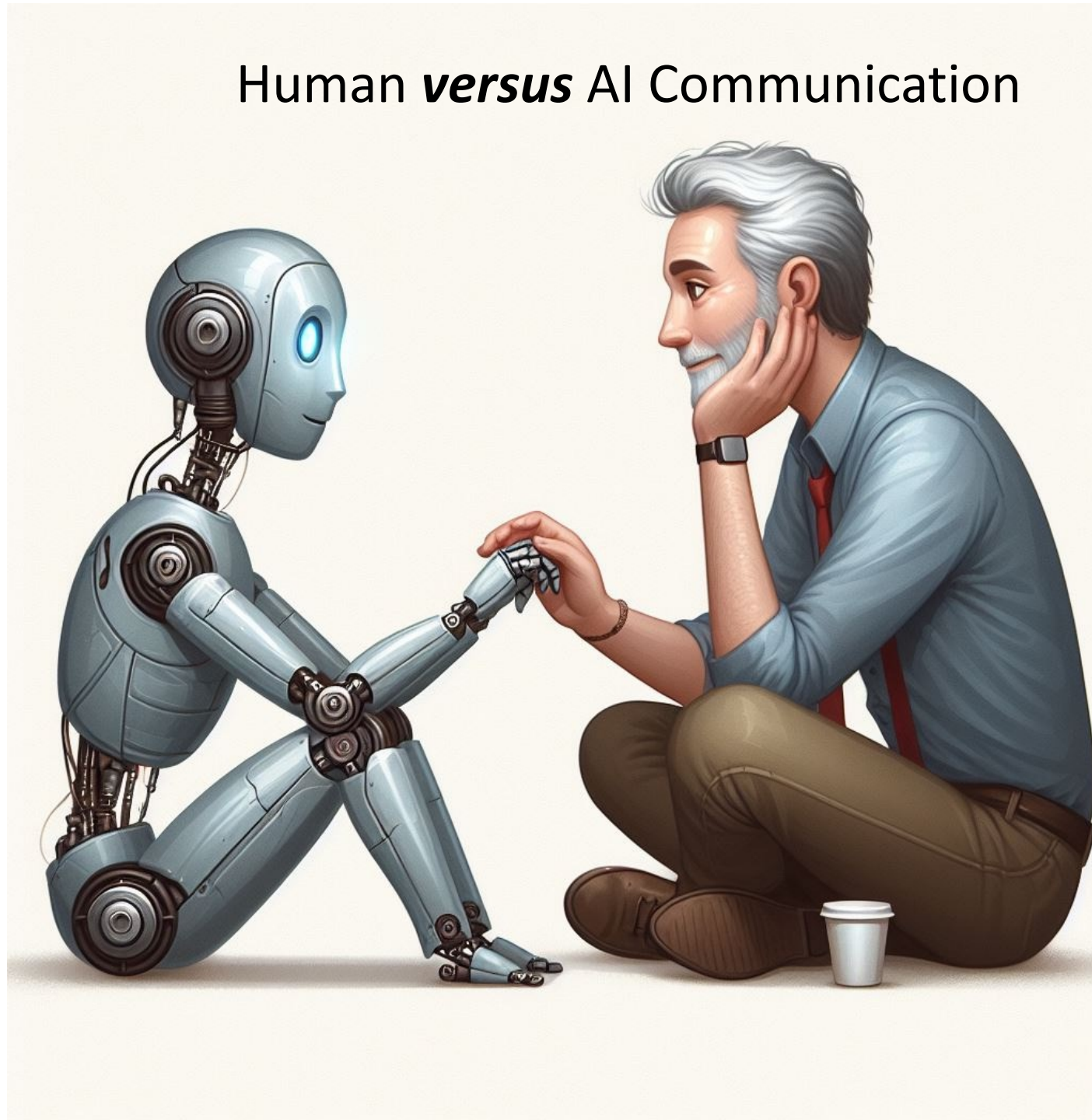
Employees who feel heard are  
**4.6 x** more likely to perform their best work

So ... what becomes **more important** as AI expands?

As AI expands, human connection becomes a competitive advantage.

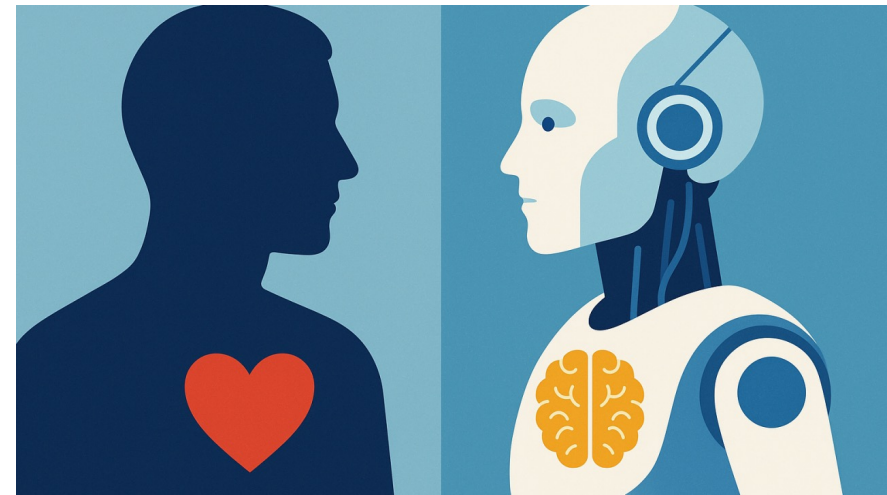
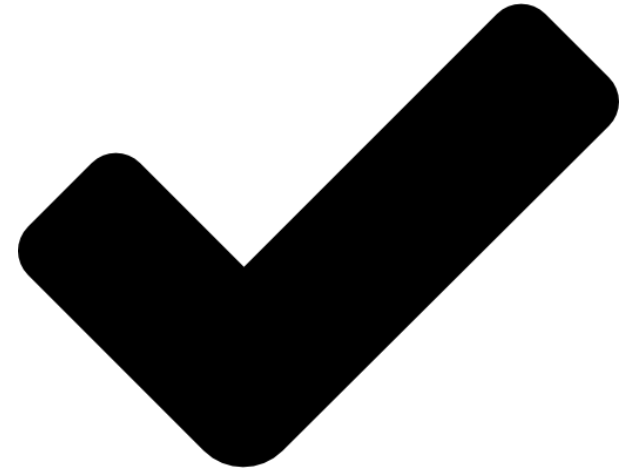


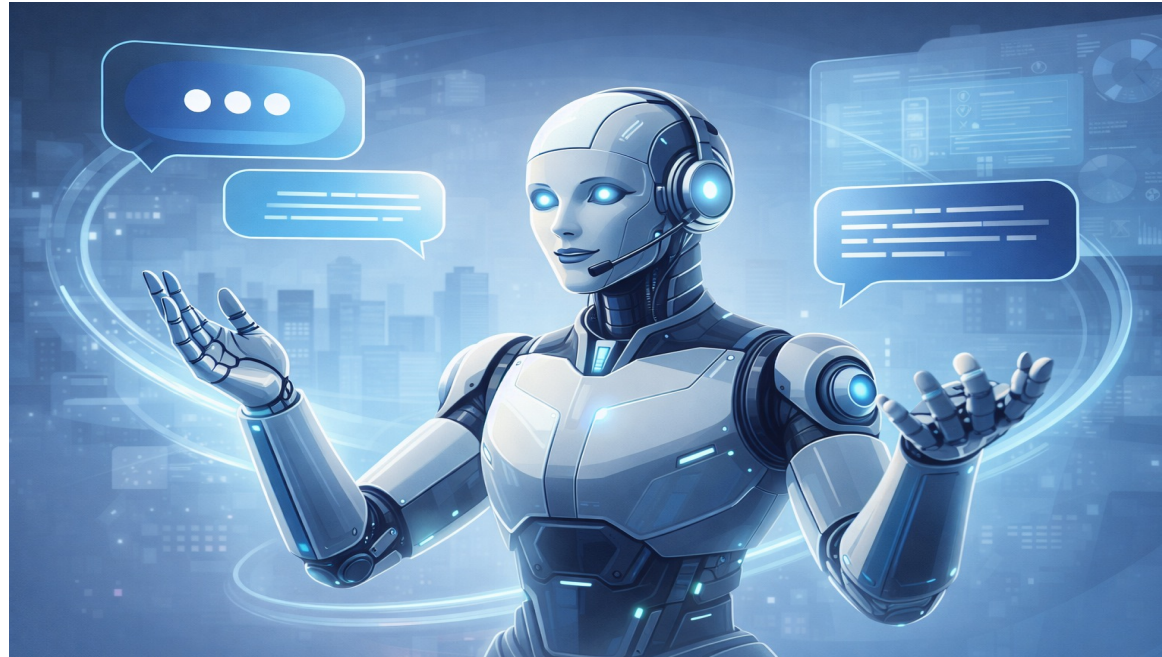
# Human *versus* AI Communication



## A.I. does well:

- Speed
- Data processing
- Content drafting
- Pattern recognition
- Automation



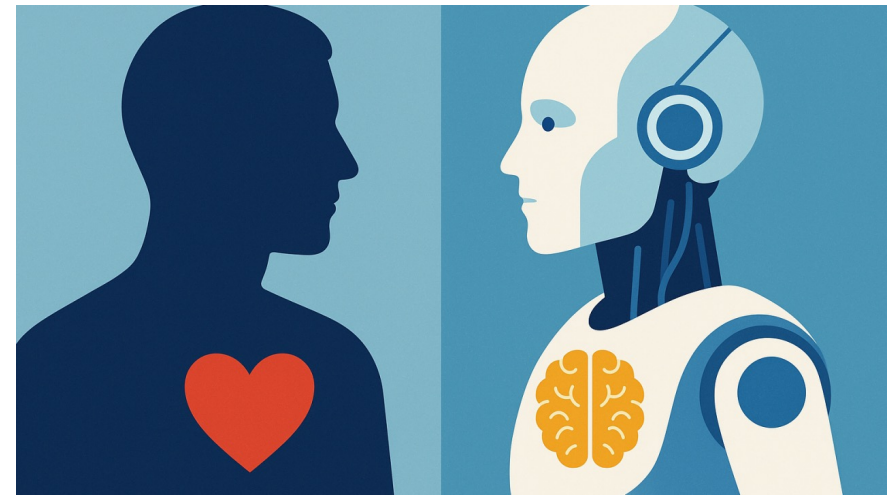
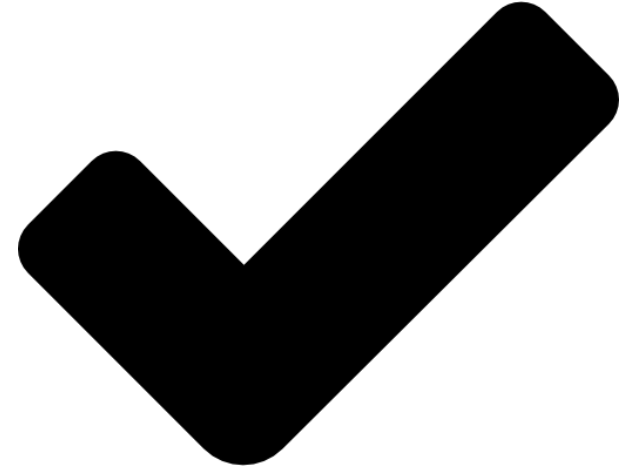


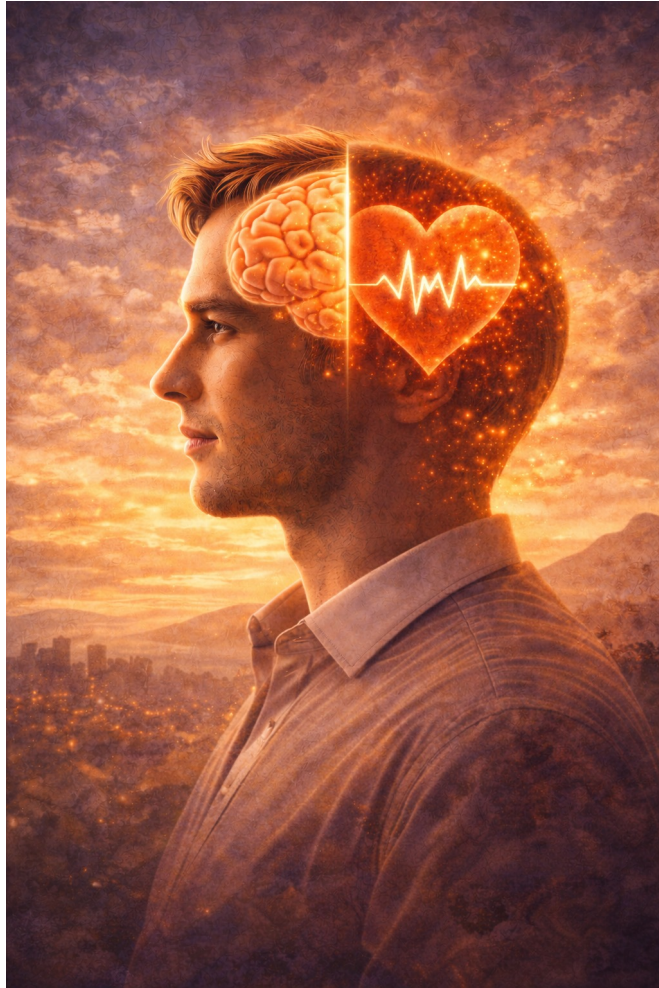
AI produces *information*

**Analytical Communication**

## Human does well:

- Empathy
- Context
- Judgement
- Trust building
- Influence





Humans create *understanding*

**Relational communication**

A futuristic AI robot with glowing blue eyes and a headset, surrounded by digital data and communication icons. The robot is positioned in the center, with its arms outstretched. The background is a dark blue, futuristic cityscape with glowing lines and data visualizations. There are several speech bubbles and data panels floating around the robot. The overall aesthetic is clean, modern, and high-tech.

**“AI can process information.  
Leaders must create understanding.”**



# AI or Human?

*Who is better suited for the task?*



**AI**

**OR**



**Human**

# Human or A.I.



**Drafting a first version of a business report**

**Answer: AI**

AI is excellent at **generating structured drafts quickly**, organising information, and suggesting wording.

# Human or A.I.



Noticing that a team member is unusually quiet in a meeting

**Answer:** Human

Humans detect **emotional cues, tone, body language, and subtle changes in behaviour.**

# Human or A.I.



**Analysing thousands of customer feedback comments for patterns**

**Answer: AI**

**AI excels at large-scale data processing and pattern recognition.**

# Human or A.I.



**Handling a difficult conversation with an upset employee**

**Answer:** Human

This requires **empathy, emotional intelligence, and judgement.**

# Human or A.I.



**Translating a document into multiple languages quickly**

**Answer: AI**

AI is highly efficient at **language translation and rapid processing.**

# Human or A.I.



**Building trust with a client during a sensitive negotiation**

**Answer:** Human

Trust develops through **authentic interaction, credibility, and emotional connection.**

# Human or A.I.



**Generating ideas for marketing headlines**

**Answer: AI**

AI is strong at **brainstorming variations and creative combinations.**

# Human or A.I.



**Deciding whether to delay a project because the team is exhausted**

**Answer:** Human

This requires **contextual judgement and understanding of people.**

# Human or A.I.



**Scheduling meetings and organising calendars**

**Answer: AI**

AI handles **routine coordination tasks efficiently.**

# Human or A.I.



**Motivating a team after a project failure**

**Answer:** Human

This requires empathy **and understanding of people.**

# Human or A.I.



**Communicating a difficult organisational change**

**Answer:** Human supported by AI

AI can **help prepare the message**, but leaders must deliver it with to **connect, build trust, and influence**

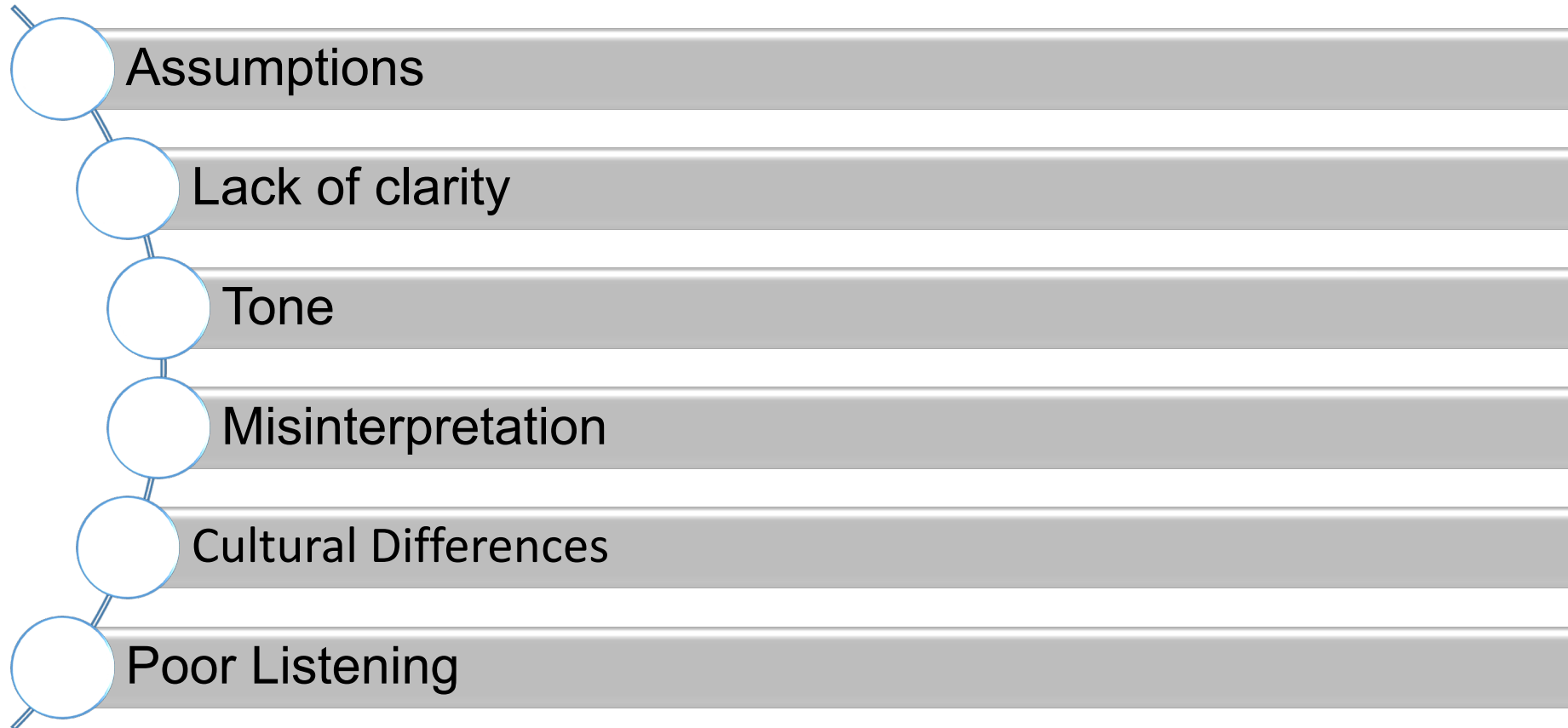
# The Communication Gap



What causes communication to go wrong in your organisation?



# Typical Reasons



# The Three Human Communication Advantages



Connection



Trust



Influence

# Connection



What does connection mean to you?



# Connection

## How do we connect?

Connection is the moment someone feels understood

It requires:

- Listening actively
- Showing empathy and curiosity
- Acknowledging perspective and context



# The HEART of Connection

Hear

Empathise

Authenticity

Respond

Transparency



# The Heart of Connection



**H**ear

Empathic Listening

What are they really saying?

What are they feeling?

Displaying **respect** for opinions and feelings, even if we don't share them

Never treating any person in anyway less than we would want to be treated



# The Heart of Connection



**E**mpathising with individuals

Sensing what a person is feeling and understanding what they truly need

Understanding **OWN** emotions



# 3 Levels of Empathy

- Cognitive Empathy
- Emotional Empathy
- Empathic Concern



# Level 1

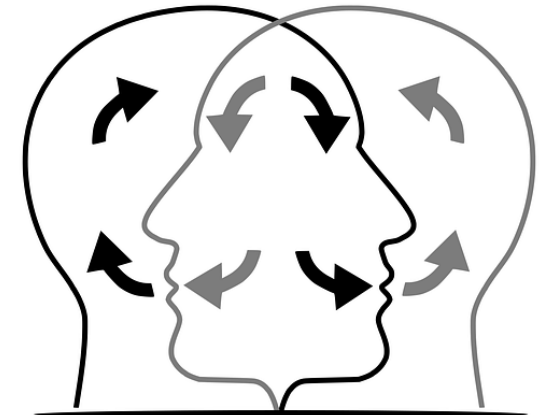
## Cognitive Empathy

Capacity to understand another's perspective or mental state

Generates better communication - enables effective relaying of information

Helps establish position/facts/perspective – Gathering the 'Facts'

## AI & Human



# Level 2

## Emotional Empathy

Ability to share feelings of another person.

"Your pain in my heart"

**Helps to build emotional connections with others - capacity to understand another's perspective or mental state**



Human

# Level 3

## Empathic Concern

Having a positive regard or a non-fleeting concern for the other person.

What support does this person need from me/how can I help support this person?

*The ability to sense what the other person truly needs*

**Human**



# The Heart of Connection



**A**uthentic – being authentic / true to your own personal brand or any brand that you represent

Aligning what we feel, think and do - **VALUES**



# The Heart of Connection



**R**esponding to people – **not** reacting

Intentional Response

Going the extra mile to create “magnificent” communication and work experiences

Meeting each team member’s needs and showing that they are valued

# The Heart of Connection



**T**ransparency

Openness and transparency is at the very HEART of all relationships.



## Maya Angelou

*“People will forget what you said,  
people will forget what you did,  
but people will never forget how  
you made them feel.”*



What tools for connection do we have as humans ?



# Communication: The Reality

## Face to face or video conference

## Telephone

## Email / Text

### FACTOR

### DEFINITION

Verbal

The words you say

Para-verbal

How you sound

Non-verbal

What you look like



# Communication: The Reality

## Face to face or video conference

FACTOR	DEFINITION	% OF MEANING
Verbal	The words you say	7%
Para-verbal	How you sound	38%
Non-verbal	What you look like	55%
		100%

## Telephone

## Email / Text



# Communication: The Reality

## Face to face or video conference

FACTOR	DEFINITION	% OF MEANING
Verbal	The words you say	7%
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Non-verbal	What you look like	55%
		100%

## Telephone

% OF MEANING
13%
87%

## Email / Text





# Face-To-Face Communication Components

**7%**

Words?

**38%**

Tone?

**55%**

Body Language?



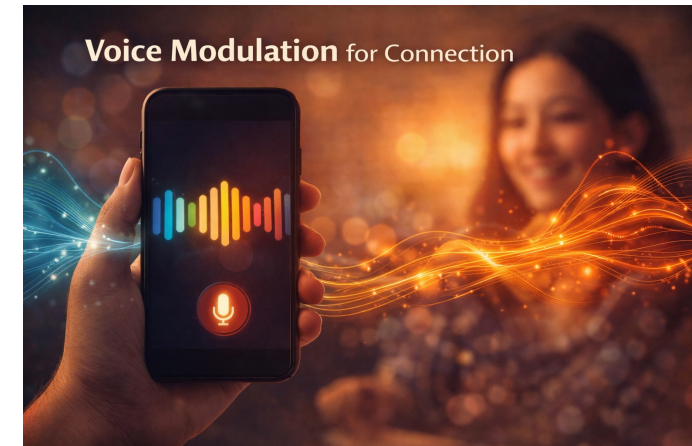
# Connecting with Words – 7%

- Keep it **Short & Simple** (K.I.S.S.)
- Explain / or provide examples
- Use clear direct words
- Respect listeners
- Repeat main Idea
- Check for understanding
- Power of positivity



# Voice Modulation for Connection

- **Tone:** Expresses feelings and emotions: *friendly* and *sincere*
- **Intonation:** Emphasizing words and syllables to enhance message: varied, not monotone
- **Pitch:** Clear and not too high
- **Speed:** Not too fast or slow



*“I NEVER SAID YOU STOLE THE MONEY”*

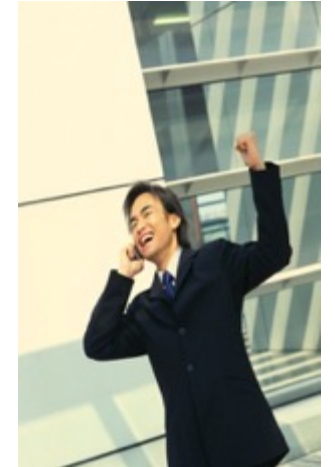


7 words

6 meanings

# Body Language for Connection

- Positioning & Posture
- Head Movements
- Body Movement
- Gestures
- Facial Expressions
- Eye Contact
- Proximity
- Physical Contact



***“We have two ears and one mouth so that we can listen twice as much as we speak”***

*~Epictetus (Greek Philosopher)*

# Effective Communication ...as a *Listener*



## Spoken Communication: The reality

### Face to face or video conference

FACTOR	DEFINITION	% OF MEANING
Verbal	The words you say	7%
Para-verbal	How you sound	38%
Non-verbal	What you look like	55%
		100%

### Telephone

% OF MEANING
13%
87%

### Email / Text

% OF MEANING
100%

# The Three Human Communication Advantages



Connection



Trust



Influence



Trust

# Warren Buffet

“Trust is like the air we breathe.

When it’s present, nobody really notices. But when it’s absent, everybody notices.”



# TRUST



**is a feeling of**



**Safety** from being able to rely upon a person.



**Confidence** when taking thoughtful risks.



**Clarity** from experiencing believable communication.



**Satisfaction** from cooperating with and experiencing teamwork with a group.

How can we *measure* TRUST in Communication?



# TRUST EQUATION

$$\frac{\mathbf{C}redibility + \mathbf{R}eliability + \mathbf{I}ntimacy}{\mathbf{S}elf \ \mathbf{O}rientation}$$

# TRUST Is:

**TRUST = Credibility + Reliability + Intimacy**



**WORDS**

I can trust what he / she says about...

**ACTIONS**

I can trust him / her to...

**EMOTIONS**

I feel comfortable discussing this...

---

**Self interest**



**MOTIVES**

I can trust that he / she cares about

“

If people like you, they'll listen to you.  
But if they trust you,  
they'll do business with you.

Zig Ziglar

”



To Communicate effectively we  
need to:

.....CONNECT & BUILD TRUST.....and  
be a *Whole Human*.....Not a Brain  
with a Keyboard....



Key  
Takeaways

- *AI expansion – Human Skills more important*
- *AI Strengths: Information / Analysis*
- *Human Strengths: Relational / Understanding*
- *3 Human Communication Advantages*
  - *Connection*
    - *HEART Model*
    - *Connecting in different Communication Channels*
  - *Building Trust*
    - *TRUST Equation*



If you just communicate, you can get by. But if you communicate skillfully, you can work miracles.

Jim Rohn