

AI Workflow Opportunities for Internal Communications

A menu of ways AI can help internal communications teams plan, create, listen, support change and measure impact.

Each one can be built inside the tools your team already uses, including Microsoft Copilot and Teams.

PLAN & PRIORITIZE

AUTOMATION

Communications Intake Triage

Reviews new requests, flags missing inputs and recommends a priority.

WORKFLOW

Weekly Communications Planner

Turns priorities, events and requests into a focused weekly plan.

AUTOMATION

Collision Detector

Flags competing messages and periods of employee overload before they hit inboxes.

AI TASK

Stakeholder Mapping Assistant

Identifies the audiences, approvers, influencers and impacted groups for each announcement.

CREATE & REPURPOSE

WORKFLOW

Manager Cascade Toolkit

Turns one approved announcement into talking points and FAQs managers can use with their teams.

WORKFLOW

Channel Adaptation Workflow

Converts one core message into versions for email, intranet, Teams or Slack.

WORKFLOW

Executive Message Assistant

Drafts leadership communications using each executive's voice and past messages.

AI TASK

Plain-Language Translator

Turns complex HR, legal or technical information into clear language employees understand.

LISTEN & UNDERSTAND

WORKFLOW

Employee Feedback Analyzer

Finds recurring themes, concerns and questions across surveys, comments and channels.

WORKFLOW

Town Hall Q&A Analyzer

Groups employee questions and helps leadership decide what to answer first.

AUTOMATION

Change Sentiment Tracker

Monitors approved feedback sources for confusion or concern while a change rolls out.

WORKFLOW

Knowledge Gap Detector

Finds repeated questions that point to unclear or missing information.

SUPPORT CHANGE

WORKFLOW

Change Communications Planner

Builds a plan around milestones, audiences, risks and the actions you need people to take.

WORKFLOW

Change Impact Translator

Explains what is changing, what is not and what employees need to do next.

WORKFLOW

Manager Readiness Checker

Identifies what managers still need before a major change is announced.

AGENT

Change Communications Agent

Uses approved information to support planning, drafting, FAQs and follow-up through a change.

MEASURE & IMPROVE

WORKFLOW

Communications Performance Analyzer

Combines engagement data and feedback into clear next steps.

AI TASK

Content Diagnostic

Reviews underperforming communications and surfaces likely reasons they missed.

WORKFLOW

Dashboard Narrative

Turns metrics into insights leadership can read in a minute.

WORKFLOW

Campaign Learning Assistant

Captures what worked, what did not and what to change next time.

FROM ONE-OFF AI USE TO OPERATIONAL WORKFLOWS

01 AI TASK

AI helps with one discrete task.

02 WORKFLOW

Multiple AI-assisted steps work together.

03 AUTOMATION

A trigger starts repeatable work automatically.

04 AGENT

AI reasons, uses tools and moves work toward an outcome.

What could this look like for your team?

Having AI tools and using them well are two very different things. Austley helps marketing and communications teams choose the right workflows and build them into the way the team already works.

austley.

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