OFF THE RECORD WORKSHOP

MAKE AI YOUR COMMS COMPETITIVE ADVANTAGE

WELCOME!

Share in the chat: what's your favorite way to use AI for comms?



Gab Ferree

YOUR COMMS BFF & FOUNDER, OFF THE RECORD

UR HOST

HI, I'M GAB FERREE.

e built comms and content teams side some of the most scrutinized ands in tech, and now I help comms eople do it with AI.

UNDER, OFF THE RECORD →

EVIOUSLY

BUMBLE SLACK SALESFORCE ONETRUST EDELMAN



Gab Ferree YOUR COMMS BFF

WHERE WE ARE RIGHT NOW

EVERYONE IS ARGUING ABOUT AI WRITING.

ANTHROPIC

Claude adds a watermark

THE WALL STREET JOURNAL

Druckenmiller's AI piece on trade

THE ATLANTIC

A Turning Point in AI Writing

FORTUNE

AI writing is A-ok if you're a billionaire. For everyone else, it can be a career-ending scandal.

deep breath

THIS IS A CONFUSING TIME.

I got you.

AGENDA

THREE LEVELS OF ADVANTAGE.

01

PAID

YOUR PERSONAL AI PHILOSOPHY

02

PROMOTED

YOUR TEAMWIDE AI PLAYBOOK

03

POWERFUL

YOUR COMPANYWIDE AI COMPETITIVE ADVANTAGE

CHAPTER ONE

Part 1

YOUR PERSONAL AI PHILOSOPHY

THE CURRENT STATE

NO ONE HAS WRITTEN DOWN THE RULES.

CNBC • SURVEYMONKEY

84% of workers are self-taught on AI

ATLASSIAN

People who said they used AI were perceived as lazier

SOURCES: CNBC / SURVEYMONKEY · ATLASSIAN

PART 1 · THE BAR HAS MOVED

USING AI WELL IS TABLESTAKES.



PART 1

YOUR PERSONAL AI PHILOSOPHY

01 **AUDIT** your work

02 **SCORE** it on impact / value / trust

03 **PROTECT** keep something AI free

04 **BUILD** your AI systems

05 **AMPLIFY** tell people how you're using it

STEP 1: AUDIT

AUDIT YOUR WORK.

AUDIT | SCORE | PROTECT | BUILD | AMPLIFY



STEP 2: SCORE

SCORE IT ON IMPACT, VALUE, TRUST.

AUDIT | SCORE | PROTECT | BUILD | AMPLIFY

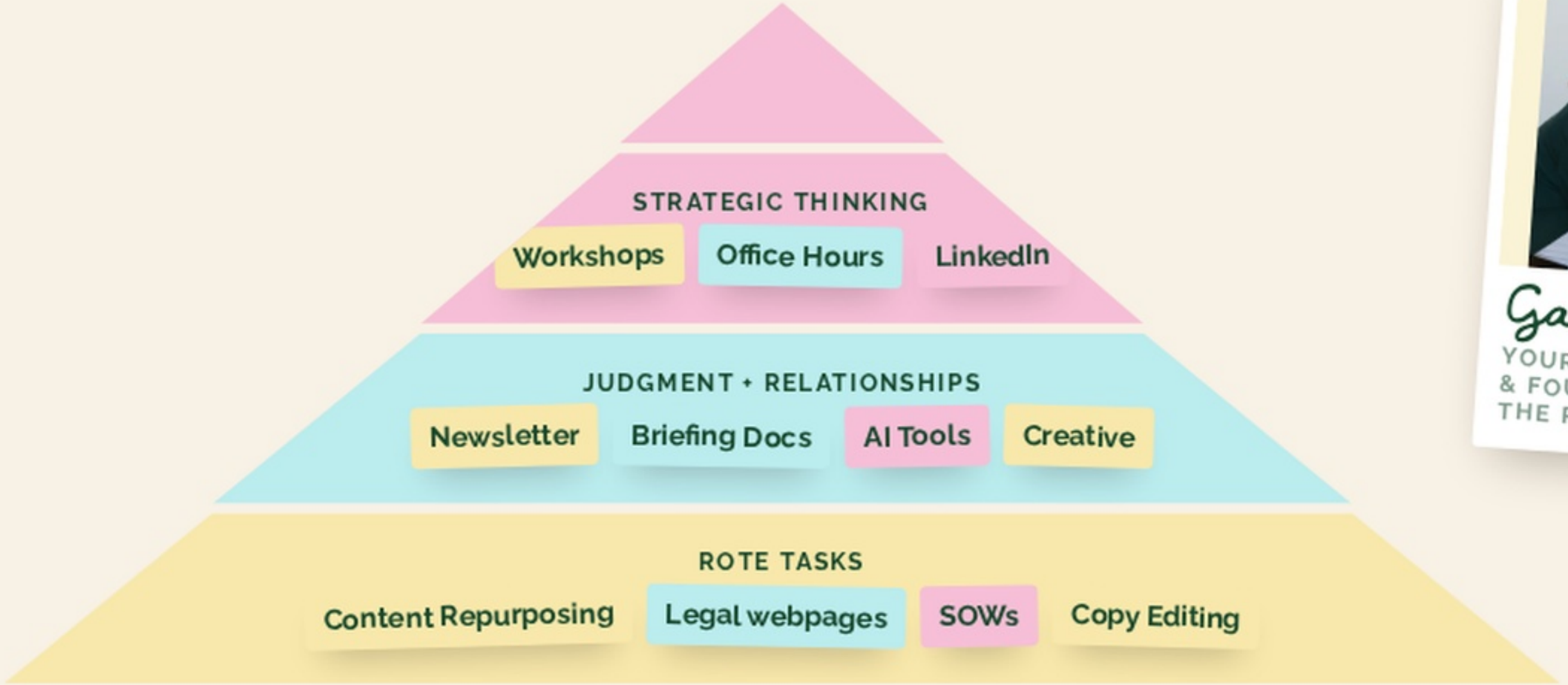


NE, FOR REAL

GAB'S AI PYRAMID.

ESS
AI
MATION

ORE
AI
MATION





Gab Ferree

YOUR COMMS BFF & FOUNDER, OFF THE RECORD

STEP 3: PROTECT

KEEP SOMETHING AI FREE.

AUDIT | SCORE | **PROTECT** | BUILD | AMPLIFY

Pick the part of the work that AI doesn't touch and include it in your AI philosophy.

like Beejoli!



STEP 4: BUILD

BUILD SYSTEMS FOR EACH.

AUDIT | SCORE | PROTECT | **BUILD** | AMPLIFY

INSIDE OFF THE RECORD

01

BESTIE BUILD DAYS

02

SHOW & TELLS

03

AI COMMUNITY CHAT

04

OFFICE HOURS

STEP 5: AMPLIFY

TELL PEOPLE ABOUT IT.

AUDIT | SCORE | PROTECT | BUILD | AMPLIFY

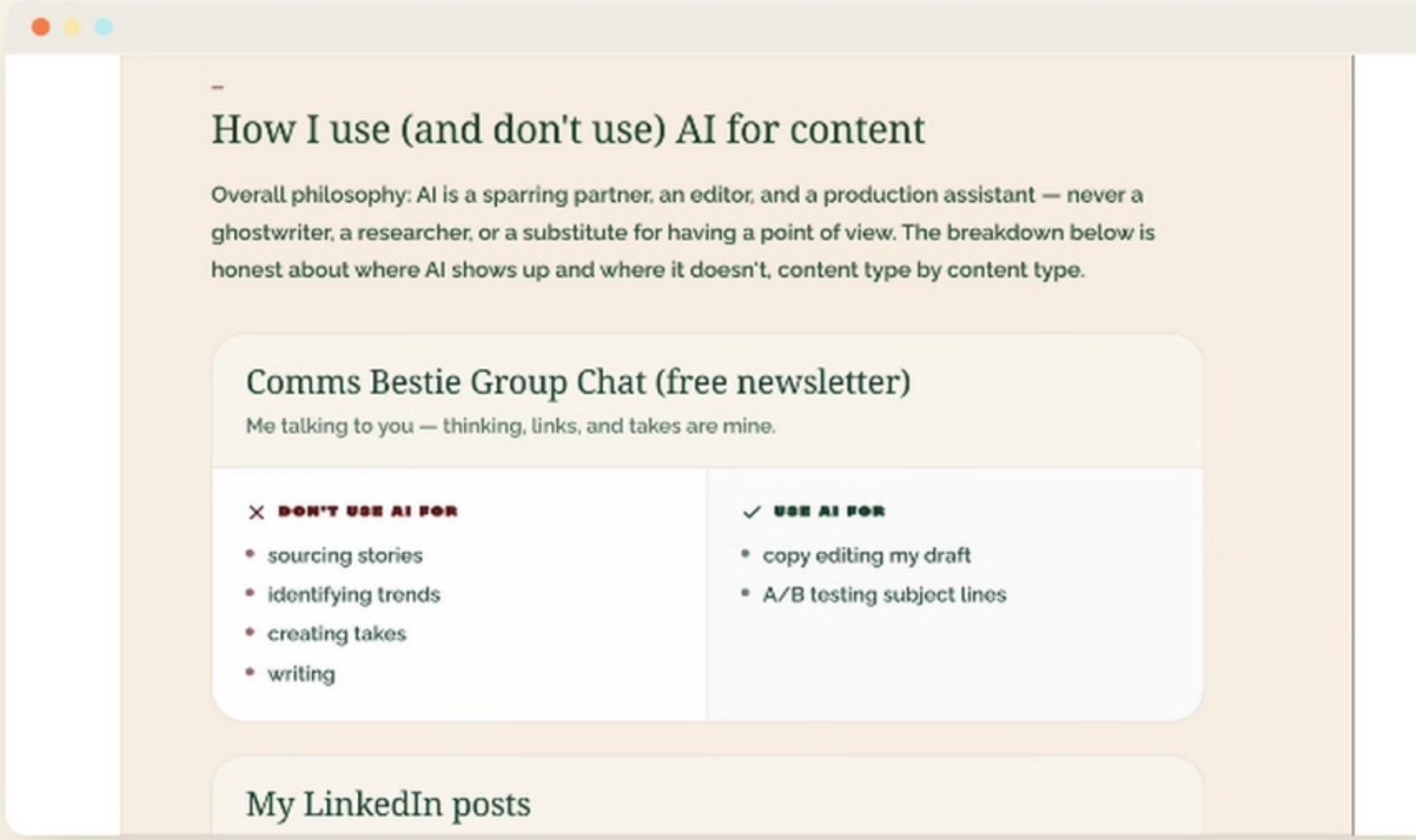


NE, IN WRITING

MY AI PHILOSOPHY

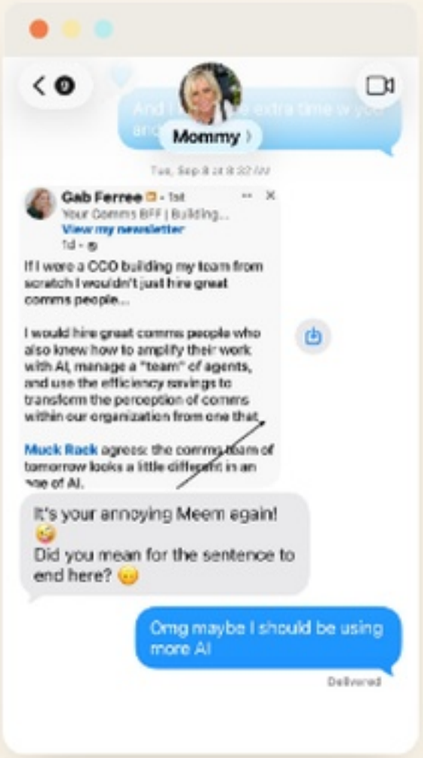
verything I do and don't
se AI for is published.

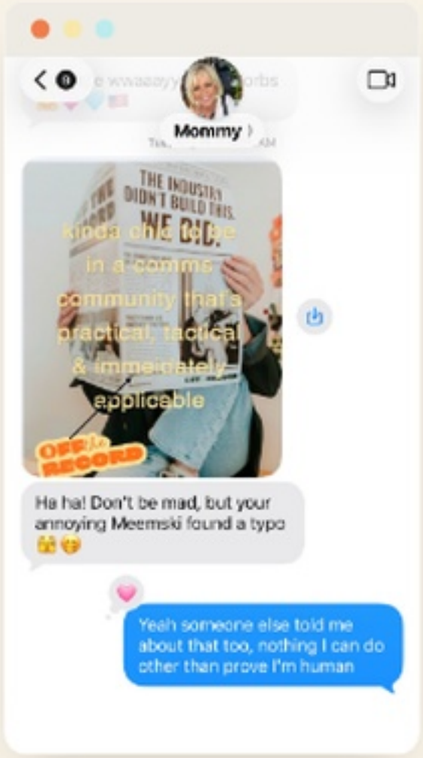
See My AI Policy →



NO AI ZONE

THE THINGS I STILL WRITE MYSELF.







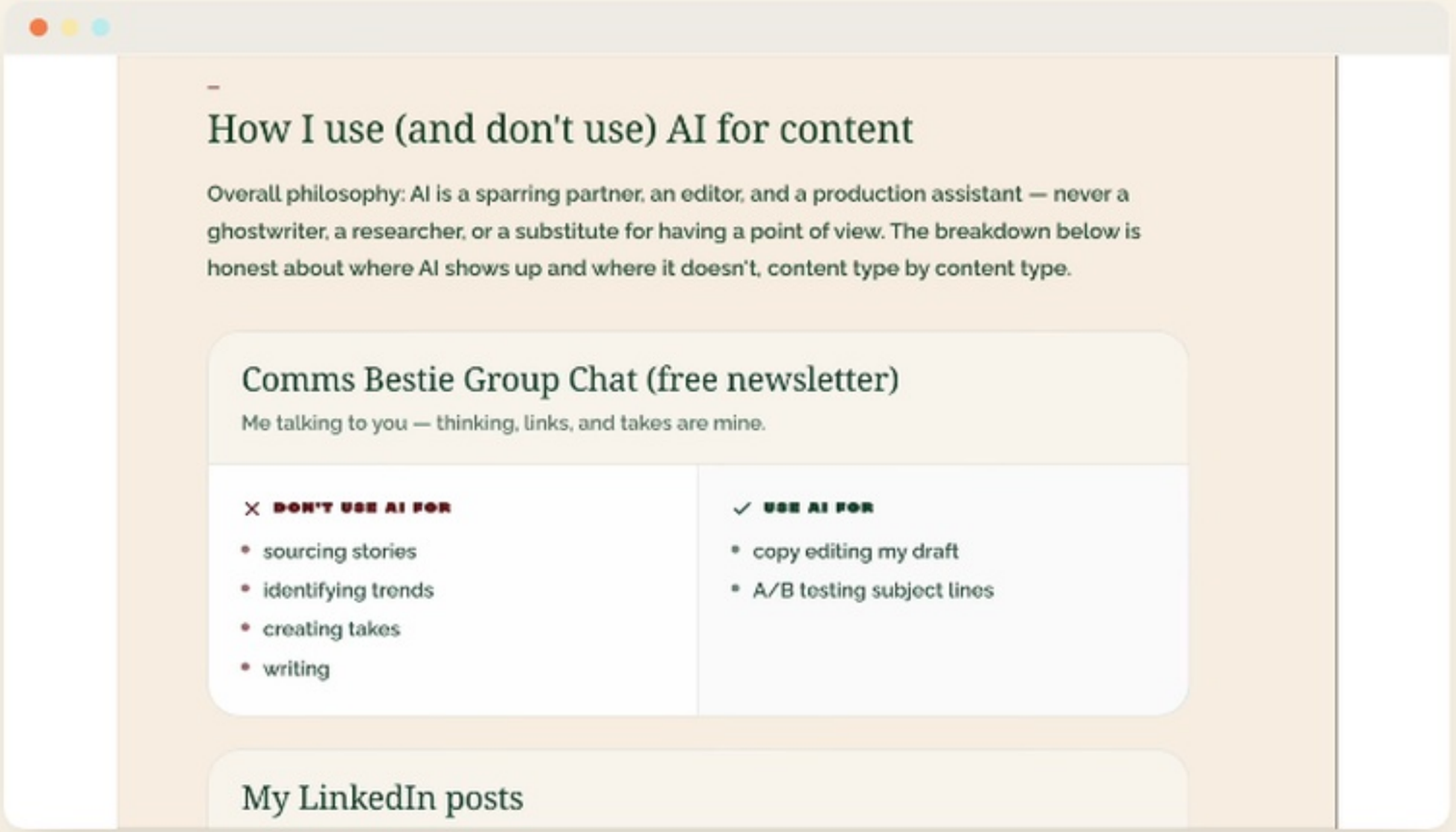
— YES, ALL THREE ARE FROM MY MOM. SHE PROOFREADS EVERYTHING. —

MINE, IN WRITING

MY AI PHILOSOPHY

Everything I do and don't use AI for is published.

See My AI Policy →



LET'S RECAP

YOUR PERSONAL AI PHILOSOPHY

01 **AUDIT** your work

02 **SCORE** it on impact / value / trust

03 **PROTECT** keep something AI free

04 **BUILD** your AI systems

05 **AMPLIFY** tell people how you're using it

Do we believe you?

You cannot get "caught" doing something you already say you do.

YOUR TAKEAWAYS

TAKE THIS AND GO BUILD.

FREE

OTR AI PHILOSOPHY WORKSHEET

The five steps as a fill-in-the-blank page you can finish tonight.

this is the good one

OTR MEMBERS ONLY

INTELLIGENT PERSONAL AI PHILOSOPHY BUILDER

Answers a few questions about your role, then writes your philosophy, your no-AI zone, and the language you use to share it.

CHAPTER TWO

Part 2

YOUR TEAMWIDE AI PLAYBOOK

PART 2

YOUR TEAMWIDE AI PLAYBOOK

01 **CLARITY** draw the line, out loud

02 **PRINCIPLES** how we work with AI

03 **RITUALS** the habits that make it stick

04 **AMPLIFY** do PR for your AI program

CASE STUDY

AI AS PROMOTION MATERIAL

WHAT HE DID

TURNED HIS AI BUILDS INTO THE CASE FOR BUILDING A NEW TEAM.

NOTICE OF HIS CCO AND COMMS LEADERSHIP TEAM



PILLAR 1: CLARITY

CLARITY IS KINDNESS.

CLARITY | PRINCIPLES | RITUALS | AMPLIFY

WHAT LEADERSHIP SAYS

"USE AI."

Then: exactly how? For pitching? Press lists? A company-wide email?

WHAT THE TEAM HEARS

"WELL... IT DEPENDS ON THE HUMAN TOUCH."

Your team can't work with that. Without clarity, you have chaos.

If it's not clear, your best builders hide their work from you and the whole team.

PILLAR 2: PRINCIPLES

PRINCIPLES

CLARITY | PRINCIPLES | RITUALS | AMPLIFY

Build systems, not prompts.

Automate what you hate.

Always write your own first draft.

Diamonds in, diamonds out.

Keep a human in the loop.

Fact check.

Protect the time to build.

What are yours?

PILLAR 3: RITUALS

RITUALS

CLARITY | PRINCIPLES | **RITUALS** | AMPLIFY

BUILD DAYS

Protected time on the calendar to actually make things.

SHARE DAYS

Everyone shows one thing they built or broke.

ONE SKILLS LIBRARY

A single place the whole team pulls from.

A CHAMPION

One named person who owns momentum.

PILLAR 4: AMPLIFY

DO "PR" FOR YOUR AI PROGRAM.

CLARITY | PRINCIPLES | RITUALS | AMPLIFY

01 Name Your Builds

02 Show Business Outcomes

03 Show & Tell

CASE STUDY

A 3-PART TEAM PLAYBOOK.

01 PRACTICAL PLAYBOOK

02 GOVERNANCE FRAMEWORK

03 SYSTEM DOC FOR TRAINING AND VERSION CONTROL



AGENCY & CONSULTANTS

THE MARKET IS ALREADY TALKING ABOUT THIS.

CNBC · AUG 2026

"AI is making a mess of how humans interact at work"

PRESS GAZETTE

"Automated PR tool is bombarding UK media with AI-generated content"

FUTURISM

"A PR Firm Is Using Fake Publicists With AI-Generated Headshots to Spam Journalists With Pitches for Its Clients"

PRESS GAZETTE

"Tech websites remove articles after failing to verify journalists exist"

LET'S RECAP

YOUR TEAMWIDE AI PLAYBOOK

01 **CLARITY** draw the line, out loud

02 **PRINCIPLES** how we work with AI

03 **RITUALS** the habits that make it stick

04 **AMPLIFY** do PR for your AI program

YOUR TAKEAWAYS

TAKE THIS BACK TO YOUR TEAM.

FREE

OTR TEAM PLAYBOOK WORKSHEET

Clarity, principles, rituals and amplification as a one-page team template.

this is the good one

OTR MEMBERS ONLY

INTELLIGENT TEAMWIDE AI PLAYBOOK BUILDER

Interviews you about your team, then drafts the playbook, the principles and the rollout note you send on Monday.

CHAPTER THREE

Part 3

YOUR COMPANY'S AI COMPETITIVE ADVANTAGE

COMPANYWIDE ADVANTAGE

IT HAS TO WORK INSIDE AND OUT.

01

INTERNAL

How your people think, act, build and make decisions with AI.

Steven Gray

GROUP HEAD, TECH COMMUNICATIONS & ENGAGEMENT, BARCLAY'S

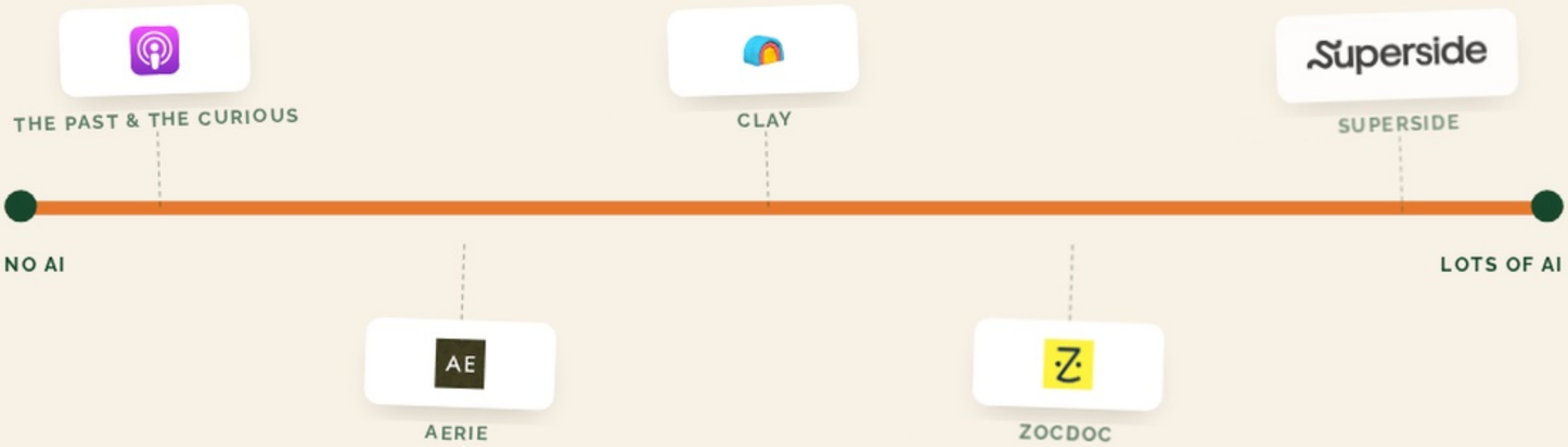
02

EXTERNAL

What customers, candidates and investors understand about your AI position.

THE LANDSCAPE

WHERE DOES YOUR BRAND SIT?



START HERE

THREE QUESTIONS

01

What are your values?

—

02

What do your audiences expect from you?

—

03

What does your audience need to hear from you that aligns to your values and their expectations?

—

THIS IS HOW YOU NEVER GET “CAUGHT” USING AI.

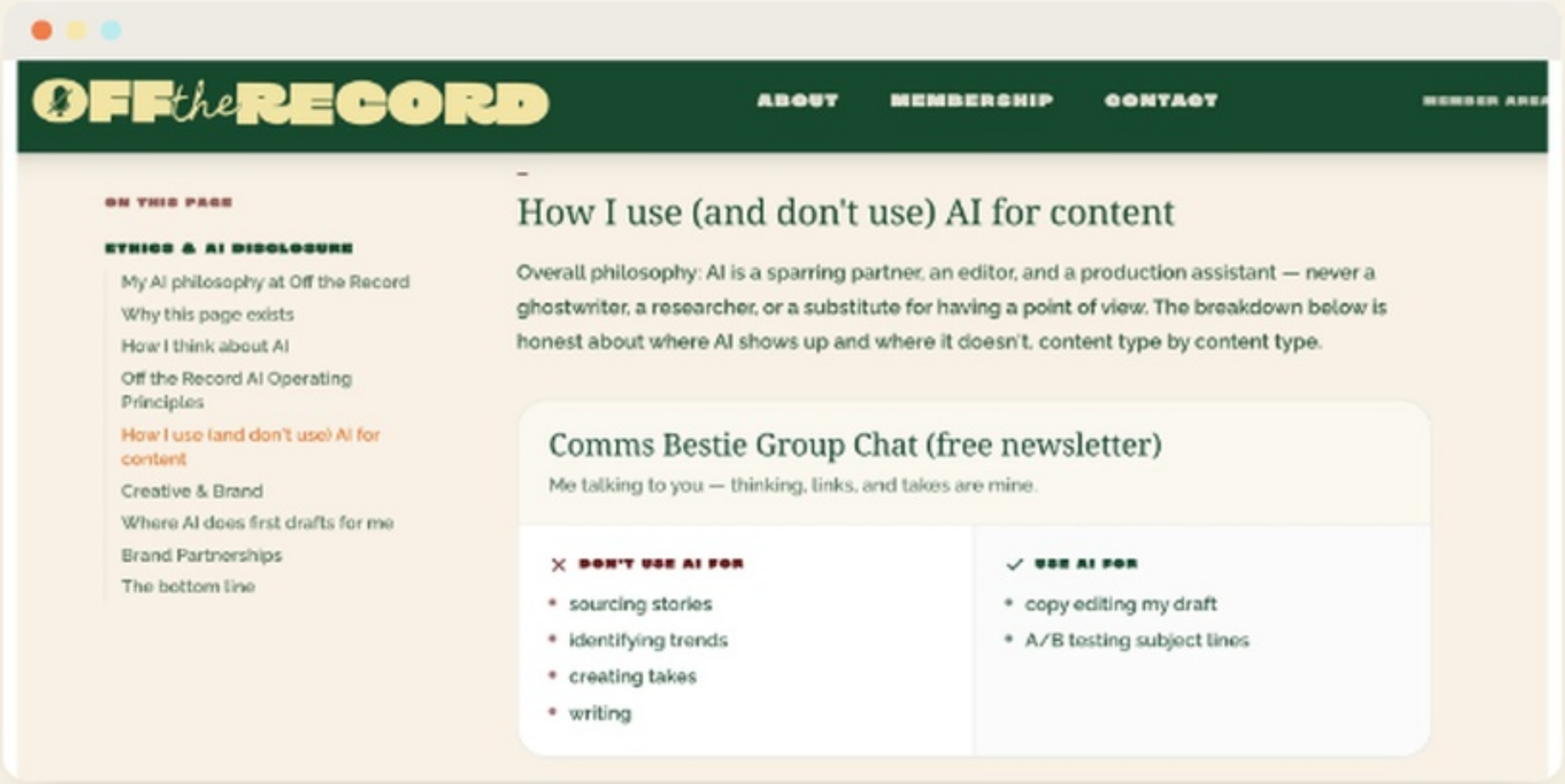
THE LEADERSHIP CASE

LANGUAGE TO YES

“We should lead in AI transformation. This defines what we want to be known for, what we'll never do and what we'll always do. It's a values statement, a hiring asset and a trust asset with customers. It's aligned to our brand values. It's how we think, act and do in an age of AI. It attracts investors, customers and employees. It makes us more valuable in an age of AI and positions us as a leader.”

A REAL EXAMPLE

AI COMPETITIVE ADVANTAGE [Gab's Version]



MAKE YOUR POSITION VISIBLE.

See My AI Policy →

YOUR TAKEAWAYS

TAKE THIS COMPANYWIDE.

FREE

OTR COMPANYWIDE AI COMPETITIVE ADVANTAGE WORKSHEET

A working page to define your values, audience expectations and public position.

this is the good one

OTR MEMBERS ONLY

INTELLIGENT COMPANYWIDE AI COMPETITIVE ADVANTAGE BUILDER

Turns your values, audiences and AI position into a strategic companywide advantage.

LET'S REVIEW

01

AI CAN GET YOU PAID

Your individual AI philosophy

02

AI CAN GET YOU PROMOTED

Your teamwide AI playbook

03

AI CAN GET YOU POWERFUL

Your companywide AI competitive advantage

your turn

QUESTIONS?

Let's talk.