Chief Communications Officer Mission-Critical Priorities (MCPs)

MCPs	Transform the Communications Function Through AI	Support Enterprise AI Transformation with Effective Internal Communications	Manage Reputation Amid AI-Fueled Truth Decay	Overcome Communications' Data & Analytics Deficit to Drive Performance
	86% of Comms leaders report needing to update their talent strategy and skillsets to realize the opportunities that GenAI creates in Communications	**69%** of Comms leaders say that employee anxiety from changes like AI transformation poses a significant risk to enterprise success	Just **37%** of enterprises believe they are equipped with the mechanisms to combat mis/dis/mal-information	**81%** of Comms leaders say their D&A capabilities must quickly evolve to meet business partners' expectations
Journey Steps	Understand AI Risks & Opportunities for the Communications Function	Build Leader Buy-in to Support Stronger Change Leadership, Management and Communications	Identify the Most Critical Reputation Risks to Manage	Audit Existing Communications Data Capabilities & Gaps
	Prioritize & Implement AI Use Cases	Prepare & Enable Business Leaders to Coordinate and Communicate About Change Consistently	Update Reputation & Crisis Management Plans, Playbooks & Messaging Strategies	Identify Technologies, Vendors & Partnerships to Improve Data Capabilities
	Drive Adoption of AI Within the Communications Function	Update & Activate Change Messaging Strategies	Build Cross-functional Partnerships to Manage Reputation	Build & Activate the Case to Invest in Stronger Communications Data Capabilities
	Capture & Demonstrate Value from AI Investments	Capture & Incorporate Employees' Perspectives of Major Changes	Build Team Reputation Management Capabilities	Leverage D&A to Transform & Report on Business Impact
	Redefine the Work of Communications Within an AI-enabled Enterprise	Measure & Demonstrate the Impact of Change Communications	Report to the ELT/Board On Reputation Status & Strategy	Embed D&A in the Workflows and Culture of Communications

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