

**THE
HUMPHREY//
GROUP**
A HUMANCE COMPANY



Human-First AI Communication™



A Signature Learning Experience

Rapid advancements in AI are creating new opportunities to improve how we work. As AI becomes embedded in everyday workflows, professionals must ensure their communication continues to reflect their judgment, perspective, and intent. Human-First AI Communication™ teaches individuals how to use AI to strengthen their communication while keeping their authentic voice at the center of every message.



Key Learning Outcomes

In this Signature Learning Experience, participants receive the knowledge and tools to...

- Distinguish between convincing AI output and credible communication.
- Recognize and avoid common AI pitfalls, such as automation bias and fluency traps.
- Design structured prompts using the PROMPTS framework.
- Ground AI output in real information and context to improve accuracy.
- Use iterative prompting to sharpen message clarity and hierarchy.
- Stress-test ideas by using AI to challenge assumptions and surface risks.
- Maintain control over narrative framing and tone in high-pressure situations.
- Build a reusable prompt library tailored to high-value work.



Participant Profile

Human First AI-Communication™ is ideal for leaders who need to improve their ability to...

- Prevent over-reliance on AI for content generation.
- Generate higher quality communication output from AI tools.
- Enhance communication with AI while preserving their human voice and critical thinking skills.



Engaging, fun, and informative. The course provided great ideas and prompt examples that I will use in my work going forward.

— Advisory Leader, Boutique Engineering and Advisory Firm



Program Modules

/ Set the Frame

AI can generate language instantly, but it cannot judge stakes, accountability, or consequences. This module shows where human judgment must guide the message and how to recognize when AI output weakens clarity, ownership, or intent.

/ Design the Communication


Effective communication begins with message design. Learn how to structure your thinking using the PROMPTS framework to bring focus and intention to your communication. Then use AI to generate a communication that is focused and intentional.

/ Control the Narrative

High-stakes situations require pressure-tested communication. This module teaches you how to challenge ideas, and refine framing, tone, and structure to ensure your AI-supported messages hold up under scrutiny. You'll leave with a high-value prompt library you can apply to recurring high-stakes communication.

/ Sustainment & Support

Master new skills and behaviors with 30-day access to two powerful sustainment tools:

-  **ELI, our AI-powered communication coach.** Practice your delivery with ELI to reinforce habits developed in the program and gain on-demand, personalized feedback.
- / Our digital resource library.** Access to a range of insights and tools, you can use to reinforce your learning and explore new, complementary skills.



SPARK Your Learning with Tailored Program Add-ons

We make it easy to tailor our programs to your specific needs with our extensive library of add-on modules.



Choose Your Delivery Method

	Virtual	In-Person
+ Timing	3, 2-hour live online sessions	1, 7 hour day
+ Self-Directed Learning	Online prework prior to each virtual session	Access to program materials prior to the session
+ Instructor-Led Sessions	Live virtual facilitation led by The Humphrey Group	Facilitation led by The Humphrey Group
+ Coaching	1:1 coaching in a group setting	1:1 coaching in a group setting
+ Sustainment	30 day access to ELI, our AI communication coach, and our digital resource library	30 day access to ELI, our AI communication coach, and our digital resource library

*Hybrid delivery is available
 *Available in: English, French & Spanish

Trusted by Top Organizations of All Sizes.



The Humphrey Group Difference

- More than 35 years of experience
- Interactive, hands-on learning
- Feedback-rich development
- Flexible delivery options
- Access to self-directed sustainment
- Seamless experience through digital learning platform
- **An approach** that combines mindset + toolset to develop exceptional leadership communication skills



About The Humphrey Group

We are the Leadership Communication Experts

Our singular focus on leadership communication guarantees a depth of expertise unmatched in the market. For over 35 years, The Humphrey Group has developed leaders to be better, more inspiring communicators, increasing their ability to drive action, build trust, and create alignment across the organization. We are passionate about our purpose to teach and promote inspiring communication. When you're inspired, you inspire others, and the outcome is greater engagement, stronger results and enduring organizational success.

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