Strategy 2030
Accelerate sustainable growth

Digital by default

HI AI! [:) GENERATIVE AI CAMPAIGN

COMMTECH CHAMPIONS AWARDS

DHL Group

INTERNAL

Digital by default

The Why

- ✓ Create positive sentiment about GenAI rapidly becoming workplace essential, focus on opportunity
- ✓ Promote DHL in-house GenAI tool
- ✓ Encourage and drive GenAI upskilling, with special focus on communicators

Why run a Group-wide GenAI campaign?

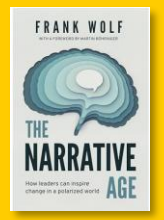
STRATEGIC NEEDS for **RUNNING** a campaign

- Emphasize that **GenAI is a focus topic** in DHL Group's strategy
- Showcase competitive edge (**Provider of Choice**)
- **Establish a consistent narrative** across BUs, functions, regions
- **Leverage all touchpoints + target audiences** (global, divisional, regional, local)
- **Make it stick** with consistant look and feel
- **Highly visible, accessible response** to **EMPLOYEE NEEDS**

EMPLOYEE NEEDS for **PARTICIPATING** in a campaign

- Get support for **upskilling** (at any level)
- Learn tools to **do my job better**
- **Orientation**: where to start? Next steps?
- **Relevance:** what's in it for me?
- Develop **new expertise in my field**
- Get on a path to **advance my career**
- **Address & calm fears** about GenAI (ethics, employment, data protection, compliance)
- Take pride in my company embracing new tech **(Employer of Choice)**

What is the narrative map of my audience?



The narrative map of a target group has a significant influence on the attitude towards a topic and the resonance of communication

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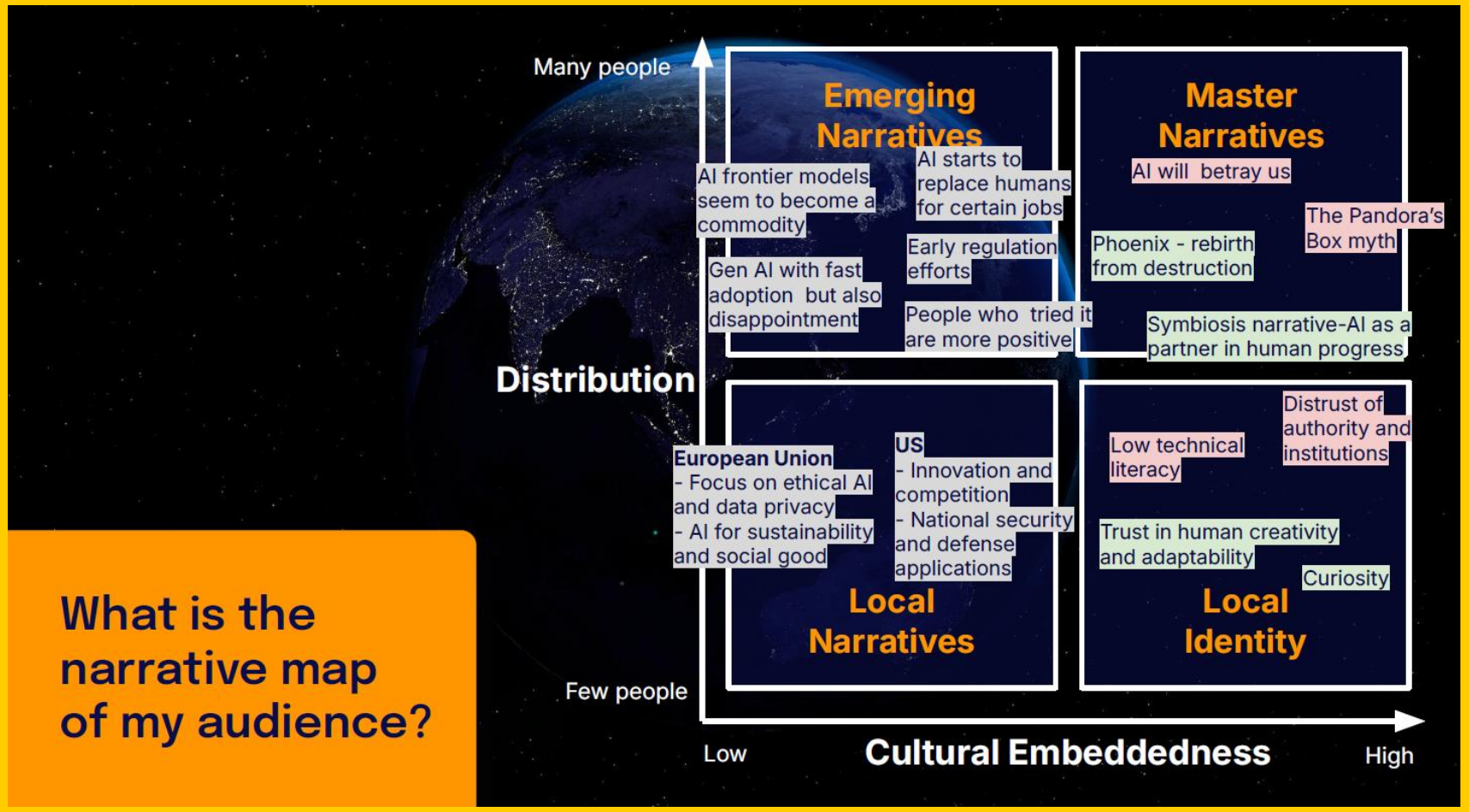

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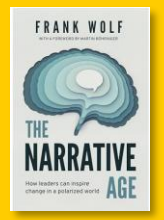
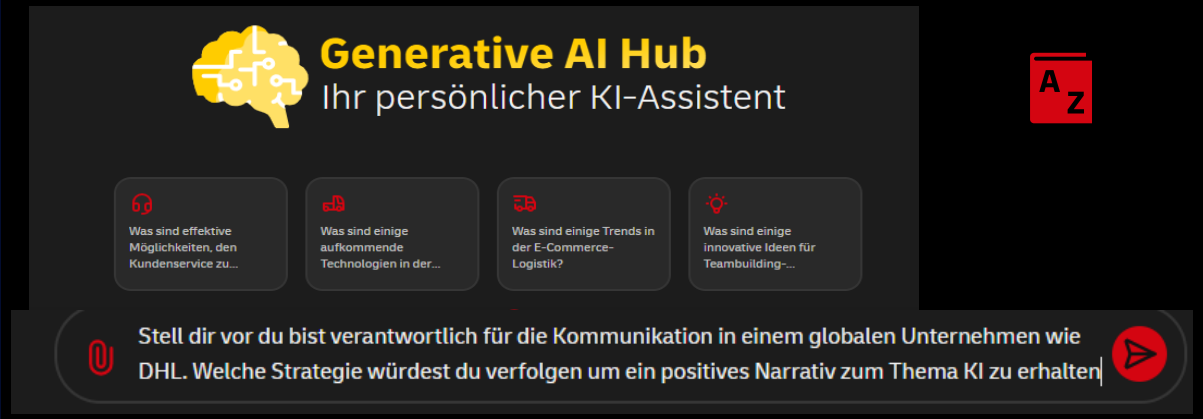


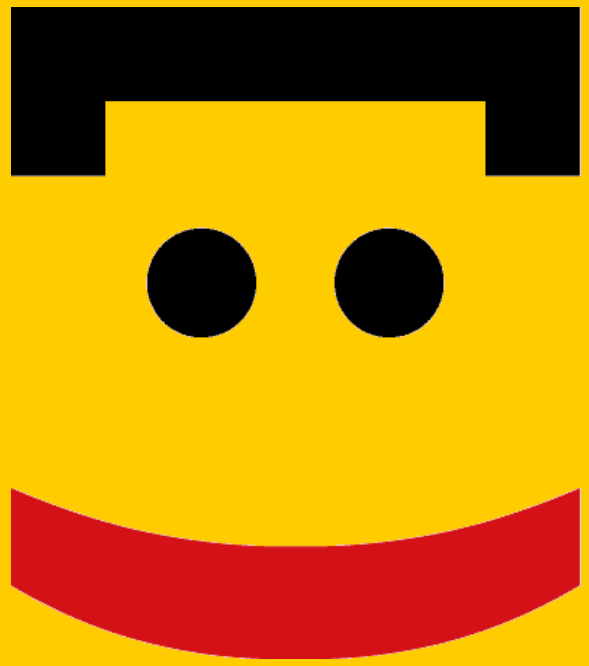
Creating a convincing positive narrative for GenAI at DHL Group



- **The ‚hero journey' narrative**
- **The ‚renaissance' narrative**
- **The ‚symbiosis' narrative**

The ‚symbiosis' narrative:

AI and humans working hand in hand with AI for a greener, connected world

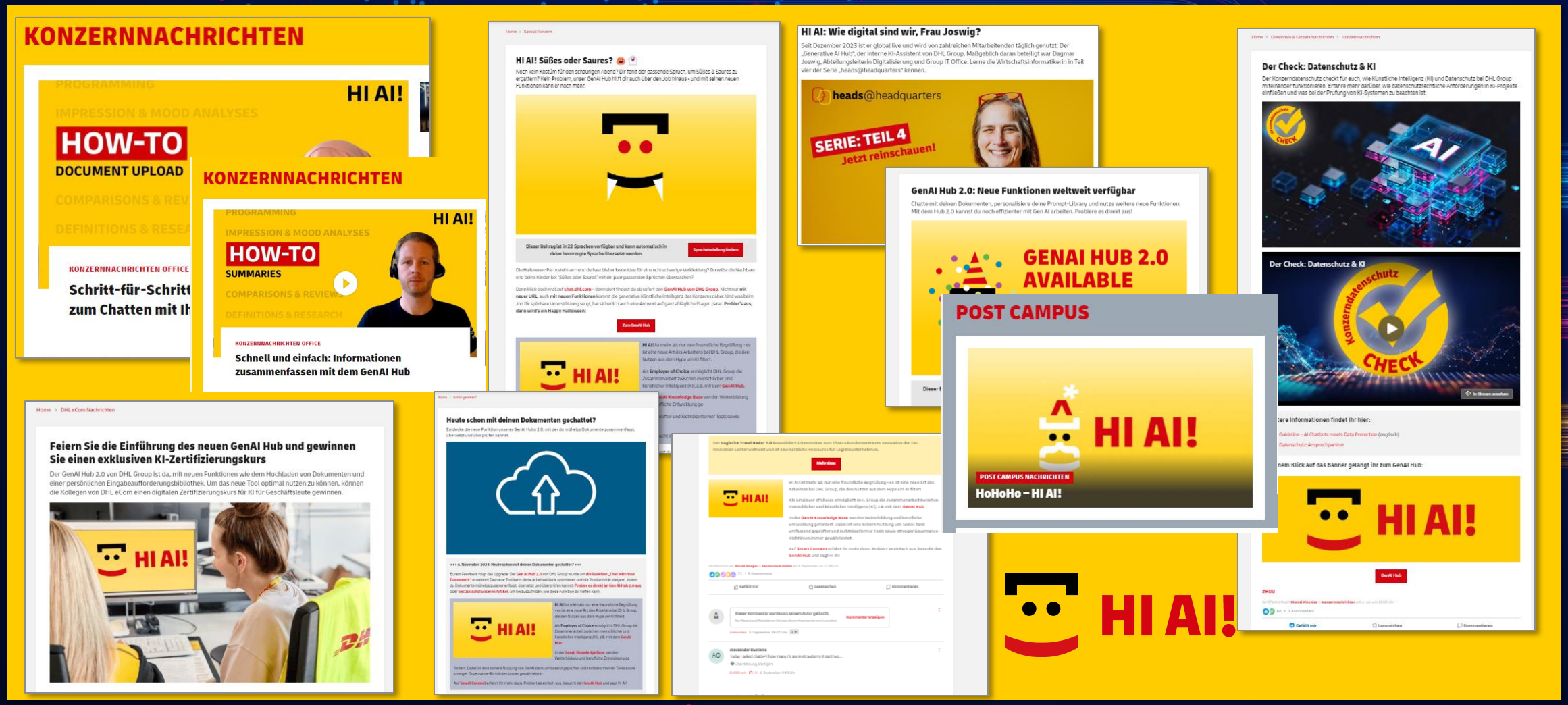


HI AI!

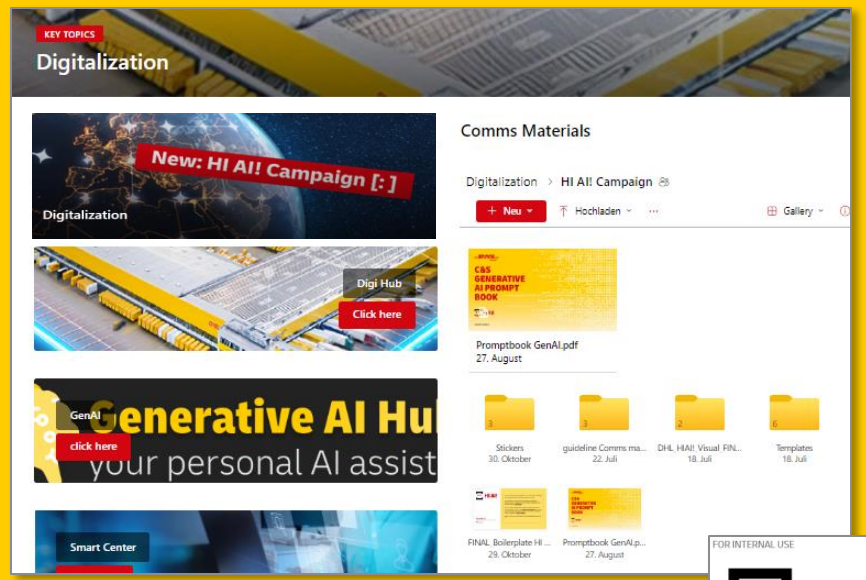
The genesis of HI AI!

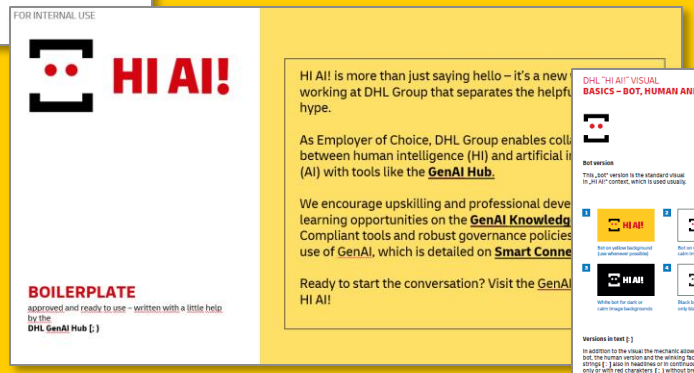
- „HI“ greeting is kind and welcoming; suggests **friendliness and approachability**
- HI also stands for **human intelligence (HI) and artificial intelligence (AI)** collaboration
- **Works across languages**
- Lends itself to nice visuals (**see next slide**)

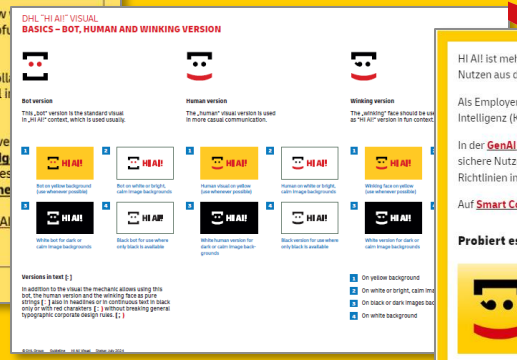
Smart Connect Content 2024 – Examples

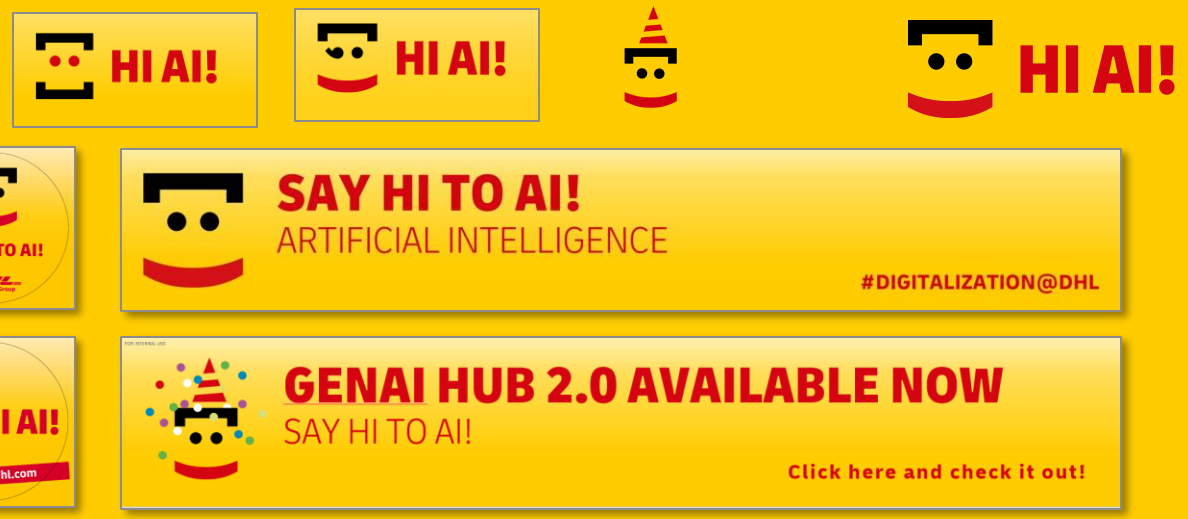


Ideas, guidance and templates for communication

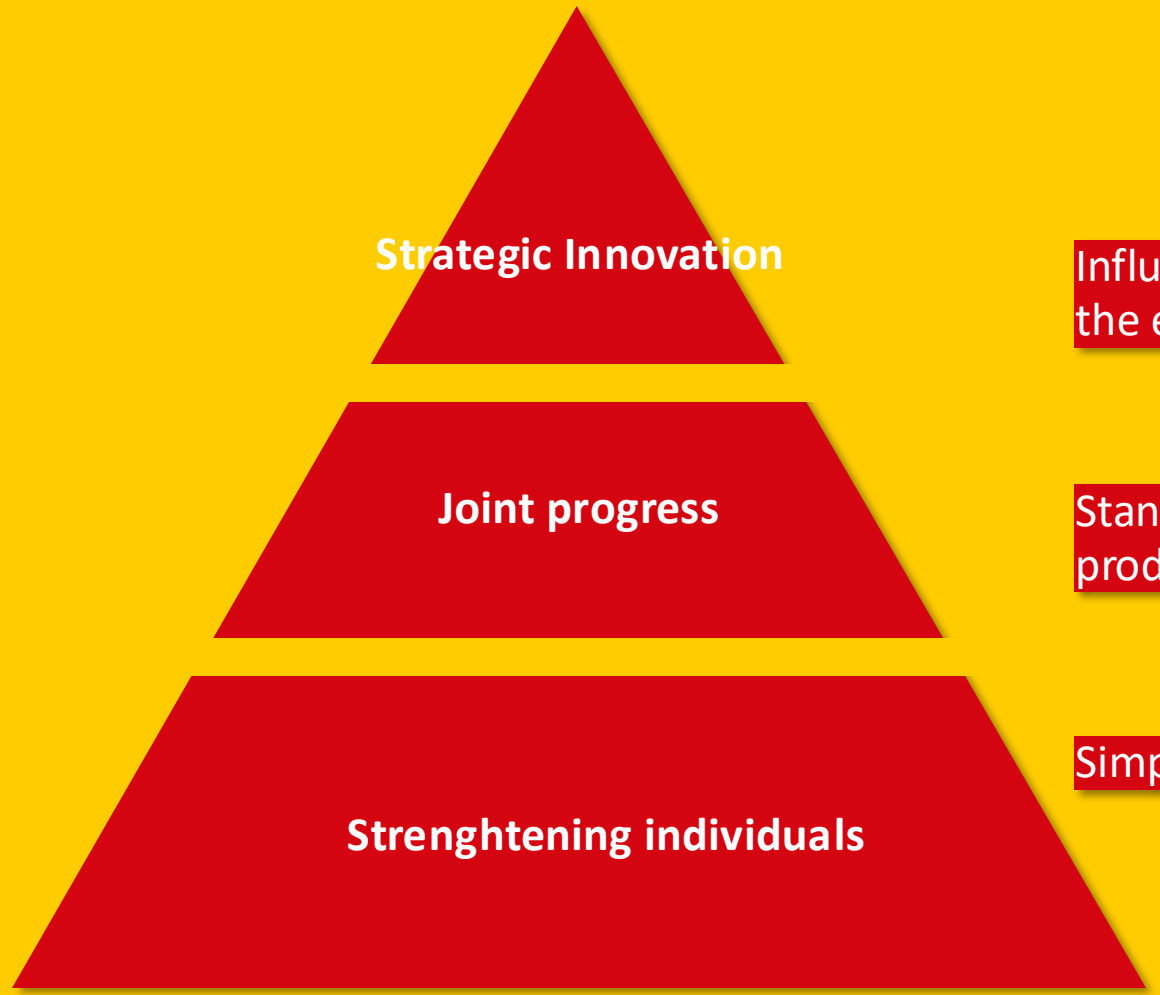








The Impact of GenAI



Influences the collaboration between departments and the entire organization

Standardized and reusable prompts boost team productivity

Simple hacks for individuals

Table of Content // Prompt Book

DHL Group

C&S GENERATIVE AI PROMPT BOOK

HI AI!

June 2024, Version 1

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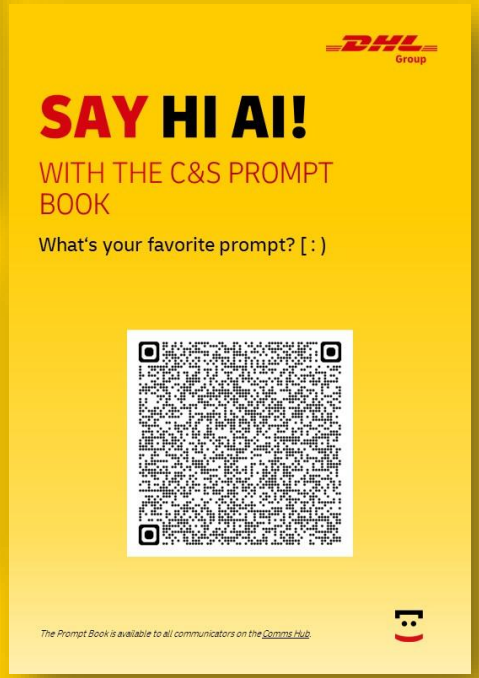
Focus: Communicating AI and making it applicable

Jan '24	GenAI Crash Course (x3)
Mar	Krickenbeck
May	#YellowUnited I
Jun	C&S Academy I
Jul	#YellowUnited II
Aug	CD022 Off-site + Prompt Book launch
Sep	Nicola CD02 Happy Hour
	Prompt book how to (xBU call)
Oct	C&S Academy II
Nov	Prompt Book Office Hours (x2)
	German business comms exchange
Dec	Hi AI Post Tower Booth
Jan '25	Prompt Book 2.0



THANK YOU FOR THE AWARD!