AI WITHOUT LOSING YOUR VOICE

How to create clearer content while protecting your message, judgement and credibility



Dr. Tony Bader

CREATE FASTER. KEEP YOUR POINT OF VIEW.

A NOTE TO THE READER

02

Your audience still needs to hear you

AI makes it easy to produce a polished paragraph. It takes more care to produce a paragraph that says something worth reading, reflects the organisation behind it and helps the reader decide what to do.

This book is for communicators, entrepreneurs, NGO teams and professionals who publish in their own name. It shows how to use AI throughout a communication process while keeping control of the promise you make, the evidence you use and the voice people recognise.

You will find practical editorial methods, fictional examples and decisions that deserve human attention. There are no exercises to complete. Read it as a guide to making better choices, then bring the questions that need your own context into a team discussion.

CONTENTS

03 Start with the reader's decision

04 Give your voice something concrete

05 Separate evidence from expression

06 Turn one message into several formats

07 Protect meaning across languages

08 Use AI to challenge an idea

09 Publish stories with dignity

10 Respond carefully under pressure

11 Make the call to action useful

12 Build an editorial system

13 Evidence & further reading

14 Work with Tony Bader

Create faster. Keep your point of view.

RISE ACADEMY / Training and research, Innovative Solutions
First edition, November 2026. Practical guidance by Dr. Tony Bader.

01 / START WITH THE READER

Write for a decision someone needs to make

Before asking for copy, decide what should become clearer to the reader.

Name the practical purpose

A post can invite someone to register, explain a service, address a concern or build confidence in an organisation. Each purpose needs different information. If you ask AI to make a message engaging before choosing the purpose, it may give you lively language with no useful direction.

Describe the reader's situation in ordinary terms. Someone considering a workshop may need the topic, level, language, time and cost. Someone deciding whether to trust a service may need to understand who runs it and how their information will be handled.

Build the message around one promise

Choose the main benefit you can support with evidence. Then identify what the reader must know to assess it fairly. A training announcement that promises practical skills should explain which task participants will practise and who the session suits.

Keep secondary messages subordinate. A long list of organisational achievements can crowd out the details a reader came for. Ask AI to suggest an order, then judge it against the actual decision you want to support.

A FICTIONAL CAMPAIGN BRIEF

A community organisation is announcing an introductory AI session. The primary decision is whether the session suits the reader. The message needs the intended audience, a concrete learning outcome and the confirmed registration route before it needs a memorable slogan.



RISE / COMMUNICATION

Useful communication starts with what the reader needs to understand or do.

02 / MAKE YOUR VOICE CONCRETE

A recognisable voice needs examples

"Professional and inspiring" gives the tool little to work with.

Show the choices behind your voice

A useful voice guide explains how you address people, how much certainty you express and which language you avoid. Pair each principle with a short example that your team has approved. This turns a preference into an editorial decision people can apply.

For instance, "plain and respectful" might mean naming the service directly, using short sentences and avoiding labels that reduce people to a difficulty they face. A confident voice can acknowledge that a date or detail is still being confirmed.

Let expertise shape the message

Your strongest distinction may be a specific observation, an informed judgement or an example from your work that you have permission to share. Decide that contribution before generating alternatives. Otherwise, the first polished version can become the default idea.

Use AI to improve structure and test different openings. Keep the position, the evidence and the final judgement with the person who owns the communication.

A SMALL VOICE GUIDE

Quality	Editorial decision
Clear	Name the service and its practical purpose.
Grounded	Replace broad claims with a supported detail.
Respectful	Describe people without defining them by hardship.
Direct	Use one specific, realistic next step.

Use examples from your own approved material to make each decision recognisable.

Make your voice easier to reproduce

Ask about a team session to define your editorial voice and use AI consistently across the content you publish.

DISCUSS A COMMUNICATION SESSION →

03 / SEPARATE EVIDENCE FROM EXPRESSION

Write from facts you can stand behind

An appealing sentence can quietly introduce a claim the source never made.

Create a short fact sheet first

Before drafting, collect the approved names, dates, figures, service conditions and contact details. Mark anything still awaiting confirmation. Give the tool a clear instruction to work from these facts and place unanswered questions in a separate list.

Keep factual claims separate from interpretations. "Thirty people attended" is a count. "The event strengthened community trust" is an interpretation that needs its own evidence. AI may combine them into a persuasive statement unless the brief and review keep them distinct.

Check the claim at its source

Open cited material and find the passage that supports the claim. A real link may still support only part of a sentence, refer to a different population or describe an older situation. Read enough context to understand what the source actually establishes.

If an assertion cannot be supported, remove it, qualify it accurately or seek the missing evidence. Asking a second tool for the same answer does not by itself establish that the statement is true.

Keep promises within your authority

Words such as guaranteed, confidential, free and accessible create expectations. Confirm them with the person responsible for delivery. A communication team can improve wording, but it cannot create a service commitment through the drafting process.

> AN EDIT THAT CHANGES THE CLAIM
>
> Source: "We are testing a booking service in two municipalities." Overstated draft: "Our platform is transforming public services across Lebanon." A supportable alternative: "Two municipalities are testing the booking service to assess how it works in everyday use."

Every factual promise needs evidence and an owner.

04 / ADAPT ACROSS FORMATS

One message can travel without drifting

Keep the facts stable while changing the shape of the communication.

Approve the message before adapting it

Begin with a master message that contains the agreed facts, the audience's main concern and the intended next step. Check it with the delivery owner. Then use AI to propose an email, a short post or a speaking note from that approved version.

Each format has different space and reading conditions. A short post may lead with the practical benefit. An email can explain the context. A speaking note can anticipate a question. All three should preserve the same conditions and limits.

Watch what compression removes

When shortening content, check the information that constrains the offer: who can apply, what the cost includes, which dates are confirmed and whether a place is guaranteed. These details are easy to lose when the tool is asked to make the message more concise.

Ask for a short note explaining which details were removed. Use it as a review aid, then compare with the source yourself. The explanation is another generated output and may miss a change.

Maintain a common version

If the registration deadline changes, update the master message and every active adaptation. Keep a simple record of where the message appears and who owns each channel. Otherwise, well-written content can still send readers to conflicting instructions.

THE WORKFLOW

01	02	03	04
Master message	Email	Social post	Speaking note

Adapt the presentation while preserving the commitments.

05 / PROTECT MEANING

Translation needs a second kind of review

A fluent translation can alter the instruction, tone or eligibility condition.

Decide how the language will be used

Specify the audience, channel and intended register. Formal Arabic in an institutional letter serves a different purpose from conversational Lebanese Arabic in a short public video. Ask a bilingual reviewer who understands the context to assess the result.

Provide agreed translations for names, services and technical terms. A small glossary prevents the same concept appearing under several labels. Keep numbers, dates and action instructions visible in the source so they receive explicit attention.

Review meaning before style

Check whether the translated text preserves who must act, what they must do and under which conditions. A change from may to will, or from request to receive, can alter the promise. Ask the reviewer to identify any stronger or weaker obligation.

Then check local wording, readability and dignity. A literal translation may be accurate at sentence level yet confusing in use. Reading the message aloud can reveal awkward phrasing, especially for scripts and voiceovers.

Inspect the finished layout

For Arabic, verify right-to-left reading order, punctuation, numerals and mixed-language names in the final file or channel. Copying approved text into a design can introduce errors that were absent from the reviewed draft. Review the published format as well as the words.

A MEANING CHECK

An approved notice says "Apply to request a place; registration is subject to confirmation." The translation must preserve the distinction between applying and being accepted. A friendly tone should not turn the request into a guaranteed place.



RISE / COMMUNICATION

A bilingual reviewer should check the action and its conditions, then the expression.

06 / CHALLENGE THE IDEA

Ask for alternatives before polishing

AI can help explore a message when you keep the editorial judgement active.

Choose different approaches

Ask for three ways to explain the same issue: lead with a practical benefit, a common question or a concrete example. Give each approach the same approved facts. This creates a choice about how to communicate, rather than several versions of the same generic opening.

Judge alternatives against purpose, evidence and reader needs. Which version makes the offer easiest to understand? Which assumes knowledge the reader may not have? Which creates an expectation the organisation cannot meet?

Use critique carefully

Ask the tool to identify ambiguous wording, unsupported claims and likely reader questions. The suggestions can reveal useful gaps, but they are prompts for editorial attention. A generated description of what "the audience thinks" is not audience research.

Test important messages with real people from the intended audience where feasible. Ask them to explain what the message means and what they would do next. Their response can challenge assumptions that polished copy leaves hidden.

WHAT THE RESEARCH CAN TELL US

In a 2024 short-story experiment, Doshi and Hauser found that access to AI ideas improved individual evaluations while making stories more alike. That setting does not establish campaign outcomes. It offers a useful reason to protect your own observations and explore genuinely different approaches. See reading 01 on page 13.

Develop stronger ideas with your team

Ask about a practical AI communication workshop using your approved messages, channels and audience questions.

PLAN A TAILORED WORKSHOP →

07 / PUBLISH WITH DIGNITY

People are more than content material

Stories involving people deserve decisions about permission, accuracy and context.

Keep real and invented material distinct

An invented quotation should never appear as a real person's words. A composite example should be labelled accurately and used only where your organisation permits it. AI can suggest a narrative structure, but the details of a real story must remain grounded in authorised material.

Check whether the proposed use fits the permission originally given. Agreement to participate in an activity does not automatically settle whether a personal story can enter an AI tool or be adapted into a public campaign. Use the designated communications and safeguarding process.

Preserve agency in the story

Look at how the text describes people's choices, knowledge and contribution. A dramatic before-and-after structure can simplify a complex life into an organisational success story. Ask what the person would recognise as accurate and what context the reader needs.

Avoid adding hardship, emotion or personal detail merely to strengthen the copy. Anonymisation also needs care: a combination of location, timing and unusual circumstances may identify someone even when the name is absent.

Give sensitive cases a route out

If publication could affect safety, access to services or a person's reputation, involve the authorised specialist before drafting proceeds. A deadline or an attractive concept should not decide how a sensitive account is handled.

AN EDITORIAL BOUNDARY

Ask AI to propose the structure of a fictional case example. Use a separately approved process for a real participant story. Never fill missing details in a real account with generated dialogue or assumed emotions.

A stronger story preserves the person's reality as well as the organisation's message.

08 / COMMUNICATE UNDER PRESSURE

A fast response still needs a source of truth

During a disruption, uncertainty should remain visible in the message.

Separate what is known from what is being checked

Use a short incident brief maintained by the responsible team. It should identify confirmed facts, open questions, the spokesperson and the time of the next update. AI can help turn that brief into clear wording when the inputs are appropriate for the approved tool.

Do not ask the tool to infer a cause, promise a recovery time or reassure readers about effects that have not been assessed. Each claim needs confirmation from the person with the relevant responsibility.

Write a useful holding message

A holding message can acknowledge the problem, state the immediate instruction people need and say when more information will be available. It should avoid speculation. The organisation must be able to deliver the update it promises.

Assign one approved version and update every active channel from it. Record the publication time. When a fact changes, correct the earlier message in a way the audience can find; silently replacing copy may leave old screenshots circulating.

Keep sensitive details in the right process

A public statement rarely needs the underlying personal records. Share the minimum authorised facts with the drafting team and follow the established route for incident response, safeguarding and any specialist obligations.

FICTIONAL HOLDING MESSAGE

"Our booking service is temporarily unavailable. Please use the published telephone contact for urgent appointment questions. We are checking the cause and will post an update here by 16:00." Publish this only when the contact and update time are confirmed.

State the confirmed action people can take while the team establishes the rest.

09 / MAKE THE NEXT STEP USEFUL

The call to action is part of the service

A reader should understand what happens after the click.

Match the request to the reader's readiness

A person discovering a topic may want an explanation. Someone comparing options may want to discuss fit. Someone ready to attend needs the registration route. Choose the action that follows naturally from the information you have provided.

Use language that names the next step: view the programme, request a team session or register interest. A broad "learn more" can work when the destination is clear, but a specific label usually gives the reader more information.

Reduce uncertainty about the destination

Explain what the reader should bring or share, who the offer suits and whether the action begins a conversation or confirms a booking. Keep the destination consistent with the promise in the text. Avoid inventing urgency, scarcity or a guaranteed outcome.

Check the actual link in the final PDF, email or post. Open it from a reader's perspective. A well-written invitation has little value when the destination is broken or asks for information the message did not prepare people to provide.

Look beyond reaction counts

Review whether the message produced relevant enquiries, completed registrations or useful conversations. High engagement with an unclear offer can create extra work. Ask the people handling enquiries which questions repeat; the answer often identifies missing content.

MATCH THE MESSAGE TO THE ACTION

Reader need	Useful next step
Understand the topic	Read a concise explainer.
Assess fit for a team	Discuss the audience and learning needs.
Prepare to participate	View the confirmed programme and requirements.

Each destination should fulfil the promise made in the message.

Make the next step specific, relevant and easy to understand.

10 / BUILD AN EDITORIAL SYSTEM

Create a process your team can maintain

Consistency comes from clear decisions around the draft.

Keep five shared resources

Maintain a current fact sheet, a brief voice guide, approved message examples, a review route and a record of active content. Keep them in the team's usual workspace with appropriate permissions. Give each resource an owner and a review date.

The drafter should know which material can enter the tool. The editor should know what to check. The approver should have authority over the final commitments. Small teams may combine roles, but the responsibilities still need to be visible.

Learn from the corrections

At a regular review, look for repeated problems: missing service conditions, inconsistent Arabic terms, overstated impact or broken links. Adjust the brief and source material around those patterns. A longer prompt may add complexity without addressing the cause.

Apply the organisation's disclosure requirements and any publication or client rules. When a disclosure is used, it should accurately describe the assistance and human review that occurred.

Keep your point of view active

Protect time for conversations, observation and subject expertise. These produce the insights that give a message substance. AI can help express and adapt them; your team must decide what it stands behind and what it wants people to understand.

A sustainable process keeps the facts, voice and final judgement connected.

Build your communication method

Work with Tony Bader on a tailored session covering message strategy, AI drafting, bilingual review and editorial approval.

DISCUSS YOUR TEAM'S NEEDS →

SOURCES & READING NOTES

Evidence & foundations



These readings inform specific cautions in the book. The editorial methods and fictional examples are practical recommendations, not validated measurement tools.

01

DOSHI & HAUSER / 2024

Generative AI enhances individual creativity but reduces the collective diversity of novel content

Science Advances, 10(28), eadn5290. The short-story experiment discussed on page 8. Its findings are specific to the study setting.

READ THE ORIGINAL SOURCE →

02

LIU, ZHANG & LIANG / 2023

Evaluating Verifiability in Generative Search Engines

Findings of EMNLP, 7001-7025. Examines whether generated statements have citations and whether those citations support the associated claims. Relevant to source checking on page 5.

READ THE ORIGINAL SOURCE →

03

NIST / 2024

Generative Artificial Intelligence Profile

NIST AI 600-1. Further reading on fabricated claims, information integrity and harmful bias in generative AI.

READ THE ORIGINAL SOURCE →

Published by Rise Academy, the training and research division of Innovative Solutions. This book offers practical learning and discussion. Adapt the guidance to your organisation and operating context.



TAKE THE NEXT STEP

Keep the voice. Strengthen the method.

Bring an approved message, a channel you use regularly and a communication challenge your team wants to solve. We can explore how AI fits the work while keeping your evidence, voice and editorial judgement clear.

Communication workshops

Practise briefing, drafting and reviewing content around your audience.

Editorial guidance

Clarify your voice, source standards and approval decisions.

Team capacity building

Build shared habits for clearer, responsible AI-assisted communication.

Dr. Tony Bader

AI governance and digital transformation expert, researcher and speaker. His work connects responsible AI adoption, communication and organisational capacity building.

START A CONVERSATION

badertony.com

Mention this book, your audience and the content you want to improve.