



How Can I Use AI and Still Keep My Voice Unique?

The Impact of AI Writing Tools on Your Personal Voice

by Martin Zapata



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As AI writing tools become increasingly integrated into businesses across corporate America, the personal writing styles of individuals may be at risk. Electronic communications are evolving into standardized sentence structures and word choices prevalent across various AI platforms. While each platform offers some degree of nuance to its writing recommendations, these platforms may collectively dilute the unique voice of the writer. Even so, current research highlights significant productivity gains for those utilizing these tools. Each new AI engine release brings enhancements in natural language processing, resulting in improved professional communications. It's very likely that the email you're reading today has been influenced by AI in some manner. Given these advancements, we must ask: Will users lose their ability to write effectively without these tools? Will they sacrifice their unique voice for the sake of productivity?

The Problem Reality

The challenge isn't whether your teams are using AI writing tools; it's that they are using them without strategic guidance. [Recent workplace studies](#) show that over half of US professionals now incorporate AI into their daily communications¹, from emails to proposals to client presentations. Yet most organizations lack policies governing this use, creating a hidden risk to brand differentiation and communication effectiveness. How can these tools be strategically incorporated into standard business practices while encouraging employee growth in developing better communication skills?

The financial impact is measurable. Companies using AI writing assistance report significant productivity gains, resulting in millions of dollars in annual savings. In one example, [Lumen Technologies](#) reduced customer research time from 4 hours to 15 minutes, a 94%-time reduction leading to a projected \$50 million in annual savings². On a smaller scale, I have seen a similar proportional reduction in certain activities related to project management and end-user support within my own teams. These areas benefit from the stakeholder need for straight facts communicated consistently over the need to be written with a certain voice in mind. While consistency is crucial for most project management communications, support interactions often require a more tailored approach. I always encourage my team to personalize their messages to business users to give that human touch needed to reinforce the relationship between IT and the business.

The primary goal of business communications is to inform and align, build trust and credibility, and inspire confidence and action. After integrating AI writing tools into my workflow nearly a year ago, I observed a marked increase in communication efficiency and clarity, especially in a remote organization where email is the primary communication tool. These tools helped organize details and suggested frameworks that enabled consistent messaging across stakeholder groups. By tailoring communications to various audiences, especially executives seeking concise, relevant information for decision-making, I was able to deliver greater strategic value.

Not all AI recommendations were suitable, of course. Discernment was critical to maintain message intent and relevance. The art of using AI lies in knowing when to accept, reject, or alter its recommendations. Ultimately, my voice was enhanced rather than replaced. AI tools allowed me to focus on business-critical ideas while adapting language for each audience, leading to more confident and effective communication.

The Strategic Solution >



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The Strategic Solution

Step 1: Enable Strategic AI Adoption Across Your Teams

- Provide clear guidelines on when employees should use AI tools versus when an authentic human voice is critical
- Equip managers to identify high-impact communications that require personal touch vs. routine tasks suitable for AI assistance
- Collaborate with the information security teams to identify appropriate tools and privacy settings that ensure that confidential information is not used to train AI models
- Prepare to fund your AI champions who embrace these tools and exceed the daily capacity of the free plans
- **Timeline:** This month - establish initial AI usage frameworks and communicate expectations to department heads

Step 2: Invest in AI-Human Collaboration Training

- Equip employees with the appropriate tools to help ensure safety and security
- Train employees to use AI for research, structure, and efficiency while preserving their professional expertise and client relationships
- Create standardized prompts that reflect your company's voice while allowing for individual professional style
- **Timeline:** Next quarter - roll out training programs with measurable competency goals

Step 3: Measure Employee Productivity and Professional Growth

- Track how AI adoption affects employee efficiency, client response rates, and professional development
- Reward employees who demonstrate strategic AI use that enhances rather than replaces critical thinking
- **Timeline:** Ongoing - establish quarterly or bi-annual reviews of AI impact on team performance and career advancement

Making IT Real >



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Making IT Real

The concept behind the AI writing tools is not new. For seasoned business professionals, we can remember a time before spell-check. We remember a time before grammar check. To improve our writing and communication skills, we would attend courses like “Writing Persuasively” by Kathleen A. Begley, Ed.D. As technology advanced, new tools were introduced to increase our productivity, eliminate typos, correct grammar, and sharpen our communication skills. The benefit of this new generation of tools is that they allow us to present our thoughts and ideas in ways that are appropriate for our intended stakeholders. They allow us to identify additional details that can help us provide a more holistic solution or strategy. But we must be careful not to rely on these tools as the sole source for these thoughts and ideas.

Business leaders and information security teams often worry about how AI writing tools handle user data. Robust policies and governance are critical but require executive support and ongoing oversight. Each AI platform provides privacy settings, such as disabling the use of content for AI training, and IT groups should verify these features before recommending adoption. Evaluation should include reviewing data retention policies, encryption, and data ownership terms. Platforms that lack strong privacy controls or have unclear data usage policies may not be suitable. To implement effective safeguards, leaders must be briefed on both the security risks and the benefits of AI writing tools. With informed oversight, organizations can leverage AI confidently while protecting sensitive information and aligning usage with strategic business goals.

Your Next Steps

- **This Week:** Survey Your Business Teams on AI usage - Send an anonymous survey to employees asking what AI tools they're using for business communications and how frequently. Make sure it is truly anonymous!
- **This Month:** Identify Your AI Tool Champions - Select 2-3 employees per department who are effectively using AI tools to become internal mentors and contributors to the strategic direction of AI within your organization.
- **Next Quarter:** Establish AI Governance – Outline policies that include approved AI platforms (if any), develop initial AI prompts that employees can use to maintain their voice and the voice of the business, and establish KPIs to measure AI impact.

The Bottom Line: Your **Return on Investment** will be influenced by executive guidance and by establishing a clear framework to guide effective AI tool usage throughout your organization. A robust framework should include comprehensive training programs to empower employees, clear guidelines for responsible and ethical use of AI, and regular feedback sessions to encourage ongoing improvement and address emerging challenges. By supporting your teams with these resources, you not only increase efficiency and work-life balance but also foster a culture of responsible innovation, resulting in happier, more productive employees.



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2 - Lumen's strategic leap: How Copilot is redefining productivity and employee engagement. (2024, May 21). Microsoft.com. Retrieved September 2, 2025, from <https://www.microsoft.com/en/customers/story/1771760434465986810-lumen-microsoft-copilot-telecommunications-en-united-states>



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Martin bridges the gap between technology innovation and executive strategy, helping C-suite leaders navigate digital transformation while empowering IT professionals to advance their careers. With 20+ years of experience leading technology initiatives across regulated engineering, manufacturing, field service industries, he has guided organizations through cloud migrations, ERP transformations, and cybersecurity implementations that delivered over \$3M in measurable EBITDA improvements.

His strategic approach to IT leadership has helped enterprises scale M&A integrations, reduce operational costs by \$1M+ annually, and transform underperforming IT organizations into high-performing strategic business partners.

