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Trends

What to expect from

Communication in 2027

an agenda of challenges



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An agenda, not a forecast

2027 does not call for guesswork. It calls for preparation. Here are five challenges already knocking on organizations' doors, and they will demand method, consistency and a lot of listening.

1. AI with judgment
2. Trust in times of disinformation
3. Internal communication and belonging
4. Walking the talk
5. Proving the value of communication

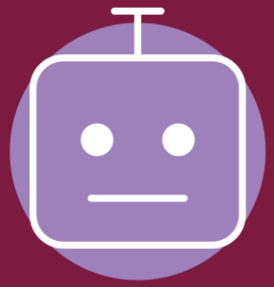
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1

Challenge 1 of 5

AI with judgment

Use artificial intelligence with transparency, human review and clear usage rules, without giving up quality or ethics.



How to act in practice

- **AI usage policy**
- **Human review, always**
- **Transparency with audiences**

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2

Challenge 2 of 5

Trust in times of disinformation

Fight rumors and false content with fast official information, prepared spokespeople and reliable channels.



How to act in practice

- **Monitor rumors**
- **Trained spokespeople**
- **Fast, official response**

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3

Challenge 3 of 5

Internal communication and belonging

Keep teams connected in hybrid and distributed models, with leaders who communicate and listen.



How to act in practice

- **Leaders as a channel**
- **Listening rituals**
- **Channels built for hybrid**

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4

Challenge 4 of 5

Walking the talk

Reputation is built when what a brand says matches what it does, including on ESG and diversity.



How to act in practice

- **Align words and actions**
- **Listen before you speak**
- **Revisit causes and values**

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5

Challenge 5 of 5

Proving the value of communication

Measure what matters and link communication metrics to business results.



How to act in practice

- **Business-linked KPIs**
- **Impact reports**
- **Lessons learned on record**

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Food for thought

1

Which of these challenges is most urgent in your organization?

2

Which team needs to be by your side to tackle it?

3

What first step already fits into your 2027 plan?

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Communication that integrates

These five challenges share one thing. None of them can be solved by a single team alone. 2027 will call for integrated, planned communication with people at the center.



Which of these challenges is already on your desk?