

The 10 Commandments of AI Business Writing

Used smartly, AI writing tools save time and sharpen thinking. Used blindly, they erode judgement, clarity and credibility.

These commandments are about getting the benefits of AI without the risks – so you (and your team) stay in control and communicate with impact.



THOU SHALT NOT...

I

LET AI WRITE FROM START TO FINISH

The sin

You write a one-line prompt – like ‘rewrite this email’ – and let AI generate the entire message.

The risk

When you give minimal input, you get generic output. AI fills in the gaps with safe, bland corporate language.

The fix

Write down your core message and the points you must cover BEFORE you involve AI. Include your goals and what your audience cares about.

II

FOLLOW RECOMMENDATIONS BLINDLY

The sin

AI suggests a course of action or a strategic decision – and you treat it as informed advice.

The risk

AI doesn't know your company's constraints, risk appetite or commercial realities. The more confident the language sounds, the easier it is to over-trust it.

The fix

Treat AI suggestions as hypotheses, not answers.

III

BE ENTICED BY CLEVER WORDING

The sin

AI produces polished prose – and you assume the logic underneath is solid.

The risk

Fluent language can mask shallow reasoning. You risk sending impressive-sounding documents that collapse under scrutiny.

The fix

Ask AI to critique its own logic: *What are the weaknesses in this argument?*

IV

BE IGNORANT OF AI WRITING CLICHÉS

The sin

You write emails and posts with overdone phrases like ‘in today's fast-paced world’.

The risk

AI defaults to common patterns. Overuse makes your communication formulaic and inauthentic.

The fix

Delete generic openers and filler phrases. Create a short internal ‘ban list’ of phrases you never send.

V

INPUT SENSITIVE INFORMATION

The sin

You cut and paste in client data, financial details or commercially sensitive material without changing anything.

The risk

Uploading sensitive content can breach privacy policies. Reputational damage from a data leak far outweighs the convenience of a faster draft.

The fix

Anonymise scenarios before inputting them. When in doubt, don't upload.

VI

TRUST CONFIDENT-SOUNDING CONTENT

The sin

The writing reads well and is precise, so you assume it's factually correct.

The risk

AI can fabricate sources, statistics and case studies – often convincingly. Share it blindly and your credibility will be instantly damaged.

The fix

Verify any statistics and quotes. If a fact matters to your argument, cross-check it from a reliable source before using it.

VII

FOLLOW AI FOR LEGAL MATTERS

The sin

You ask AI how to draft a warning letter or interpret regulatory obligations.

The risk

AI doesn't understand jurisdictional nuance, internal policy or current legislation. Mistakes in these areas carry serious consequences.

The fix

Use AI to clarify language and simplify explanations. Don't rely on it for final legal communication or decisions.

VIII

LOSE YOUR PERSONAL VOICE

The sin

Over time, your AI-outsourced emails and posts stop sounding like you.

The risk

If your voice becomes generic, you lose your authenticity – and others lose trust in you. AI smooths edges, but those edges often make you memorable.

The fix

Before sending, ask: *Does this sound like me?* Keep your natural directness, warmth or brevity. Don't polish away your personality.

IX

OUTSOURCE YOUR THINKING TO AI

The sin

You default to AI when something feels difficult, ambiguous or time-pressured.

The risk

When AI becomes your first move, both your critical thinking and strategic judgement weaken over time.

The fix

Make your own call first, even if it's rough. Spend a few minutes thinking through the message yourself, then use AI as a challenger or refiner.

X

ASSUME WRITING SKILLS ARE REDUNDANT

The sin

You assume AI will compensate for weak writing, so learning the basics of business writing no longer feels necessary.

The risk

If you can't write in direct, active language, you'll accept outputs that sound polished – but are wordy, vague or misaligned.

The fix

Learn the mechanics of good business writing. When you know what clarity looks like, you can direct AI with intent and stay in control of the final message.

Communication works for those who work at it.

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