

Good morning everyone, and Happy Wednesday. I'm Julie Livingston here for another episode of PR Patter, my weekly show here on LinkedIn where I chat with the amazing people in marketing and public relations and communications from across my network. Today I am really delighted to welcome **Monica Talán**.

With more than two decades of experience in strategic communications and public relations, Monica is a dynamic entrepreneur. An award-winning leader in the field of communications and innovation. She's the founder of [CryptoConexión](#), a Spanish language platform that educates and empowers Latino audiences on the topics of crypto currency, blockchain, NFTs and AI which launched in October, 2021. The platform has already gained traction and recognition in the industry thanks to her vision and expertise. Monica, you have had such an interesting career journey.

You've held corporate positions and now you're pursuing entrepreneurship. So, before we get into AI and new technology, I'd love for you to share a little bit about your background, where you've been and where you're going.

Sure. Thank you first of all, Julie, for, for inviting me. I love these spaces and I love to learn. Learning with somebody like you, such an incredible leader, is amazing. Look, I think I follow, [Pattie Seller's motto of the jungle gym](#) approach to my career. It's never been a career ladder. It's been a jungle gym where I've jumped around doing different things, in different industries.

Ultimately I think one of the things that makes communicators successful is curiosity. And that curiosity has opened many doors for me from my first role in government, then I moved to the agency side. I was at Fleishman Hillard for about a decade, and then I moved to the corporate side working at Univision, ADT and AT&T. And now I have my own project, which really was born out of curiosity and passion for communicating and empowering others. Instead of having somebody else do it, - it was actually a good friend of mine who said, "well, why don't you do it?" Instead of pitching it to somebody, you should really start a business, so, here we are.

Wow. And how's it going so far?

It's been great. It's a learning journey. I tell people that I think I left AT&T the month that cryptocurrency crashed. So it's been a very interesting journey, overall and fascinating because a lot of the people I'm surrounded with are very young. I'm learning how they think, how they approach things in the sector. I think crypto has a PR problem. People think about the crypto space is just the currency. The cryptocurrency part of it versus the whole web three and blockchain ecosystem and the real focus on public goods are kinds of empowerment. A big part of blockchain is decentralization.

We could have a long conversation, but overall just new technologies, how they're changing. Even human interaction and every part of it, and how you, as, as leaders and communicators need to look at crypto. So it's, it's been fascinating. I learn every day. As with every entrepreneurial endeavor, there's up and downs.

Julie: I think we started our conversation with me saying, here we are, hustling. hustling, always hustling. I mean, I'm in my third iteration of being an entrepreneur and I always come back to it. It's something in our blood, right? That we kind of have to do it.

Monica: Yes, absolutely. And look, I think the first time, the first startup I was with, I was at an Ed Tech company and had an incredible leader who taught me a lot about how hard it is. Hard. It's, challenging in many areas, especially as you're trying to build something from the ground up. But I'm proud to say that in November, actually the end of October, we'll be celebrating our second anniversary.

Julie: That's just phenomenal. Monica, I. I love watching your business develop. It's just, it's just really thrilling, especially in such an innovative space that you're in right now. I. So you had suggested that we talk about, why communicators need to keep up with new technology. And I do find this topic so interesting because, you know, I've been in public relations, marketing and communications for three decades, but even today I find that in conversations with a lot of my. communications colleagues, there's reluctance or a hesitation, maybe a little bit of a fear about trying out new, new technology and kind of seeing what it can do for you in your, in your work. So maybe you could talk a little bit about that. I'd also love your insights on AI and, and how you're using that.

Monica: Look, overall, I think as communicators we need to be the conscience of the company. To do that, you need to understand every aspect of what can impact the company's growth. I think every company I've worked with in the past few years wants to be at the forefront. It's our role to be able to advise your clients or your executive team on what you need to be looking at when it comes to new technology.

Monica: It's also a lot of fun. I know it may seem like a lot of work. But it's actually a lot of fun to start to experiment. I've been doing sessions helping leaders understand AI and how they should think about it, but I don't go in and say, this is AI and explain the technology because I'm not a technology expert. But what I show them are the user cases, the different tools that are available and the impact that it can have. There was a recent report on the potential impact AI can have on jobs, but at the end of the day, the impact is gonna be, depending on how companies embrace it, are we upskilling people? Are we helping people understand? What are the areas that will be most impacted and how are we going to readjust the workforce? So it's looking at all those parts, but if you don't understand the technology, you're not gonna be able to provide that guidance. I think as communicators, usually we do a lot of exercises about looking at risks, right? Think about, What are some of the risks that may impact our company? One of the risks is how you embrace AI and how AI can impact your business. But if you don't understand that, it's really hard to capture that. I always encourage people in web three blockchain and in ai to start experimenting, start doing. Understanding the technology, reading papers, doing courses is great, but you really need the discovery element of it. You're gonna fumble a little bit and you're gonna trip up a bit, but so what, you know, it's the discovery part, which is really exciting and there's just so much that could, technology can offer us.

And look at, at the end of the day, technology has completely shifted how we communicate. I mean, I think you and I remember when you couldn't even comment on the internet, and now we have social media and we had to understand how it went from us just pushing out content to listening.

Monica: But now it's not just listening, but how do we use these tools to have an even better relationship with our consumers or our users. And again, as communicators and marketers, we need to understand the technology to be able to do this. It opens incredible doors, but if you don't understand it, you're not going to be able to leverage it.

Julie: Can you talk a little bit about what the digital journey is? I'd like to know more and how you're using it in your business now.

Monica: Well, when you talk about a digital journey, you need to be looking at what technologies are available and what technologies may be coming down the pipeline. I think if all of us had known that [Chat GPT](#) would explode. So Chat GPT was the fastest app to be used by a hundred million users. It happened in two months which is astonishing. If any of us would've known that, I think we would all be having different conversations about AI.

But it also created an explosion of technology tools. There's a great website called, [There's An AI For That](#). I think the first time I looked at it, it had like 3000 AI tools. There's now 7,000 tools on there that have been created and it all stems from Chat GPT. So when you think about your digital journey, that is you need to be.

Recognize how you need to adapt your business, based on what technology is available. If not, you may be disrupted by somebody else that comes in, or you may not be able to engage with consumers. They have a certain way that they want to be engaged with. So instead of talking about constantly transforming your company, you need to be really thinking about how do I continue on this journey where I identify what technologies are coming, are available, and integrate them into my business plan?

Julie: How are you using AI today and how do you think communicators can use it? There's a lot of fear about Chat GPT in my circle. They've been saying, I'm concerned about it taking over my role in my company. It's a real time saver and can help you tremendously with research, combating writer's block and collecting and analyzing information, but then you have to then personalize it. You can't just take it verbatim. Recently somebody on LinkedIn said they could now recognize posts that are using [Chat GPT](#) because they sound a certain, generic way.

To answer your question there are many tools and each tool has its benefits and its challenges. Chat GPT is a great tool but it has two challenges. One is that it has information up to 2021 and Two is that it doesn't give you the source of where the content is coming from.

I'll give you an example. I was looking for a quote and I wanted something very specific, so I kept on pushing it and it finally gave me this amazing quote and they asked, who said that?

And I responded, [Chat GPT](#). So I created a quote for me that I know needs to be attributed to Chat GPT, because nobody actually said that sentence. So both the opportunities and challenges are there. Every day I use three or four different AI tools. When it comes to writing, I use Chat GPT and I use [Bard](#), which is Google's tool.

And remember, Bard is connected to the internet, so it can give you more accurate content, but you still need to verify it. The other day it gave me inaccurate information about my own platform. So I need to figure out how to check that. The other one is called [Perplexity](#). What I love about Perplexity is that it gives you the source of where the information comes from so you can validate it and even get more information.

And then the other one is called [Claude](#). And Claude. You can link a report and it can summarize it in 60 seconds. I think that is amazing. So I, that's how, you could create an annual report or a metric analytics and say, can you give me a summary? And it does it instantly.

And if it doesn't give you any, you can say can you now add more stats from the report? But then you need to take that information and confirm it, even triple verify it. So how am I using AI?

I also use it for research, for brainstorming. If you're creating a campaign, you can say, Hey, give me information about something. But be careful not to share confidential information on Chat CPT. That's not always easy because you can get swept away with it.

If I say, I wanna launch a campaign targeting women of this age, et cetera and give me potential names and I'll come up with great names. Give me a framework with a name for a specific project that I want to do. I mean, the content it creates is incredible.

You need to look at AI as a tool because the thinking and the strategy is going to come from you. As much as AI advances, and even if a superhuman AI comes along, it won't know your executives, your leaders. It won't know your individual business. It won't know your team. So you handle the human part of it and combine it with the technology tools.

You can have a great impact with AI, but it's how you use it. The other thing I do tell people is that most of these platforms say they're free. So Chat GPT has a free option and a \$20 per month GPT Plus option. But most other tools have the freemium model. So you also need to be careful to see how much you actually want to spend on these tools.

If you're working within a company, you need to work with your IT team to see what tools are available. So if you work with Microsoft, you probably have direct access to a whole suite of AI tools you may not know about. So find out what's available through whatever platform or software you use.

And then if there's a tool you really like, talk to your IT team and say, we think this would be beneficial, can we do an enterprise deal? And so looking at different ways, considering a pilot program and seeing after six months, is it really delivering the kind of support and information that we need?

Through this process you can build a great relationship with your IT team; when they see that you're embracing it, but that you're collaborating with them. They may come back and say, look, You can't use that tool. There's this other tool and maybe you can experiment with that. You're building a relationship which is, in itself, so important.

Julie: I think that's such an important role that the communications PR marketing team has in a company. You called it the conscience, but we're also the connectors, right? We are connecting with other departments in an organization and kind of bringing the best of everything together.

Monica: Yes, and I think working with the IT team is such a huge part of this today. Absolutely, and look again, there's great tools. Another one of my favorites is called [Beautiful ai](#), and you can just enter a prompt and it gives you 10 slides and they're beautiful, quality slides.

Again, most of the time I've had to change a lot of it from the image to the content, but it gave me a really good foundation to start thinking about - how do I wanna frame this presentation - which sometimes can take a lot of time.

Julie: How can managers bring their teams into this world?

Monica: They should instruct their teams to use all of these tools. I think because most of our teams are probably younger than us, first I would ask, are you guys using AI? And if so, what AI tools are you using? If you're not using AI, what would you be interested in learning about it? And perhaps identify a resource, either internal -many companies offer different professional training where you can do sessions or find the training that's applicable or bring in one of the IT team members.

Monica: So I did a session with a company where it was part of their strategy session, and it was about how do you start thinking about AI. You know, I showed them the tools; I always, I love the reactions when people are like, oh my God, you can do that? So we did that whole session and then the next day they were meeting with IT and so they were able to have a very good conversation. IT was able to guide them on how to start experimenting with tools that they already had available internally.

And so you can look at ways where IT can be really your, your best partner. I heard of a company that has an AI playground where people are told what tools are available for the company and people can literally play and experiment with those.

Getting everybody involved builds momentum, and that's such a big part of it. Like getting everybody on the team engaged and involved in, in the new, in new technology and, and the possibilities, the potential.

I saw a research report that said that employees actually don't trust companies to train them on AI because they think they're training them to eventually replace them. If you start to allow people to experiment, give you feedback and tell you what they know and are using, you will create more trust. Make it into a conversation versus pushing things and asking them what they are nervous about and how can you help them overcome that fear.

If you are going to be looking at doing some re-skilling and making some shifts because of AI, help people to understand the benefits and how they can learn from it. I do think some roles are going to be impacted. We will need to rethink entry level jobs and how we train people.

At the university level, training students on all of these tools is important; giving students access to all of this stuff and encouraging them to take it seriously.

I recently heard [Sandy Carter, Unstoppable Domains](#), talk about how her daughter's taking a college course on prompt writing, uh, and the prompts that you need to give Chat GPT and all these other AI tools to generate better content. So if you are a great prompt writer, you'll want to put that on your resume.

AI can make a great impact on your role. You could say it's magic but you learn, but you have to feed the machine. One thing that we did at Crypto Conexion, was to offer a Chat GPT within our own platform. But we don't want it to be collecting content from outside of our platform because there's so much misinformation on crypto. We are working with a company in Mexico that developed our Chat GPT and only develops answers using our content. And that ensures that the quality of the content is, is there. So those are the things you have to be thinking about.

And then on the other side, we all talk about SEO, right? As these AI tools continue to expand our use, are you going to Google search or are you going to Chat GPT? If you're going to Chat GPT, it's not driving you back to websites. So what's gonna be your artificial intelligence optimization strategy?

So, as marketers and communicators, we need to be thinking about what is that going to be the long-term impact and how will I address it?

Julie: You've just opened my eyes and everybody else is to a lot of different things and a lot of possibilities. For communicators on how to grow, expand, and really, um, form deeper connections with their, with key stakeholders.

Monica: Absolutely. Thank you so much again for the opportunity. Like I said, I could talk for hours.

Julie: I hope you'll come back sometime. Everyone will see you again next time on another edition of PR Patter.