



Generic AI vs. purpose-built AI for HR

Why “just using ChatGPT” isn’t a scalable Internal Comms Strategy

Modern HR teams are under pressure to communicate clearly, support constant change, and drive employee alignment. AI can help, but only if it understands the context of internal communication, HR processes, and change dynamics.

The AI Comparison: Generic vs. Purpose-Built

Purpose	Generic AI (e.g. ChatGPT)	Purpose-Built AI for HR (e.g. Thesmia)
Understands HR context	✗ No domain knowledge	✓ Designed for HR + comms workflows
Built for internal comms	✗ General output	✓ Templates built for Slack, Teams, email
Change management aligned	✗ Misses behavioural drivers	✓ Embedded ADKAR-style scaffolding (Prosci change methodology)
Maintains tone and clarity	✗ Inconsistent voice	✓ Consistent, on-brand language
Saves time in the right ways	⚠ Needs heavy editing	✓ Works out-of-the-box with real HR use cases

HR tool-choosing checklist

Ask yourself before you commit to using AI for internal comms:

- ☐ Does it understand internal communication in HR, not just content writing?
- ☐ Can it adapt to my org’s tone of voice and communication norms?
- ☐ Will it help me guide people through change (not just announce it)?
- ☐ Is it built for the tools my people already use, like Slack, Teams, or email?
- ☐ Does it help structure and clarify complex messages, not just generate text?
- ☐ Can I trust it to scale with my comms team (even if that’s just me!)?



Why Thesmia is different

We craft the comms, plans and timelines that get your HR programmes adopted, your leaders aligned, and your messages heard, so you can stop chasing approvals and start driving change.

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