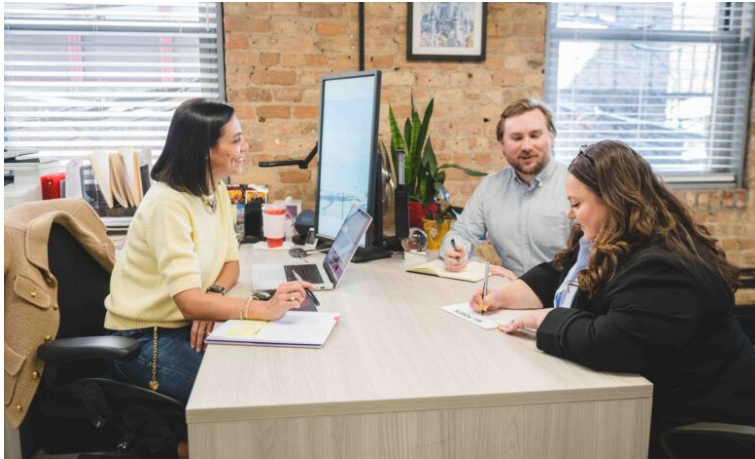


# THE AI JOURNAL

## Using AI as a Creative Collaborator: How AI Tools Push Humanity in an Agency Setting

By Lauren Izaks | July 1, 2025 | Link: <https://tinyurl.com/2ajwqd92>



For the past two and a half years, I've been closely involved in bringing AI into agency life—introducing it early on and helping integrate it into the everyday workflow as the COO, Executive Vice President and Co-Founder at All Points Public Relations (All Points). In that time, I've seen firsthand how AI can enhance creativity, streamline processes, and open up new ways of thinking. While

it's now an essential part of how we operate, I've learned that the real difference lies in how you choose to engage with it—especially in a creative environment.

AI is often seen purely as a productivity tool—and yes, it does help us work faster and more efficiently. But like a calculator, once it becomes part of your workflow, it makes you sharper at what you already do well. The real value isn't in replacing human skills, but in amplifying them—creativity, emotional intelligence, strategic thinking, storytelling. When used thoughtfully, AI doesn't take the place of our team's talent; it elevates it.

### AI Frees Up Space for Enhanced Creativity

In my role leading HR, I've seen the emotional side of the shift to AI. Creatives often worry that these tools might replace the very skills they've built their careers on, but what I remind them—and what I hold true as a hiring manager—is that we don't bring people on board just for task execution. We hire for perspective, voice, energy, and the ability to connect ideas in unexpected ways. Those are the things AI can't replicate and the very qualities that make someone successful in this industry.

AI can help produce press releases, social media captions, and emails faster, and that's helpful. But if that's the only way we use it, we're missing the point. For our team, AI acts more like an amplifier than a replacement—it strengthens our creative thinking and strategic planning. It's a tool that, once integrated into your workflow, makes you better at what you already do.

Right now, our team is deep into what we call "Idea Generator" presentations—seasonal planning sessions where we pitch new marketing strategies to clients. AI

supports the foundation: pulling in past wins, drafting outlines, editing presentations. That support frees up our team to focus on what really matters—big-picture thinking and custom strategies built around each client's goals. The less time they spend formatting a deck, the more time they can spend being thoughtful and bold with their ideas.

That's the real benefit: not just efficiency, but inspiration. AI gives our team the space to be more creative, more curious, and more connected to our clients' needs. It's not just a production tool, it's a partner in the process.

### **How AI Makes Company Culture More Human**

AI has also had a quiet but powerful effect on our company culture. In an industry where soft skills—like empathy, communication, and leadership—are just as essential as technical craft, the time savings AI provides have created room to grow those skills.

By offloading repetitive administrative tasks, AI has given us more space to invest deeper energy into the things that have always mattered to us—professional development, mentorship, service initiatives, and team-building. Pillars like our Positive Impact Program (an entire workday dedicated to volunteering in the community), monthly seminars, and collaborative brainstorms aren't new, but now we're able to approach them with more thoughtfulness and intention. With more time and headspace, we're making these experiences even more meaningful for our team.

Personally, AI has helped me lead more humanely. With fewer administrative burdens, I'm more present in one-on-ones and more available to thoughtfully connect with my team. Across our agency, AI has reduced the busywork that can keep us siloed and strengthened our face-to-face interactions—internally and with clients. We now have the time to regularly host clients in our office and use AI to help organize these meetings so we can focus on what matters most: building strong relationships.

### **The Future: Confidence, Transparency, and Growth**

Despite all the progress, I still notice hesitation when it comes to AI. Some employees are reluctant to talk about how they use it, as if relying on AI somehow diminishes their creative value. I challenge that mindset every chance I get.

Owning your tools is part of owning your craft. We should be proud of how we use AI because the future of agency life depends on that openness. When team members share how they're using AI, they become stronger collaborators and more confident leaders. The ones who embrace the tool not only elevate their own work, they help everyone around them grow.

With AI's ability to support both productivity and creativity, I'm incredibly optimistic about what's ahead. At All Points, AI might help draft the first version—but it's our people who shape the story, make the connections, and bring the work to life. That's where the real opportunity lies.