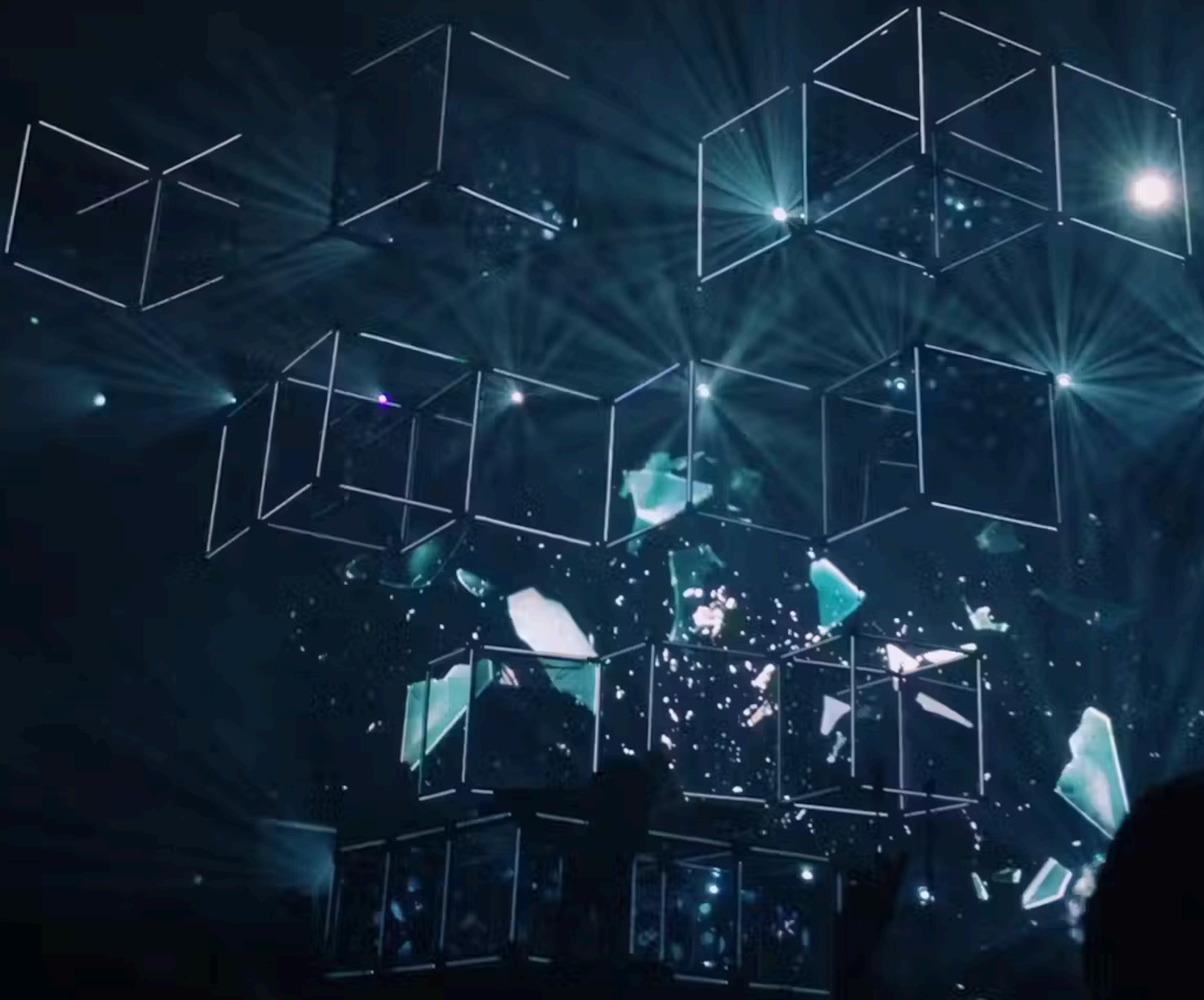


Demystifying AI for Public Affairs

A Strategic Roadmap to Unlocking AI's Impact for
Your Organization



Dear Reader,

At Delve Deep Learning, we empower public affairs teams to navigate today's complex political and regulatory landscapes with cutting-edge AI. As a spinoff of Delve, Washington's premier political risk advisory firm, our platform combines advanced technology with deep public affairs expertise to deliver actionable insights and save you countless hours of manual analysis.

We've seen the challenges public affairs leaders face with AI adoption firsthand. Many have formed working groups or tested tools, yet how to unlock real results from these efforts remains unclear. They see AI's potential but not yet its ROI.

This booklet is our response—a practical guide for leaders ready to move beyond experimentation and achieve results. Drawing from our experience, it outlines what works, what doesn't, and how to integrate AI into public affairs workflows effectively.

The future of public affairs is here, and we're excited to help you lead the way.

Thanks for reading, and please reach out if we can help.

Jeff Berkowitz

Co-Founder and CEO



Embracing the AI Revolution in Public Affairs

Public affairs is at a crossroads. Just as the mobile and digital revolutions transformed campaigns, advocacy, and stakeholder engagement, AI is ushering in a new era of opportunities and challenges. Leaders who recognize and adapt to this shift will be better positioned to drive their organizations toward success.

The pressure to adopt AI is mounting. Many public affairs leaders have responded by forming AI working groups, testing tools, and exploring possibilities. Yet, for many, progress has been slow, and the tangible benefits of AI remain elusive.

Common frustrations include:

- A constant stream of new tools and options to consider
- Tools that fail to integrate into existing workflows
- Skepticism from teams uncertain about AI's practical value

Based on proven strategies and insights from Delve Deep Learning, **this booklet offers a roadmap to help public affairs leaders move from uncertainty to clarity.** You'll learn how to:

- Leverage AI effectively in the **short term**, focusing on clear use cases and immediate wins.
- Make strategic decisions in the **medium term**, determining whether to build custom solutions or buy scalable tools.
- Prepare for the **long term**, where agentic AI tools will revolutionize how public affairs teams operate.

Through this framework, you'll gain a deeper understanding of how to align AI with your team's goals, workflows, and challenges. Along the way, you'll see examples of how AI can empower public affairs teams to do more with less, freeing up time and resources for higher-value work.

The AI revolution is here. The question is: **How will you lead your team into this future?**

This guide will equip you with the knowledge and strategies to confidently navigate the path ahead and position your organization for long-term success.

The Short Term: Leveraging the Raw Materials of AI

The immediate opportunity lies in integrating AI tools into existing workflows to address well-defined use cases. Here's how public affairs teams should think about putting AI to work:

			
Workflow Integration Teams incorporating AI tools into their existing processes, enhancing rather than disrupting current workflows.	Measurable Results AI tools delivering concrete value through data analysis and actionable insights for public affairs campaigns.	Practical Solutions Focus on solving specific daily challenges rather than implementing technology for its own sake.	Strategic Implementation Leaders identifying and prioritizing areas where AI can create immediate, measurable impact.

Clear Use Cases Over Tools in Isolation

Resist the temptation to approach AI adoption as a technology experiment. Testing tools in a vacuum can discourage adoption and waste resources. Instead, start by identifying specific pain points in your workflow where AI can provide relief. Examples might include:

- **Generating content** like reports, memos, and visual presentations to enhance communication
- **Summarizing and analyzing** complex data to surface key insights and trends
- **Brainstorming and strategizing** by exploring ideas and simulating scenarios

The Role of AI Wranglers

To successfully integrate AI into existing workflows, designate one or more team members as AI Wranglers. These individuals:

- **Assess and evangelize the value** of AI solutions to the broader team.
- **Act as the primary point of contact** for identifying and implementing AI use cases.
- **Provide training and support**, helping colleagues overcome skepticism or technical hurdles.
- **Track progress and measure outcomes**, ensuring the organization learns and improves as it adopts AI tools.

Make AI Actionable In The Short Term

A New Way to Solve Old Problems

Early in our experimentation with AI at Delve, we recognized how AI can revolutionize public affairs by finally solving the "keyword problem." Before generative AI, teams relied on keyword search tools, often missing critical insights or being overwhelmed by irrelevant data. Generative AI, by mimicking human analytical reasoning, eliminates these inefficiencies. However, the real takeaway isn't about solving the keyword problem specifically—it's about recognizing AI's potential to transform entrenched processes across public affairs.

Whether it's improving research accuracy or enabling faster response times to crises, AI allows public affairs teams to accomplish more with fewer resources. Leaders who focus on integrating AI into specific use cases within their existing workflows will set the stage for long-term success.

The First 90 Days

The first three months are critical for embedding AI in your organization. Follow these steps to maximize impact:

- 1 Start Small**
Pick one or two high-impact use cases and demonstrate quick wins.
- 2 Integrate Thoughtfully**
Align AI solutions with current workflows to minimize disruption.
- 3 Train the Team**
Invest time in education and hands-on training to reduce resistance and build confidence.
- 4 Measure Success**
Use clear metrics to show how AI is reducing time spent on tasks, improving accuracy, or generating other tangible benefits.

The Medium Term: Building vs Buying

As public affairs leaders move beyond initial AI experiments, they face a critical decision that will shape their organization's ability to integrate AI sustainably into their operations: whether to invest in building their own custom AI tools or purchase solutions built for the broader marketplace.

Option 1: Build Custom AI Solutions

Building AI solutions in-house or with specialized partners offers flexibility and customization.

This approach allows organizations to incorporate specialized data sets like legislative information and stakeholder analysis, tailor AI to existing team workflows to minimize disruption and maximize adoption, and ensure you can adapt as needs evolve and more advanced offerings become available.

However, building custom AI solutions presents significant challenges. Such projects can be resource-intensive, and developing tools from scratch requires expertise in AI development, data science, and software engineering. They can also require months—or even years—to develop and deploy, and without a clear roadmap, teams may struggle to deliver a functional product.

The best path to building custom solutions may be partnering with experts like **Delve Deep Learning**, who bring both AI expertise and a deep understanding of public affairs practices.

Option 2: Buy Off-the-Shelf AI Solutions

For many public affairs teams, buying pre-built AI tools offers a faster and more accessible route to AI integration. Ready-made solutions allow for faster deployment so you can start seeing results more quickly. They also have lower upfront costs thanks to more predictable fees instead of major investments. They also should have proven capabilities before reaching your team.

Yet, buying tools off the shelf can have limitations, including less customization and standard features that may not match your specialized requirements. They also mean relying on external vendors for updates, support, and future enhancements. Lastly, off-the-shelf products could pose integration challenges to your existing workflows.

For best results, choose tools built specifically for public affairs, like those from **Delve Deep Learning**, that address sector-specific needs.

Hybrid Approach: Partner for Success

Public affairs leaders don't need to choose between building and buying. A hybrid approach, leveraging the best of both worlds, can be highly effective:

- **Customization Through Collaboration:** Work with AI partners to customize pre-built tools to meet your team's needs.
- **Incremental Deployment:** Start with off-the-shelf solutions and gradually layer customizations as your team gains experience with AI.
- **Knowledge Transfer:** Collaborate with vendors to upskill your internal team, ensuring long-term independence and capability.

For example, **Delve Deep Learning** helps public affairs teams develop tailored solutions that integrate seamlessly into workflows, while offering the flexibility to evolve with organizational needs.

Guiding Your Decision

1. What are your most pressing challenges?

3. How quickly do you need results?

2. Do you have the expertise to build?

4. What's your long-term vision?

Consider the above questions and then take these actionable next steps.

Identify the use cases that will provide the greatest ROI and whether existing tools can meet those needs.

Assess your team's technical capabilities and whether external partnerships might be necessary.

Determine whether you can afford the time required to build or if immediate impact is a priority.

Think beyond immediate needs to ensure your chosen path aligns with your strategic goals.

Positioning Your Organization for Success

The decision to build or buy is not just about tools—it's about positioning your organization to lead in an AI-powered future. By taking a thoughtful, strategic approach, public affairs leaders can ensure they select solutions that drive sustainable value for their teams.

Partnering with AI experts like Delve Deep Learning can simplify this process, providing the expertise needed to make informed decisions. Regardless of your approach, the goal is the same: Equip your team with the tools they need to thrive in the evolving landscape of public affairs.

The Long Term: Preparing for an Agentic AI Future

The Promise of Agentic AI

- While the current focus in AI is on improving efficiency and decision-making within existing workflows, the long-term future is far more transformative.
- Agentic AI represents the next frontier, where multiple AI models and agents collaborate to perform complex tasks autonomously.
- These systems will not just assist public affairs professionals—they will become an integral part of how public affairs work is done.

What Is Agentic AI?

Agentic AI combines:

- **Coordination:** Multiple AI agents work together, breaking down complex objectives into manageable tasks.
- **Autonomy:** These agents can plan, execute, and refine strategies with minimal human intervention.
- **Adaptability:** They continuously learn and improve, adapting to new information and challenges in real-time.

For public affairs teams, this means shifting from manually orchestrating every aspect of monitoring, analysis, and stakeholder engagement to leveraging AI agents that handle these tasks behind the scenes.



Key Characteristics of the Agentic AI Future

Integrated Workflows Agentic AI tools will streamline the daily tasks of public affairs teams, such as monitoring legislative developments, analyzing stakeholder networks, and identifying emerging risks.	Decision Support AI agents will provide real-time insights and recommendations, empowering leaders to make informed decisions faster and with greater precision.	Scalability Teams will be able to handle an unprecedented volume of data and complexity, enabling them to engage across more issues, stakeholders, and jurisdictions without additional resources.
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Preparing for Agentic AI

While the timeline for agentic AI adoption is uncertain, leaders can start preparing today:



Build an AI-Ready Culture:

- Encourage openness to new technologies and a willingness to experiment.
- Provide ongoing training to ensure teams are comfortable working alongside AI tools.



Form Strategic Partnerships:

- Collaborate with organizations like Delve Deep Learning to stay ahead of AI advancements and ensure tools are aligned with public affairs needs.



Invest in Scalable Solutions:

- Choose AI tools and platforms that can grow with your organization, integrating more advanced capabilities over time.

Public affairs leaders who anticipate and adapt to the agentic AI future will set their organizations apart. By embracing this technology, they can redefine what is possible in public affairs, from managing risk to engaging stakeholders to achieving policy goals more effectively.

Take the Next Step Toward AI Mastery

This guide has outlined a clear path for public affairs leaders to navigate the AI revolution across three key horizons:

Short Term

Focus on clear use cases within existing workflows, leveraging the raw materials of LLMs to deliver wins.

Medium Term

Make strategic decisions about building or buying sustainable AI solutions that align with organizational goals.

Long Term

Prepare for an agentic AI future, where tools operate autonomously to amplify your team's capabilities.

The AI revolution is not a passing trend—it's a fundamental shift in how public affairs is done.

Leaders who act now to integrate AI into their organizations will not only stay ahead of the curve but redefine success in their field.

The question is not whether AI will transform public affairs but how—and how soon—you will seize the opportunity. By taking decisive action today, you position your organization to lead in a future defined by innovation, efficiency, and impact.

Your Call to Action

Delve Deep Learning is here to help you on this journey. Our team specializes in guiding public affairs organizations through every stage of AI adoption, from assessing readiness to implementing tailored solutions.

Schedule a complimentary AI readiness consultation today and let us help you:

- Identify your highest-value use cases
- Choose the right tools for your team
- Build a roadmap for long-term success

[Schedule Now](#)



Learn more at www.delvedeeper.ai