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Write Smarter: Use AI to Adapt Your Tone — and Reach More Readers

5 min read · Just now



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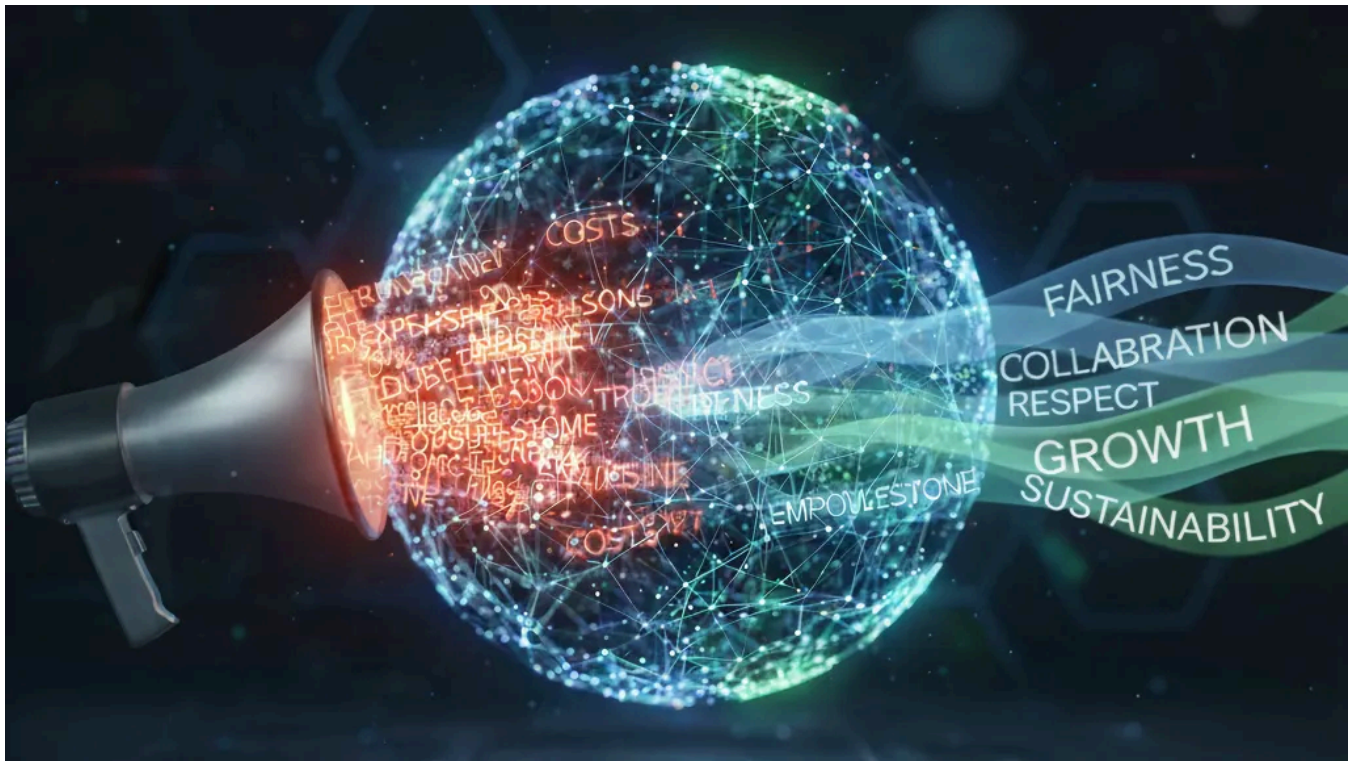
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Usually, you want to convey your objective stance on a topic to as many readers as possible.

But it's easy to upset people unintentionally. You don't always know the reader's perspective; you only know your own.

Check with AI first

Before sending or publishing your text, use AI to check and transform it so it doesn't provoke unnecessarily.

Take this fictitious example — used here only to show how tone can be transformed.

Companies do not exist to provide employees with secure jobs and good conditions. They exist to generate returns for their owners by delivering value to their customers. Employees are just one of several stakeholders, alongside owners, customers, suppliers, and authorities.

In practice, a company can be run entirely without employees, using consultants or robots. Employees are expensive and often troublesome — the fewer, the better. The fact that the company is doing well does not automatically mean that employees should receive more benefits. The profits belong to the owners. Employees exist to ensure the company's success; they work to maximize the company's results and, in return, receive their agreed salary.

If costs become too high, the workforce must be reduced or terms renegotiated. The market rules and collective agreements regulate — revenue is a separate issue.

However, I advocate co-ownership for all employees. As owner-stakeholders, they can both gain greater influence and share in the profits. This is a more modern model than trade unions, which today primarily act as obstacles to business growth. Employees should be rewarded for the company's success in their role as co-owners, not as employees.

A company owner might find this text neutral, liberal, or even to the left.

But here's how some readers might interpret it — with emotions and feelings involved rather than pure reason:

- ⚡ The writer is obviously a right-wing fundamentalist.
- ⚡ Company owners treat employees as expendable.
- ⚡ It is unfair that profits are not shared with those who do the work.
- ⚡ Employee wages are minimal — they could never buy into the company.
- ⚡ Workers must unite — unions must be stronger.

But when emotions dominate, the real message gets lost — and often not received at all. A good quality text should be respectful.

What to do

Tell your favorite AI to change the tone of your text into a strategically persuasive tone, here, with extra focus on sustainability, fairness, and social benefit. And in a few seconds, you'll get something like this, which is much less provoking and better respects people's different opinions.

A company's primary task is to create value for its customers and thereby generate returns for its owners. At the same time, the company always operates in a larger context, where employees, suppliers, authorities, and society at large are also important stakeholders.

Employees are crucial to the functioning of a company, but they are not its only resource. A company can be organized in different ways — with employees, consultants, or through automation — but fundamentally, it is always about delivering customer value sustainably and cost-effectively. When this is achieved, the company becomes profitable and can continue to grow.

The profits belong to the owners, but long-term success depends on all stakeholders feeling they are treated fairly. Employees share in the success through their salaries and conditions, but we can go further. Employee ownership strengthens commitment, increases fairness, and gives more people the opportunity to share in the results. Employees then become not just a cost item, but also active owners who share responsibility and influence.

This is a more modern model than relying solely on collective agreements. When employees are also co-owners, it creates both a stronger corporate culture and a clearer link between everyday work and the long-term value of the company. This benefits not only the owners, but also the employees, customers, and society at large.

Why this works

By minimizing both emotions and feelings, you'll communicate more effectively, reach more readers, and avoid unproductive debates.

AI doesn't change your message — it changes how it lands.

Adapt the tone for your purpose

1. Objective, neutral, and reasoned tone

A company exists to create customer value and thereby generate returns for its owners. At the same time, all stakeholders — employees, customers, suppliers, and society — need to feel they are being treated fairly for the company to be sustainable in the long term. I believe in models where employees can also be shareholders. This strengthens commitment, and profits are shared more fairly and constructively.

2. Businesslike tone

A company's task is to create customer value that generates returns for its owners. However, long-term success requires a balance between all stakeholders. When employees are also shareholders, commitment increases and the company's value grows faster.

3. Inspiring tone

Companies are strongest when they combine customer value, profitability, and people's commitment. That is why I believe in models where employees are also shareholders. This creates participation, fairness, and the drive for real success.

4. Social benefit-focused tone

Companies contribute to society through customer value, jobs, and tax revenue. To make this sustainable, all stakeholders — owners, employees, and society — must benefit from the success. When employees are also shareholders, development becomes both fairer and more long-term.

Learn how to use AI well — it's fantastic!

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About the Author



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Gunnar Östberg is a Business Transformation Architect and CEO of Business Clarity. He holds an M.Sc. in computer engineering and brings 40 years of experience in **business and IT-driven transformation**. Gunnar has worked with global giants like Ericsson and Scania, as well as agile high-tech firms. Passionate about sound architectural principles and systems thinking, he writes to broaden perspectives and deepen insights. Through his consultancy, Gunnar helps organizations turn ideas into sustainable systems and products, transforming businesses through structured, principle-based innovation. His focus areas include pragmatic architecture, business modeling, and delivering real impact.

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