

02/2026



BRAND SIGNALS

Where brands come to work

“We do not need more content. We need the right information at the right time.”

Jonas Keller of explain on AI as a creative superpower, the risk of generic content, and why presentations remain a form of human-to-human communication.

PowerPoint has been declared dead for years. With the rise of generative AI, that prediction sounds even more radical today: presentations will soon be created by prompt, designs will be generated automatically, and people will simply provide the input. But what does that look like for the teams that develop professional presentations for companies every day?



AI is changing the presentation process, but not the heart of good communication

Question: Jonas, looking at the current AI hype, one might think presentations will soon be created entirely automatically. How does your reality compare with three or four years ago?

I would say that, overall, things have stayed relatively similar. But we are seeing a few clear trends. First, many companies are looking for templates. I think that is happening because many companies are thinking about how to create a cleaner foundation. There is strong awareness that a considerable amount of content is being produced.

From there, the topic of enablement through training comes into play. We are also seeing an increase in high-stakes presentation moments at the C-level. CEOs are using these stages more and more as platforms because they can move things forward through them, and also because being on stage is enjoyable.

Events have changed, too. Hybrid and digital formats have arrived and are here to stay. But events have also become more intense. There is a real desire to return to personal exchange. My sense is that there may be fewer event formats, but the ones that remain are more focused and more intense.

Jonas Keller is Managing Director of explain, an agency specializing in presentations. Since 2004, explain has developed presentations for numerous DAX companies and hidden champions, supported major stage moments, and coached executives for public appearances. In this interview, Jonas Keller explains why AI has already become part of everyday work and why it does not make human communication any less important.

AI can handle the busywork

Question: What role does AI already play in your work today?

For us, it is mainly ChatGPT in daily use. We like using it as a strategic and conceptual sparring partner. We also use it to summarize transcripts. That works well because it is not rocket science; it is busywork. I like the idea of "Let AI do the dishes." In other words, let AI handle the things you would rather not spend time on, so you have more space for the creative concept, leadership, and the work that truly matters.

In the end, presentations still land in PowerPoint because that is the software installed inside corporations and built into event technology. But before that final stage, we use many tools that have been part of our workflow for years, and the range of tools has expanded. Whether it is Midjourney or various video AI tools, we already use them to generate visuals and motion content.

Visual storytelling is opening up new possibilities

Let's briefly talk about the visuals you just mentioned. Do people want AI-generated images?

No one wants that AI patina you can see and feel in the images. We have almost developed an allergy to it. That is why there is sometimes a desire for something like an "organic seal of approval": handmade, truly created by creatives.

That is one side of the story. The other is this: AI has expanded the possibilities exponentially. With video AI tools, we can now build motion content that would previously have required far too much time and effort.

These tools suddenly make a new level of storytelling possible. We should not dismiss that. When you manage to use AI that way, it becomes a true superpower tool.

„Let AI
do the
dishes.“

On AI as a creative
amplifier:
"When you manage to
use AI that way, it
becomes a true
superpower tool."

There is still a considerable gap between hype and everyday use

Question: Even so, you say not that much has changed yet. How do you assess the AI hype, and where do you currently see its limits?

I think the hype is louder than the reality. Or the desire is greater than the reality. We are watching developments very closely, and I would like more of it to work.

The fact is, many AI-related tools are still far from reliably producing useful results. Especially in design, things are still all over the place. That will certainly improve. And I think it is in the interest of everyone who thinks seriously about brands that we move toward greater consistency.

On the corporate side, there is substantial uncertainty. Task forces are being launched, and Copilot licenses are being purchased so people can say they have “done something.” But there is also a lot of overwhelm because AI is often not embedded strategically. We have to be careful that companies do not fall into performative AI activity.

Strong AI results require human guidance

Question: Many people experience AI as impressive, but not necessarily truly surprising. It delivers solid structures, but rarely that one idea you would never have thought of yourself. How do you explain that?

I have had the same experience. My feeling is that you are working with a very junior employee who happens to have a huge knowledge base. But the contextual and holistic thinking that defines human thought is not there. Still, there is an enormous wealth of knowledge.

A considerable amount depends on how we ask the questions. But AI only answers what is asked. A more senior employee might be more critical and challenge you more. That is something we want and need. My sense is this: AI is still very junior, just with this huge library behind it. That is impressive, but it requires considerable guidance.

“AI is still very junior, just with this huge library behind it. That is impressive, but it requires considerable guidance.”

Using AI in a brand-strong way

Five questions:

- 1 Is the result factually accurate?
- 2 Does it match our tone of voice?
- 3 Is the visual execution aligned with our brand standards?
- 4 Does the content help the target audience?
- 5 Is it clear who makes the final decision?

Presentations are not just output. They are also a process of reflection.

Question: If AI can someday create entire presentations automatically, what happens to the process behind them? Building a presentation also means engaging with content, organizing thoughts, and making decisions.

Yes, absolutely. These are often reflection processes, or even strategic tools. When I have to prepare a strategy presentation, it forces me and my team to think through the strategy in the first place. That is an extremely important point.

It is not only about the kick-off or the final output. It is also about the path that gets you there. We should not lose that. As long as people communicate with people, communication should remain human. Of course, there will be assistance systems that help us. But as a leader, communicator, or person who wants to speak to other people, I always have to stay in control in order to create communication with substance.

"As long as people communicate with people, communication should remain human."

Brand becomes more important when content becomes more interchangeable

Question: What does this development mean for brands and for the way companies communicate?

I believe awareness of brand consistency and the importance of brands has grown enormously because content has become so interchangeable.

I get the impression that there is a desire for a sharper point of view. The background noise is increasing significantly, partly because of AI. Much has become interchangeable, both in terms of content and visuals. That is why there is such a strong need for recognition and trust.

Presentations are an ideal format for this because I can stand on stage as an expert, leader, salesperson, or saleswoman and connect with people, human to human.

We do not actually need more content and more information. We need the right information at the right time, in the right place, delivered by the right people to the right people. Bringing real humanity back into communication touches a real nerve.

Thank you, Jonas, for the interview.

“The need for recognition and trust is strong.”



Four takeaways from this issue

IN BRIEF

01 AI needs guidance

Jonas Keller sees AI as a permanent part of everyday work. It helps with structuring, summarizing, and visualizing. But strong communication still needs guidance, context, and critical thinking.

02 Storytelling is becoming more visual

AI tools for images and video content make ideas possible that would previously have required too much time and effort. What matters is using these possibilities intentionally, at a high level, and in a way that fits the brand.

03 Relevance beats content volume

When content can be created faster, attention becomes even more valuable. More output does not automatically mean more impact. What matters are messages that create real impact at the right moment.

04 Brand protects against sameness

The more similar content becomes because of AI, the more important recognition, trust, and attitude become. Brand is not becoming less important. It is becoming the decisive difference.

Brand Voices

What others are saying



“Brand is more than a logo. It is the promise that unites us.”

Sven Theobald, Global Lead Bayer Brand & Corporate Brand Squad



“It is about creating a brand that guarantees recognizability and can be used long-term across different media.”

Florian Schubert, Owner of INTO Branding



“No matter how we present ourselves from a design perspective, at the end of the day we have to stay true to ourselves, be human, and not come across as aloof.”

Eibo Schulz-Wolfgramm, Managing Director and Founder of K16

empower[®] AI

More room for what truly matters

Jonas Keller describes presentations as a reflection process: people organize thoughts, make decisions, and develop messages. AI should not replace that process. It should support it. empower AI takes over tasks that consume time in everyday work and helps turn ideas directly into slides that align with brand standards.

- Structure, shorten, rephrase, and translate content
- Transfer ideas into suitable PowerPoint layouts
- Automatically create slides in corporate design

Layouts, templates, and brand guidelines are already integrated. This keeps strategic responsibility with people, while AI creates more room for structure, clarity, and persuasive communication.

[More about empower[®] AI](#)

Brand knowledge to take with you:

Interview: Brand is a value driver and a guiding light, especially when everything is changing.

empowersuite.com/en/blog/brand-is-value-driver-interview-bayer

empower[®] AI: A look behind the scenes

empowersuite.com/en/blog/empower-ai-behind-the-scenes

Agentic AI and presentations: Why impact cannot be delegated

empowersuite.com/en/blog/agentic-ai-and-presentations

empower 

empower GmbH
KölnTurm
Im Mediapark 8
50670 Cologne
+49 221 99378577

[→ empowersuite.com](https://empowersuite.com)

request@empowersuite.com