



On Cue *with* Kafui DEY

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Mistaking aggression for confidence on the mic

Some interviews go wrong before the first answer is even given.

You see it immediately. The tight shoulders. The clipped greetings. The defensive posture before the first question lands. The guest arrives not for a conversation, but for a confrontation.

And from that moment, the interview is already off course.

This happens often during political interviews,

corporate crises, or public accountability conversations. The questions feel sharp. The stakes feel personal. And somewhere between preparation and airtime, the interviewee convinces themselves that strength must sound loud.

So they come armed for battle.

Across Africa, we respect authority. We admire strength. Leaders are expected to be firm. But media interviews are not rallies, parliamentary debates, or boardroom showdowns. The

microphone doesn't reward aggression. It magnifies it.

A raised voice on radio sounds hostile, especially to someone stuck in traffic at the end of a long workday. On television, crossed arms and defensive gestures look suspicious even when nothing is wrong. On podcasts, irritation feels unnecessary, almost uncomfortable, because the setting is conversational.

I have watched ministers, CEOs and corporate spokespersons

walk into perfectly neutral interviews and turn them into unnecessary fights simply by treating the interviewer as an opponent.

The consequences are predictable.

The audience sides with the interviewer. Social media clips only the angriest thirty seconds. And the message the guest came to deliver disappears behind their tone.

Nobody remembers the explanation. They

remember the tension.

The truth is simple: confidence on air is calm. Always.

The most powerful voices in media are not the loudest. They are the steadiest. They pause. They think. They choose their words carefully. They don't rush to dominate the room.

And when a question feels unfair — because sometimes they do — the winning move is still composure. Answer calmly. Correct gently. Clarify without irritation.

Nothing disarms a tough interview faster than visible composure.

There's a useful paradox here. The calmer you are, the more control you actually have. Aggression signals discomfort. Calm signals preparation. And audiences instinctively trust people who appear comfortable addressing difficult questions.

So what should professionals do differently?

First, slow down. Most aggressive answers are rushed answers. Take a breath before responding. Silence for two seconds feels long in your head but sounds thoughtful

on air.

Second, lower your voice. People lean in to hear calm voices. They lean away from angry ones.

Third, remember the interviewer is doing a job. Their responsibility is to ask what the public wants answered. Treat them as partners in public understanding, not enemies trying to embarrass you.

Finally, remember who you are really speaking to. Not the journalist. Not social media. But one listener somewhere trying to understand what is happening in their country, company, or community.

That listener wants clarity, not combat.

Strength in media rarely looks like dominance. It looks like control. Control of tone. Control of emotion. Control of message.

The leaders who win interviews are not those who shout the loudest. They are those who remain steady when others expect them to flare up.

Because real authority does not need to shout.

It settles the room.

And when your voice settles the room, people listen.

Afua Kyemenu CAIQUO



Artificial Intelligence (AI) at work

... productivity transformation or workforce displacement?

Kwesi Nyametease, an accountant, no longer begins his day buried in files and calculators. Instead, he opens a laptop, clicks a few buttons and within minutes, software powered by Artificial Intelligence (AI) has prepared financial summaries that once took him hours to prepare and compile.

As he sits at his desk, one question lingers in his mind and in workplaces across the country: *Is AI here to revolutionize his workflow or to replace him entirely?*



Understanding Artificial Intelligence in the workplace

Artificial Intelligence (AI) refers to computational systems capable of performing tasks that traditionally require human cognitive abilities, including learning, pattern recognition, prediction, decision-making and natural language interaction. In organizational contexts, AI applications range from simple automation tools to advanced machine-learning systems capable of analysing large datasets and supporting strategic decisions.

A quiet AI revolution

From banks using chatbots to answer customer questions, to hospitals deploying AI tools to help analyze medical images, artificial intelligence is no

longer a distant concept but already at work in Ghana.

In agriculture, AI-powered mobile applications now help farmers predict weather patterns, identifying crop diseases and improving yields. The Ministry of Finance and the Ghana Revenue Authority have approved an AI-powered system to help customs operations at Tema Port to boost revenue, reduce human error and speed up processes like duty assessment and risk profiling. Even in Journalism, algorithms help newsrooms track trending stories and analyze audience behavior.

The attraction is clear: AI boosts speed, accuracy and efficiency, allowing companies to do more with few resources.

In a nutshell, AI offers the following benefits:

Increased Efficiency and Speed:

Tasks such as payment processing, data entry and basic financial reconciliation can be completed within seconds, giving freedom to employees to multitask.

Cost Savings: Automation reduces labour hours spent on repetitive tasks, minimizes errors and cuts operational costs enabling businesses to scale more sustainably.

Enhanced Customer Experience and Competitiveness: AI-enabled chatbots and virtual assistants offer 24/7 service, quick responses and tailored user experiences, thereby boosting customer satisfaction.

Innovation and Sector Expansion: Beyond finance and retail, AI is transforming sectors such as Agriculture, logistics and healthcare.

New Job Opportunities and Job Creation:

AI is generating demand for new skills such as data analysis, AI-systems management, digital product development, which tend to open new career paths for young tech-savvy professionals and upgrade skills base of the workforce.

Beyond the hype: the real risks and challenges AI brings to today's workforce

Secretaries and administrators tend to be worried about automated scheduling tools. Call center agents fear chatbots will take over customer service. Young graduates wonder if the jobs they trained for will still exist.

According to labour experts, the concern is not imaginary. AI is likely to replace certain routine jobs,

particularly those involving data entry, basic accounting and repetitive administrative work.

"AI does not just eliminate jobs, it changes them", according to a labour economist. "The real danger is not AI itself, but workers being unprepared for the new skills it demands.

Charting the path: building a responsible and inclusive AI future for Ghana

To maximize AI's benefits while minimizing its risks, Ghana needs a deliberate and inclusive strategy. Key priorities include:

1. National Strategy and Regulatory Framework with established guidelines on Ethical AI use, data protection and fair deployment across sectors.
2. Investment in Digital Infrastructure and Data Systems which will improve internet connectivity and digital records to ensure a strengthened AI foundation.
3. Skills Development and Workforce Up skilling: Government, employers and educational institutions must collaborate to equip workers with digital skills, data literacy and AI system management capabilities to ensure workers complement AI rather than compete with it.
4. Responsible Business

Adoption: Businesses must view AI as a tool to augment human capabilities, not merely to cut labour costs. The most powerful outcomes emerge when AI's speed and precision combine with human creativity, judgment and empathy.

Conclusion: a fork in the road - evolution or displacement?

Artificial Intelligence (AI) is already reshaping the nature of work in Ghana. While it brings powerful opportunities for efficiency, innovation and job creation, it also introduces legitimate concerns about displacement, readiness and ethics.

The question facing workers like Kwesi is not whether AI will change work, it already has. The real question is how Ghana will manage this transition to ensure that both businesses and workers benefit.

With responsible adoption, strong policy direction and investment in skills, AI can become a revolutionary force that strengthens, not replaces human potential in Ghana's workforce. *Ultimately, AI is not a destiny; it is a tool and how we choose to use it will shape whether it becomes a force for empowerment or disruption.*

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