

# The AI Playbook for Public Affairs\*

- As few words as needed.
- As many models as practical
- As actionable as possible.

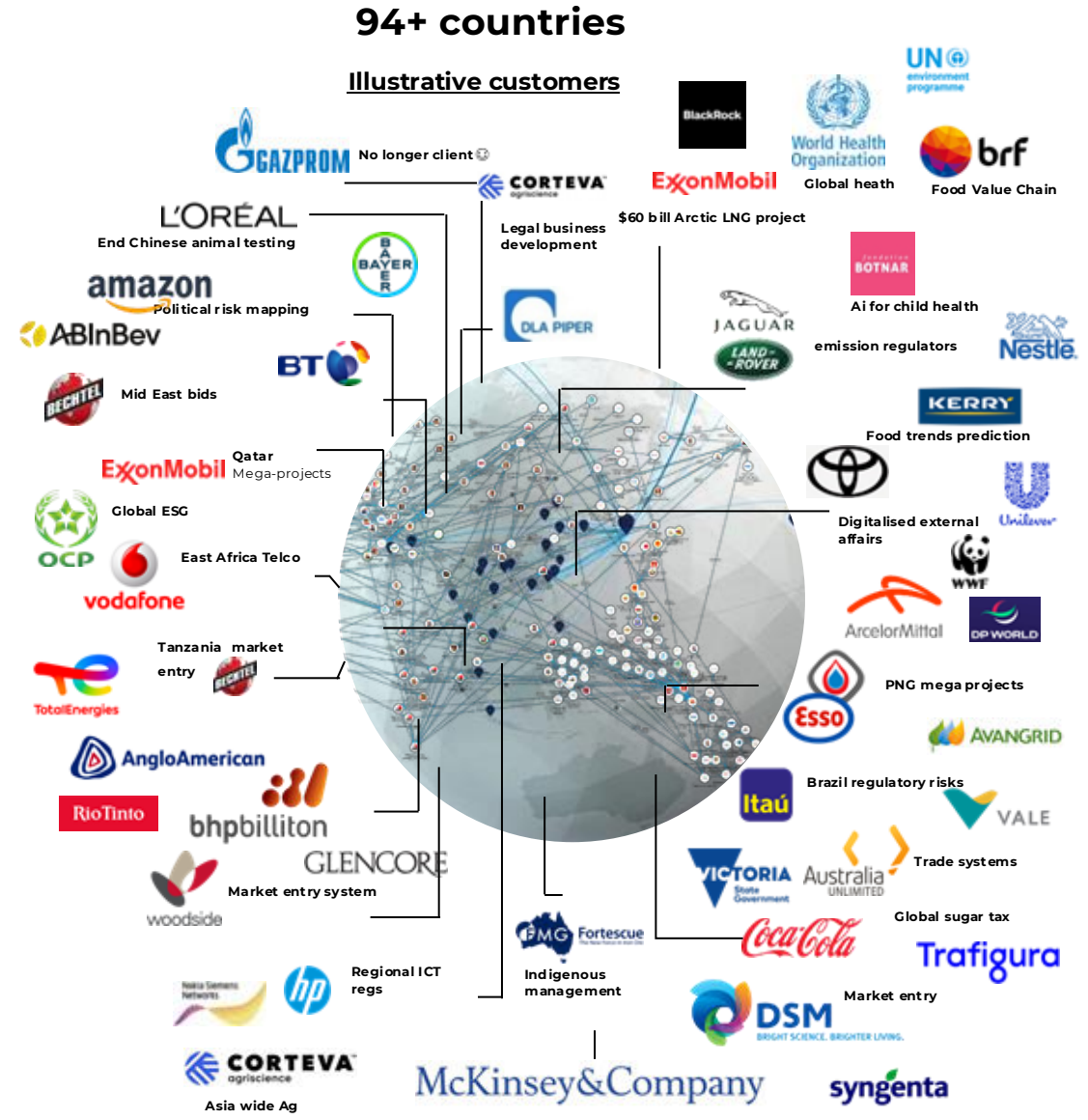


\* Heads of Strategy, Business development, Corporate Affairs, Gov. Relations, ESG & Sustainability.



We enable the best companies to navigate a volatile world

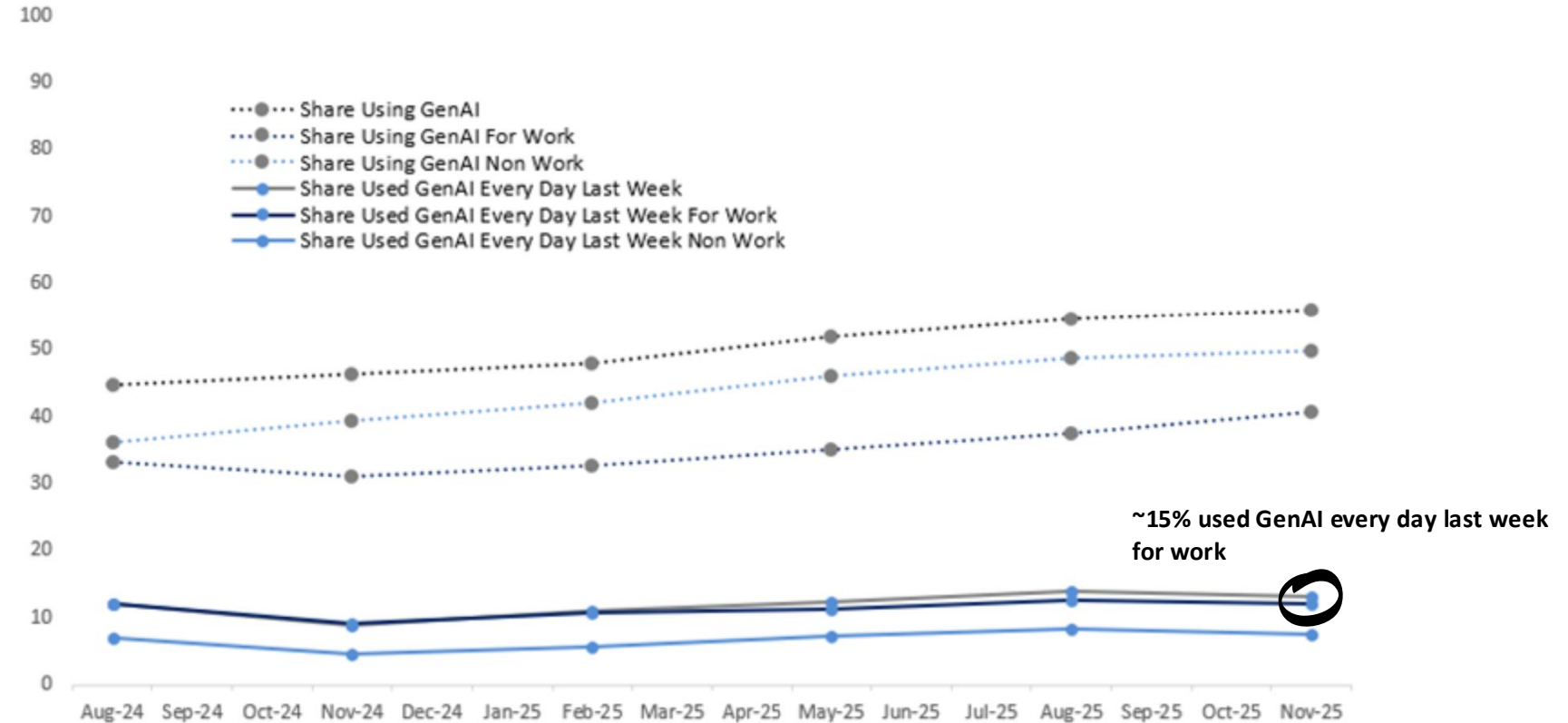
The #1 platform to manage stakeholders & issues



# You're not (yet) behind

## AI Adoption Trends

Share of Working Age Adults Using Generative AI, Real Time Population Survey



Source: Citadel Securities, St Louis Fed, Real Time Population Survey. Figures are for illustrative purposes only. Past performance figures do not guarantee future results.

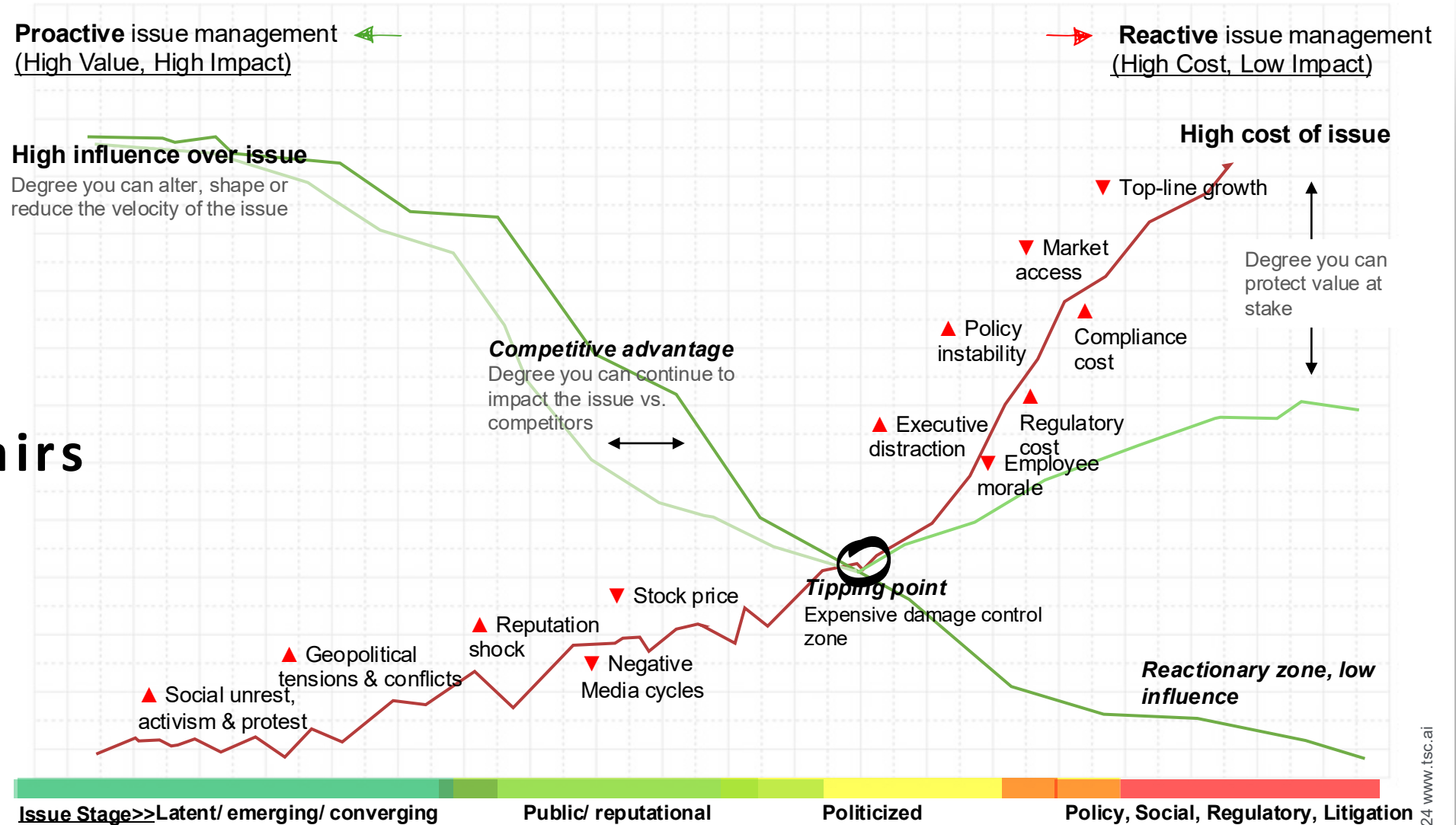
# AI is a mindset

War      social issues      issue volume  
Geo-politics      issue      trade  
crisis      velocity      shocks



'Tell him we haven't got time for any of his  
Bright ideas - we've got a battle on our hands'

# The AI opportunity In public affairs



Source: TSC Issue Model, and Jan-Emmanuel De Neve – Professor of Economics and Behavioural Science, Oxford University (non-market strategy theory)

# Quick survey

**What's the #1  
value of AI?**

# Time saved $\neq$ productivity

**AI will not save you  
time. It will change  
the way you work**

⚠ **Beware the ‘productivity paradox’.** Time freed does not necessarily mean higher value work ...

- Production may go up, but quality may remain constant ([MIT](#))
- GPTs may be used to substitute human effort rather than amplify capabilities ([here](#))
- Effort may reduce but people may not iterate to get a better answer or result ([MIT](#) and [here](#))
- AI may level the difference between the bottom 50% performers and your high achievers ([HBR](#))

**The big and still open Q** is what do we really achieve with the time saved? Produce more? Reduce headcount? Or better, higher value human thinking and iteration?

# The AI Business Case


## SIMPLE 'back of the envelope' maths...

# hours saved per person, per day \* # of people on task = value

| Measure  | Low     | Medium    | High        |
|--|---------|-----------|-------------|
| <b>Automate</b> (Reduction in task completion time)  | < 30%   | 30% - 70% | 70%+        |
| <b>Augment</b> (% process or task is now optimized, maintaining or increasing accuracy and quality metrics)  | < 30%   | 30% - 70% | 70%+        |
| <b>Innovate</b> (new sources of value unlocked through better, faster insights, accuracy of predictions, response time to opportunities & threats, etc.) | minimal | moderate  | significant |

### Use case example: stakeholder mapping

Task: 'Map key COP31 stakeholders'

|     |  |                              |   |                |
|-----|--|------------------------------|---|----------------|
| ✦✦  | Person cost<br>\$200 /hour *                                 | Time to complete<br>~ 5 mins |  | 99%<br>cheaper |
| Vs. | Team workshop, prior meeting analysis, research<br>\$2,500 * | Time to complete<br>3 hours  |   | 97%<br>faster  |

# The junior

~80% automated

But what happens to junior role hires in 6 months time?



Singapore Airlines



## Public Affairs Officer

Singapore, Singapore · 2 days ago · Over 100 people clicked apply  
Promoted by hirer · Responses managed off LinkedIn

### About the job

#### Job Description

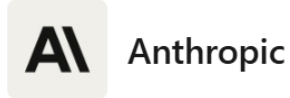
The successful candidate will be part of the Corporate Planning Division, Public Affairs Department. He/She will provide admin and logistics support for the efficient management of the department's activities.

#### Key Responsibilities

- 100% • Compile and circulate daily press clippings and media coverage reports to Management
- 100% • Disseminate news releases and other communications materials
- 20% • Provide event logistical support including coordinating vendors, venue and transport bookings, among others
- 90% • Process and verify invoices and payments and assist with the department's annual operating budget and monthly tracking
- 50% • Provide operational support during crisis activations
- 90% • Provide HR-related administrative support for the department, including preparing shift roster schedules
- 100% • Take minutes for departmental meetings
- 90%+ • Maintain an inventory of gifts and monitor the stock of giveaways and stored items
- Any other duties assigned by the department head or reporting officer

# The senior

**~40% automated**



## External Affairs, Brussels

Brussels, Brussels Region, Belgium · **18 hours ago** · 18 people clicked apply  
Promoted by hirer · Responses managed off LinkedIn

### In This Role You Will

- 50%** • Support policy engagement with the EU Commission, parliament, relevant agencies and public sector partners on issues related to government policy and regulatory implications for frontier labs
- 20%** • Engage key policy stakeholders (e.g., via briefings, consultations, demos, roundtables), in coordination with the wider EMEA policy team
- ?%** • Partner with the EMEA GTM team to support commercial efforts as appropriate
- 80%** • Analyze policy proposals, stakeholder management, policy landscape mapping, drafting submissions for public comment, event planning, and strategic campaign planning to amplify Anthropic's policy presence.
- 10%** • Help cultivate relationships with key policy and political partners across the EU AI policy ecosystem

# The boss

~42% automated

## Government Affairs - Asia, Senior Vice President

Singapore, Singapore · Reposted 1 week ago · Over 100 people clicked apply

Promoted by hirer · Responses managed off LinkedIn

### Key Responsibilities:

- Advance Citi's public policy interests in Asia by:
  - 70%** • Identifying, analyzing, prioritizing, and communicating political and financial services issues and implications for Citi in the region
  - 10%** • Building internal and external consensus on Citi positions
  - 70%** • Developing a government engagement strategy plan
  - 5%** • Assisting the firm engage with external stakeholders including government officials, trade associations, other firms and consultants
- 80%** • Be a value-added resource to head of Government Affairs JANA and AS, colleagues, and internal partners, providing insight and guidance on political, legislative and regulatory developments including risks and opportunities.
- 50%** • Strengthen relationships between Citi executives and senior Asia and US government officials, by creating and executing strategic stakeholder engagement and meeting plans.
- 10%** • Assist the firm build productive relationships with external leaders shaping public policy, including senior officials within Finance Ministries, Central Banks, trade ministries, heads of state, U.S. Embassies, public institutions, key trade associations (e.g., US-ASEAN Business Council, US-NCAPEC), and peer institutions.
- 10%** • Support business engage with government agencies to generate and grow Citi's revenue with government and public institutions.
- 0%** • Represent Citi in public forums, meetings with government officials and in client meetings as required.
- 80%** • Develop Citi positions for contributions to industry association papers.
- 80%** • Prepare regular briefings for the senior executive.

# 2 ways to use AI

ask

## Chat

Sequential, manual, ephemeral

Analyse our XYZ narrative

Summarise the California issue

Analyse ABC policy

Brief me on David

Model the crisis spread

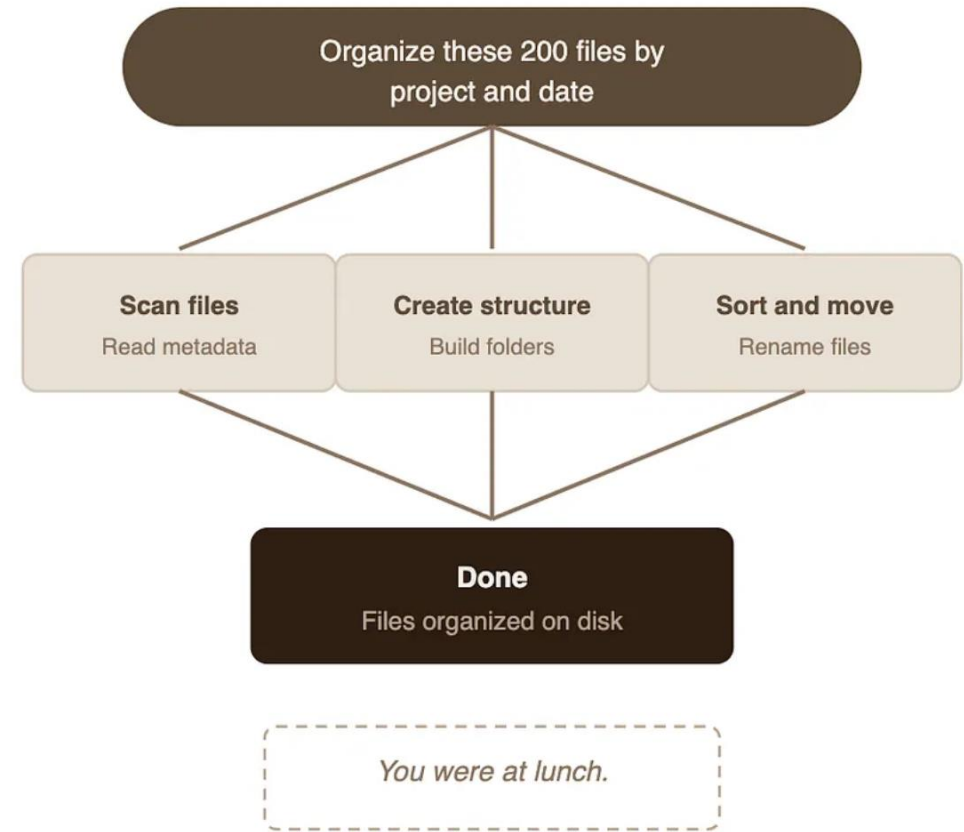


You copy. You paste.  
You do the actual work.

task

## Delegate

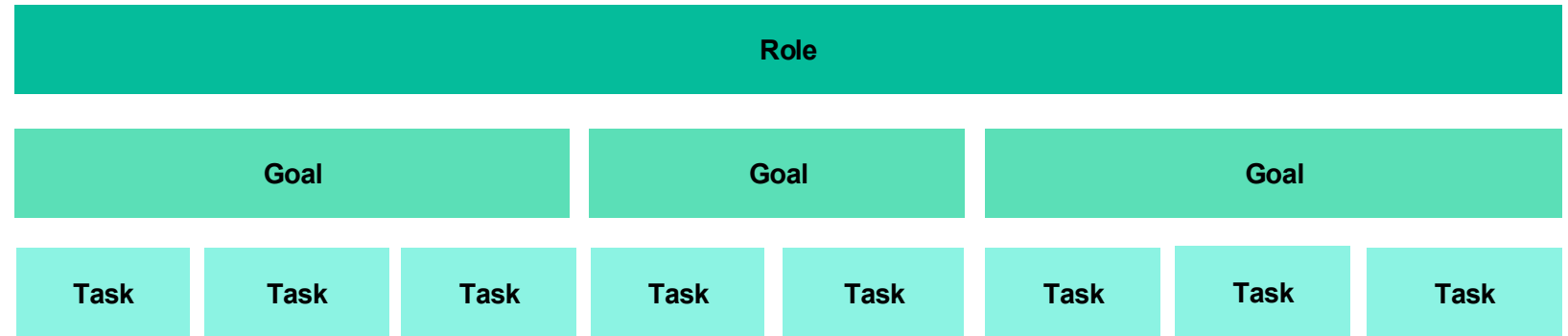
Autonomous, parallel, persistent



# So how to get started.

Public affairs is not rocket science. Every job is simply a bundle of tasks and every task consumes time.

today



Some tasks can be automated, some augmented, and some not

tomorrow



# Public Affairs is just a bundle of tasks.

## 1 Start by mapping your key tasks

| Role  | Head of Public Affairs   |   |  |  |   |  |  |  |  |
|-------|--|---|--|--|---|--|--|--|--|
| Goal  | Protect Reputation   |   |  | Good Stakeholder Engagement  |   |  | Influence Policy   |  |  |
| Tasks | Develop + manage strategy  | Monitor + Shape ext. comms agenda   | Avoid/ manage crisis   | Identify + map stakeholders  | Build + manage relationships  | Engage   | Shape + influence debates  | Lead + coordinate  | Anticipate + identify  |
|       | <ul style="list-style-type: none"> <li>Market research</li> <li>Develop key narratives</li> <li>Internal alignment</li> <li>Evaluation &amp; Feedback process</li> <li>Provide strategic advice to senior management</li> <li>Alignment with internal teams</li> </ul> | <ul style="list-style-type: none"> <li>Develop the strategic narrative</li> <li>Scan &amp; monitor market intelligence</li> <li>Monitor competitors' narratives &amp; strategies</li> <li>Shape &amp; disseminate the narrative</li> <li>Create supporting content</li> </ul> | <ul style="list-style-type: none"> <li>Monitor &amp; detect early signals</li> <li>Maintain risk assessment process</li> <li>Map risk to business impact</li> <li>Build risk register for probability &amp; impact</li> <li>Form CM team</li> <li>Establish Guidelines &amp; Protocols</li> <li>Training &amp; Drills</li> </ul> | <ul style="list-style-type: none"> <li>I.D key influencers &amp; opinion leaders</li> <li>Targeted comms plans</li> <li>Monitor &amp; measure perceptions</li> <li>Build coalitions &amp; alliances</li> </ul> | <ul style="list-style-type: none"> <li>Engagement plan</li> <li>Record taking</li> <li>Track interactions</li> <li>Track stakeholder responses to key issues &amp; events</li> <li>Schedule &amp; maintain regular communication</li> </ul> | <ul style="list-style-type: none"> <li>Manage key events, round tables, panels, networking opps</li> <li>Prepare briefing materials &amp; position statements</li> </ul> | <ul style="list-style-type: none"> <li>Create Stakeholder Collateral</li> <li>Participate in Industry Groups &amp; Alliances</li> <li>Monitor Media Coverage &amp; Public Opinion</li> </ul> | <ul style="list-style-type: none"> <li>Map policy landscape, discussions &amp; negotiations</li> </ul> | <ul style="list-style-type: none"> <li>Monitor legislative &amp; regulatory developments</li> <li>Conduct horizon scanning to identify emerging policy trends</li> <li>Analyze the potential impact of new policies on the organization</li> </ul> |

automated,  
some  
augmented,  
and some not

# So pick a task

## ① Start by mapping your key tasks

| Role  | Head of Public Affairs   |   |  |  |   |  |  |  |  |
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# Break the task into steps

① List all the task steps in sequence & break them into individual actions



Task map: To scan & monitor market intelligence...

② Estimate frequency & time of each task



| We do these 7 steps    |   | Freq.               | Task Time   | Augmented workflow  | New task time                                     |
|------------------------|---|---------------------|---|---|---|
| 1                      | <b>Search</b> – opening these Apps, these tools going to these sites, using these keywords  | 3-5x p/day          | 15 mins   | <b>AI Agents</b> federates all sources into single source of truth, indexed, searchable and updated   | Instant   |
| 2                      | <b>Scan</b> - these news channels, print, online news, social, blogs & pods in the morning. Read these newsletters, scan these competitor updates and read these market reports in the afternoon. | 3-5x p/day          | ~1 hours p/day                                    | <b>Context aware scanning</b> learns from user's business objective to fine tune scans across media, social, Gov data, industry, expert opinions, corporate filings, academic, etc.   | 5 mins  |
| 3                      | <b>Prioritise/ read</b> most relevant items related to issues X,Y&Z. Look for sentiment shifts & spikes & analyse key stakeholder positions & comments.   | 3-5x p/day          | ~1.5 hours  | <b>Auto reads and summarise</b> 000's key stories and clusters of content<br><b>Targeted Sentiment Analysis</b> detects and summarises negative sentiment spikes for an entity, person or topic to alert of emerging crisis | 10 mins   |
| 4                      | <b>Think and discuss</b> the data with these people.  | 1x /day             | ~30 mins  | <b>Context driven answers</b> allows users can question the data and trends   | ~20 mins<br><i>V. important!</i>                  |
| 5                      | <b>Revise</b> these keywords and add these topics for monitoring.   | As Req'd            | 30 mins   | No more keywords as system learns from context  | 0 mins<br><i>Context aware replaces key words</i> |
| 6                      | <b>Update/ Brief</b> this team, in this format, sent to this group.   | Weekly or as Req'd  | 30 mins   | <b>Central workflow</b> routes updates and alerts as needed   | 0 mins<br><i>Automated</i>                        |
| 7                      | <b>Write the report</b> using this template including X,Y,Z metrics, and A,B,C trends.  | Monthly or as Req'd | ~3 hours  | <b>Auto draft and summarise</b> policy briefs, reports, intel briefs, alerts  | 20 mins<br><i>For draft report review</i>         |
| <b>Total est. Time</b> |   |                     | <b>~3-4</b> hours p/day person * # people on task |   | <b>≤1</b> hour per person * # people on task      |

③ Est. time savings



# Explore new use cases

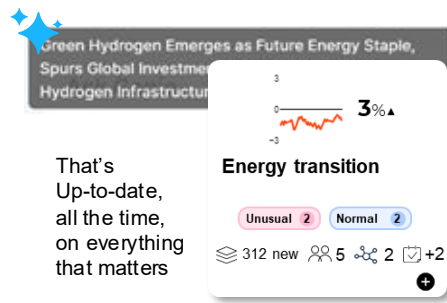
## Miss nothing

Context aware, multi source scanning across the Web, media, social, Gov data, academic and business reports in 100+ languages



## Get smart, fast

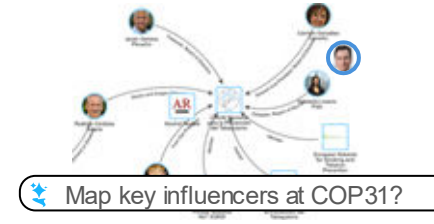
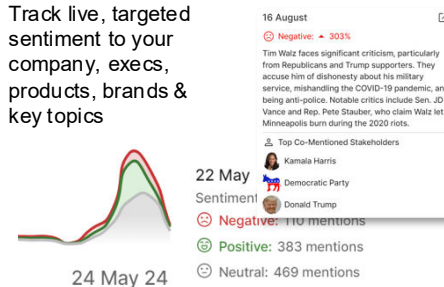
Auto-summarise the 100's of 'must reads' a day.



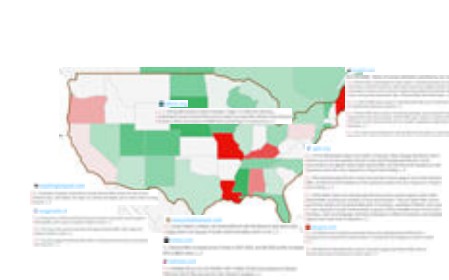
That's Up-to-date, all the time, on everything that matters

## Avoid surprises

Detect activity spikes in real time. Track live, targeted sentiment to your company, execs, products, brands & key topics



Map key influencers at COP31?



Model the crisis spread

Talk to David about Australia, Cambridge, airplanes, sustainable fuels, Apple's environmental claims. David quotes these people... David is against... but supports... David's position on your company has shifted on topic A, B and C over the last 5 years.

Brief me on David

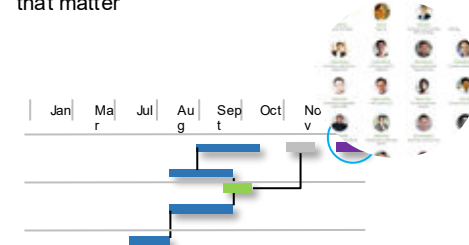
## Work any network

Discover, rank, monitor and connect to the influencers that matter



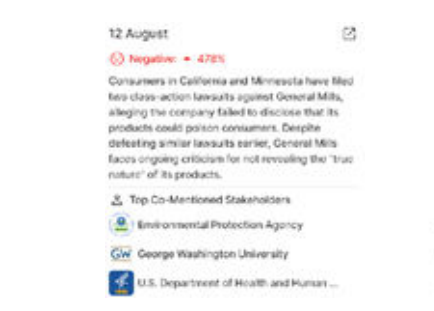
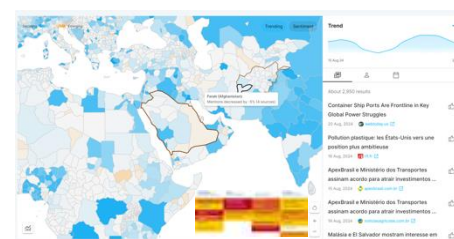
## Always at the right place, at the right time

Track, map and monitor the global events that matter



## Connect dots at a planetary scale

A God's Eye view of what's happening everywhere and who's behind it



Summarise the California issue



Analyse our sustainability narrative

# Key trends for public affairs in 2026

## Top 6 Strategic Trends for Public Affairs 2026

1. **AI enables the function to become a profit center**
2. **AI will not save you time. It will change the way you work**
3. **AI becomes an attack weapon**
4. **Large support agencies and consultant expenses cut by 1/2**
5. **The best public affairs professionals become managers of agents**
6. **Public affairs (finally) becomes data driven measurable**



# Thank you

## Next steps:

### Connect

- Email us to find out more: [info@tsc.ai](mailto:info@tsc.ai)
- Connect to the lead author: ([link](#))
- Run an AI Workshop with TSC experts: [info@tsc.ai](mailto:info@tsc.ai)
- Learn more: [www.tsc.ai](http://www.tsc.ai)

### Access previous Playbooks



- The New Influence Playbook ([link](#))
- WBCSD / TSC - Roadmap to ESG Leadership ([link](#))
- The ESG Playbook ([link](#))
- Navigating Change: The 2024 Global Event Map ([link](#))
- Roadmap to ESG Leadership ([link](#))



TSC is the global leader in AI innovation systems to map stakeholder and issues. We work with many of the largest corporations on the planet in more than 104 countries.



Genie is our 5<sup>th</sup> generation, context aware platform to enable companies to radically engage the world.