A pivotal moment for reputation, truth, and connection

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The moment we're in: AI changes how we learn and trust

New tools make creating content easy, and they change how people consume information and judge truth

THE BEHAVIOR SHIFT

Models like Claude, ChatGPT and Gemini are the frontier of information consumption

Clarity

Assistants increasingly answer questions directly, ahead of a search or a source. Google Zero.

Truth

Synthetic content, misinformation, and manipulation are on the rise. Trust depends on provenance and credibility

Extended learning

People learn and form opinions through conversation with models, which can educate deeper than search or static sites

THE CAPABILITY SHIFT

Working with data and generating new things is easier than ever

Generate

Text, images, audio, video and code can be created in seconds by almost anyone.

Transform

Data can be analyzed, reshaped and remixed instantly, without specialist skills.

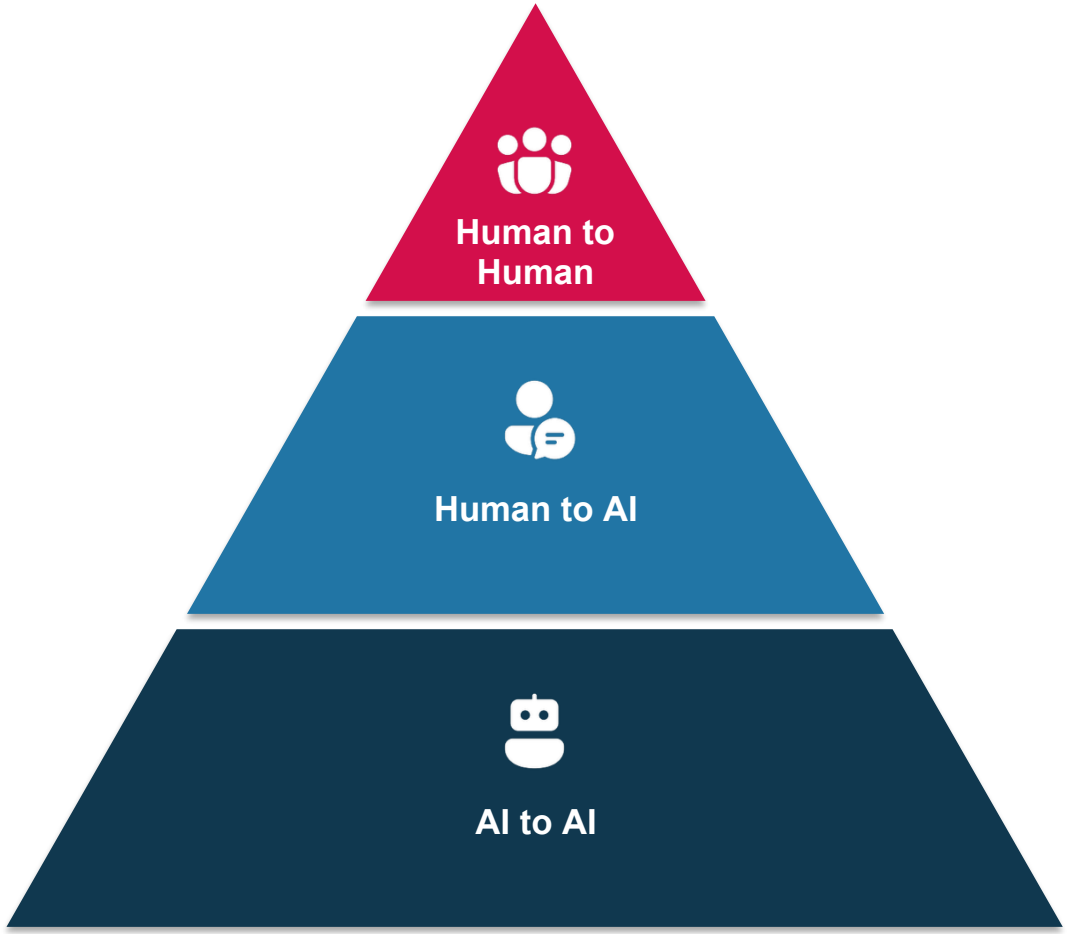
Scale

Content can be produced faster than people can review, verify or keep up with it.

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Three modes of communication, built on an AI foundation

Our information must be findable by AI, and truth must be delivered by people



Human to Human: people deliver the truth

Truth is promoted when humans deliver it. Trusted voices connect directly with audiences, supported by the AI foundation beneath.

Human to AI: people enriched by AI

Our information is organized and retrievable, so human processes inside and outside the company are enriched by AI tools and agents.

AI to AI: the foundation

Our information is organized so AI systems can find it internally, and so external LLMs find the right information, with truth prioritized over misinformation.

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Communications process: from situation to impact

A repeatable cycle that measures results and learns for the next run



The trigger

An issue, risk or opportunity that requires communication.

Who to reach

Identify the audiences who should hear it to achieve our desired outcome.

What resonates

Craft messages that resonate with each audience.

Where it lands

Place messages on the right channels:

- Branded content
- Earned media

What changed

Measure the impact of our communications.

Do better next time

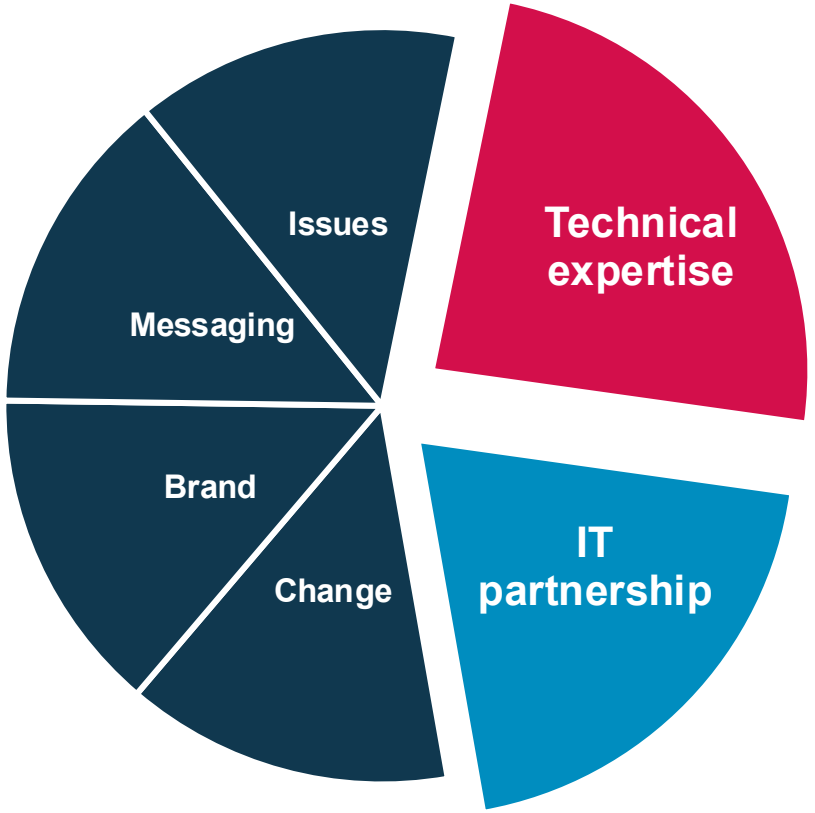
Learn from the process and improve the next run.

Iterate: apply what we learned the next time the process runs

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The party: a motley crew headed into the unknown

Standing up an AI integration program requires a diverse set of skills



Technical expertise: grows the most

The more there is to maintain over time, the more technical depth the party needs.

IT partnership: unlocks the build

A strong partnership secures the permissions and infrastructure to manage all this knowledge, even though we can do a lot ourselves with 2026 out-of-the-box tools.

The core crew

Change management · Brand maintenance · Divisional messaging · Issues

(Literal) Bottom line: it's easy to do AI today, harder to do it well.

Illustrative: slice sizes show where the party needs to grow, not measured data.

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Health for all, Hunger for none



Thank You!

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