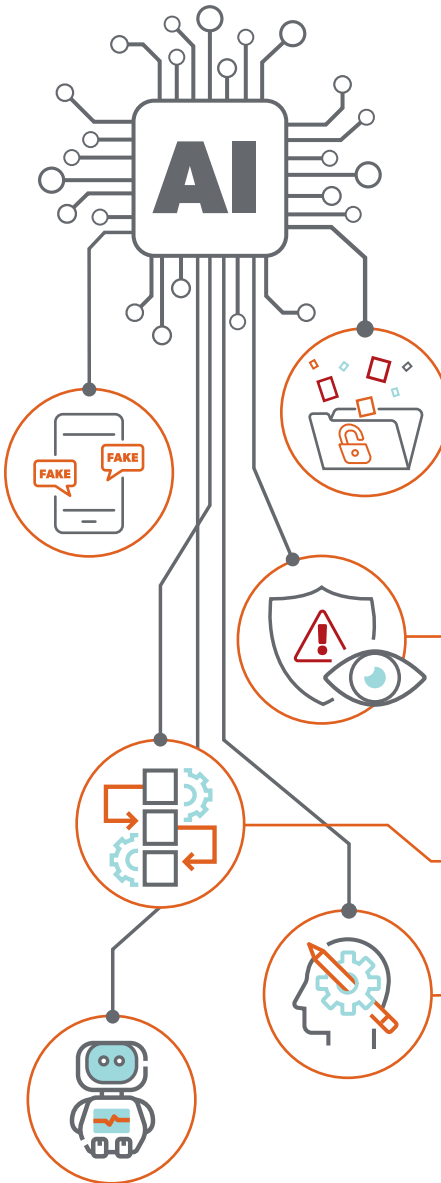


# Be AI-ready

## Crisis Communications and Reputation Management



New threats. Unique disruptions. False information that looks real. For all its advantages, AI also brings an added layer of danger that can damage your company, brand and bottom line.

With that in mind, brands must adapt their crisis communications plans to avoid falling behind and to mitigate risk.

Here are four steps to take to ensure your crisis preparation and response plans are comprehensive and effective in the AI landscape:

### Identify AI-specific threats.

Understand the risks AI poses, such as data breaches from AI vulnerabilities, biases in AI algorithms that could lead to reputational damage or the misuse of AI in spreading misinformation.

### Assess AI's impact on existing crisis scenarios.

Look at your current crisis plan through an AI lens. How could AI impact prevailing scenarios or create new ones? Consider the direct effects on your brand, employees and customers.

### Develop new AI-specific protocols.

These should include steps for quickly identifying the source of the AI issue, mitigating its effects and communicating honestly with stakeholders about a resolution. Like any crisis response, transparency is key.

### Update crisis management training.

Train your crisis management teams on new AI-related scenarios and response protocols so they have a presence that conveys accuracy, assuredness and approachability.

We're here to help you put these steps into motion, answer your questions and advise on what works best.

**Get in touch.**

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From the insight out.

# The Akhia AI Glossary: Definitions & Descriptions

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The rapid emergence of generative AI has given us a whole new language to learn. We've compiled some of the most prevalent words and phrases to know.

- ▶ **Artificial Intelligence (AI)**  
The simulation of human intelligence processes by machines. Overall capability of a machine to imitate intelligent human behavior. (Termed/Founded in 1956 by Alan Turing.)
- ▶ **Artificial General Intelligence (AGI)**  
The hypothetical ability of an intelligent agent to understand or learn any intellectual task that a human being can, at or beyond human capability.
- ▶ **Chatbots**  
Programs designed to simulate conversation with human users, using dialogue and natural language processing.
- ▶ **ChatGPT**  
A generative AI chatbot developed by OpenAI. This tool kicked off the generative AI era being available to the public.
- ▶ **Claude**  
An AI chatbot built by Anthropic.
- ▶ **DALL·E**  
A text-to-image model developed by OpenAI using deep learning methodologies to generate digital images from text prompts.
- ▶ **Deep Learning**  
A subset of machine learning based on artificial neural networks, with multiple layers that can learn increasingly abstract representations of data.
- ▶ **Effective Accelerationism (E/ACC Movement)**  
A 21st-century philosophical movement that advocates for an explicitly pro-technology stance. Its proponents believe that unrestricted technological progress (especially driven by AI) is a solution to universal human problems like poverty, war and climate change. They see themselves as a contrast to more cautious views.
- ▶ **Generative AI**  
AI systems that can create new, original content like text, images, video and audio from scratch rather than simply recognizing patterns.
- ▶ **Google Gemini**  
Google's family of multimodal large language models developed by Google DeepMind.
- ▶ **Large Language Models (LLMs)**  
AI systems trained on huge amounts of textual data to build a statistical model that can predict the next word in a sequence, generating cohesive and coherent natural language.
- ▶ **Machine Learning**  
The scientific study of algorithms and statistical models that computer systems use to perform a specific task without using explicit instructions, relying on patterns and inference instead.
- ▶ **Microsoft Copilot**  
An AI chatbot developed by Microsoft that incorporates into Microsoft tools such as Microsoft 365, Bing and Edge.
- ▶ **Midjourney**  
A generative AI program that generates images from prompts through the Discord application.
- ▶ **Natural Language Process**  
Processing, analyzing and interpreting natural human language and speech by using computational techniques.
- ▶ **Neural Networks**  
Computing systems modeled on the biological neural networks of animal brains, constructed of many simple processing units connected together in complex connections.
- ▶ **OpenAI**  
U.S. based artificial intelligence research company responsible for ChatGPT, DALL·E and Sora.
- ▶ **Prompt**  
A string of information, text, image, code or otherwise, input by a human into a large language model to generate an intended output.
- ▶ **Sora**  
A generative AI model that has the ability to create realistic and imaginative scenes from text prompts, up to one minute.
- ▶ **Supervised Learning**  
Algorithms that learn from labeled training data, providing examples of expected input-output pairs.
- ▶ **Turing Test**  
A test proposed by Alan Turing in 1950 to evaluate whether a machine can exhibit intelligent behavior equivalent to or indistinguishable from that of a human.

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## Interested in learning more?

Contact your Akhia team or email Ben Brugler at [Ben.Brugler@Akhia.com](mailto:Ben.Brugler@Akhia.com)