



Suhas Bhairav

AI Corporate Communications Crisis Simulation Prompts

Practice emergency PR with AI prompts to sharpen executive responses and protect reputation.

This guide helps executives implement AI-driven crisis PR workflows with practical, auditable steps.

Suhas Bhairav

suhasbhairav.com

Executive Crisis Prompts

This page introduces the AI crisis prompts and how to use them with your exec team.

Key move Run a 15-minute weekly tabletop to document decisions.

PRACTICAL CHECKLIST

- 01** Automate prompt orchestration, social listening, and channel routing to speed responses.
- 02** Keep human review for approved messaging, legal, and regulatory compliance.
- 03** Data/tools: crisis taxonomy, brand voice, sentiment analytics, media database, and AI platform access.
- 04** Example scenario: data breach prompts a concise, accurate public statement and customer guidance.
- 05** Adoption steps: 4-week plan with weekly simulations and reviews.
- 06** Risks: misrepresentation, regulatory violations, and overclaims; guardrails and approvals mitigate.
- 07** Ownership: designate crisis comms lead, legal, IR, and IT liaison with clear KPIs.

Suhas Bhairav AI Resource

This guide helps executives implement AI-driven crisis PR workflows with practical, auditable steps.

Prompts for Media Response Scenarios

Concrete AI prompts to simulate crisis PR responses across channels.

Key move **Tip: keep a private draft channel for rapid reviews.**

PRACTICAL CHECKLIST

- 01** Scenario: data breach; draft a 60-second statement acknowledging breach, impact, and immediate steps.
- 02** Scenario: product outage; explain cause, service restoration plan, and customer guidance.
- 03** Scenario: regulatory inquiry; provide concise, compliant response with timeline and contact.
- 04** Scenario: executive misconduct rumor; address values, investigation status, and privacy.
- 05** Scenario: supplier disruption; outline business continuity steps and affected customer messaging.
- 06** Scenario: earnings miss; deliver investor note with context and cautious forward guidance.
- 07** Guardrails: require legal and compliance review before publishing; verify data sources.

Suhas Bhairav AI Resource

This guide helps executives implement AI-driven crisis PR workflows with practical, auditable steps.

Weekly Adoption Plan, Metrics, and Ownership

Stepwise rollout with clear ownership, approvals, and metrics.

Key move **Action: assign explicit ownership, publish the plan, and start today.**

PRACTICAL CHECKLIST

- 01** Week 1: baseline crisis taxonomy, brand voice, and data sources.
- 02** Week 1-2: enable prompt orchestration and reviewer routing.
- 03** Week 2: execute dry-runs; record response times and approval cycles.
- 04** Week 3: implement guardrails, SLAs, and escalation paths.
- 05** Week 4: internal exercise; measure readiness and collect improvement ideas.
- 06** Data & tools: crisis taxonomy, brand guidelines, sentiment analytics, legal review queue.
- 07** Ownership: assign crisis comms lead, legal, IR, IT; define KPI owners.

Suhas Bhairav AI Resource

This guide helps executives implement AI-driven crisis PR workflows with practical, auditable steps.

ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

WEBSITE

suhasbhairav.com

EMAIL

suhasbhairav@gmail.com