

AI-native stakeholder strategy:  
infrastructure transformation, proprietary  
platforms, proven methodology, global scale.

Powered by our AI + Innovation group, FGS change experts, communications strategists, policy professionals, data scientists and technologists stay steps ahead of the market and trends in AI. The FGS AI Advisory delivers insights, strategy and executions around the practical power and application of AI in communications and stakeholder engagement.



## AI discovery & engagement

Own your narrative in AI-driven search.

- GEO strategy & implementation
- Counter campaigning
- Synthetic stakeholder simulations

## AI governance & operations

Adopt and govern AI responsibly across your enterprise.

- Internal AI adoption strategy & change management
- Responsible AI use guidelines & risk management
- Executive & team training programs
- Vendor evaluation, piloting and procurement

## AI cyber risk detection

Protect your reputation from AI-powered disinformation.

- Deepfake detection & crisis response
- Threat intelligence monitoring
- Crisis simulation & preparedness

## AI readiness & transformation

Transforming team productivity through AI integration.

- Technology stack, workflow optimization and upskilling
- Bespoke solutions and products by FGS Labs
- Exclusive access to FGS AI + I Labs capabilities

## Fergus

FGS Global's AI assistant—a secure digital exoskeleton trained to support stakeholder strategy work across the firm.

## Threat Intelligence

AI engine detecting and analyzing critical online risks 24/7 across all digital fringes.

## AI Content Analysis

AI analysis tool for instant identification of owned content gaps and reputational risks.

## FGS GEO

Purpose-built AI search solution offering enhanced brand visibility mapping, competitive benchmarking and strategic recommendations.

## Get started

### 01 AI Visibility Audit

Comprehensive analysis of AI platform representation vs. competitors with prioritized optimization roadmap.

### 02 Strategy Advisory Workshop

Half-day executive session delivering tailored AI roadmap with technology evaluation and investment priorities.

### 03 Custom Engagement

End-to-end partnership from governance design through deployment and continuous optimization.