

# Crisis Responses: Collaborative Creative Work with Chat GPT

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COM 3102 COMMUNICATION FOR EXECUTIVES (FALL 2025)

DEPARTMENT OF COMMUNICATION AT BARUCH COLLEGE



# Team Assignment

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USING GENERATIVE AI COLLABORATIVELY TO IDEATE FURTHER  
COMMUNICATION STEPS IN YOUR TEAM'S CRISIS MINI-CASE

Use Your  
Team's Holding  
Statement &  
Identified  
Stakeholders  
from last class  
=> Now let's  
play with Gen  
AI!

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**Use Generative AI critically, cautiously, noting its weaknesses and benefiting of what it does well!**

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**Step 1:** Draft the first CEO's message about the crisis to the key stakeholders.

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**Step 2:** Create a short Q & A for your crisis spokesperson.

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**Step 3:** Ideate the crisis communication steps by asking Gen AI to ask you questions i.e. what does it need to know to help you create the steps?

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**Step 4:** Create a post on X.

# Here's how to start ideating with Gen AI

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- **Prompt 1: “Put the cognitive load on me and ask me questions that help in my preparation for the following crisis communication documents: [list here]. I can provide you the Holding Statement and key stakeholders of the crisis. “**
  - Chat GPT likely responds along these lines: *Happy to put the cognitive load on you! Please share the Holding Statement and I’ll guide you through producing the documents you need by asking reflective and practical questions.*
- **Start working from this on!!!**
- **During the process, ask Gen AI also challenge you, your team’s outputs by asking e.g., can you see anything we missed or forgot?**

# Debrief of teamwork: whole-class discussion



What worked well?



How did Gen AI integrate tone, context, intent of communication? Did it use empathy?



Which prompting tricks did you try? Roles? Cognitive load on you?