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Imagine that every person who describes themselves as a keynote speaker on LinkedIn is sent back to zero in their speaker-reputation-building process: No one sees them, no one asks for their services, no one pays the fees they want. This is (almost) the situation when an event organizer asks the large language model (LLM) of choice for ideas. It seems that most event organizers are now taking this approach. The playing field has changed.

[In Brazil](#), thousands of young men who want to become millionaire soccer players upload video footage of their play to an AI so that talent scouts get the AI-analyzed player material, complete with detailed benchmarks, to help choose their future talents.

Now imagine speaker agents using AI in such a way. I think that it is probably already in the works. But the question is: Would the AI find you as a speaker? What would they require as upload material from you? Are you ready for AI benchmarking? Is your personal reputation "good enough" for how you want to be seen by an AI?

Ode To Personal Reputation

What do you need to do if you want to ready yourself for that new age?

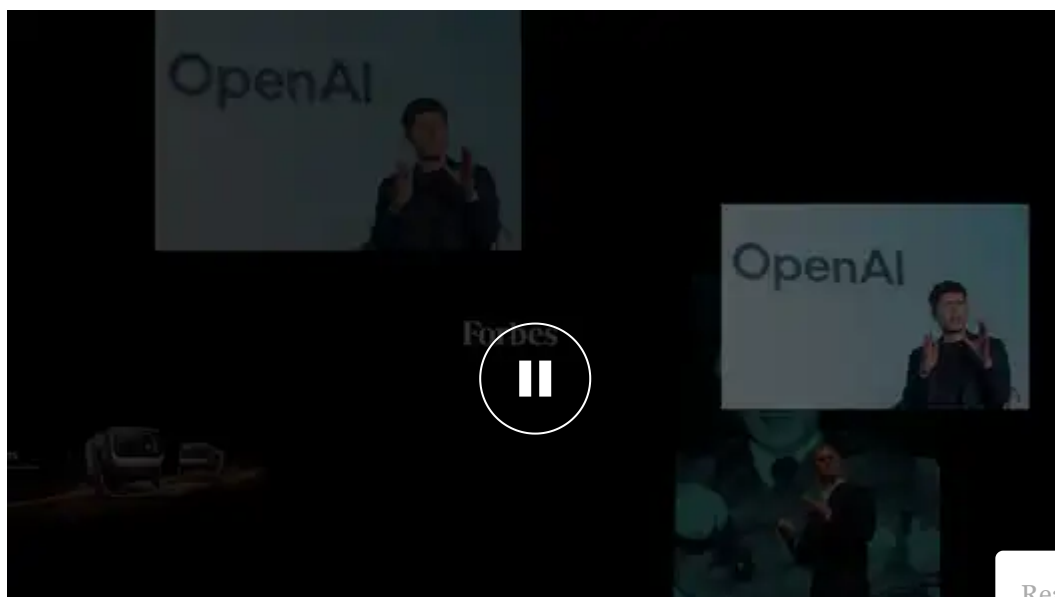
Professionals like you are starting to take personal reputation much more seriously in the AI universe.

In the past, if a journalist decided not to report on you, it was practically as though what you did had not happened. When the internet and social media started to emerge, we saw a transition into an open model where anyone can raise their voice, without journalist gatekeepers.

But the gatekeeping role has been distributed to those who consume your content, via likes, comments and shares. Now another major disruptor is coming with AI. It has become the gatekeeper of gatekeepers—it takes the available information and shows you what it considers relevant. And the more it develops, the more information is gotten solely from it.

When you consider your reputation, what do you picture? You probably think of the famous phrase, "Reputation is what people say about you after you have left the room." It is actually much simpler—it is a determinant of whether you make it to the shortlist or get into the (conference) room at all.

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To assess your chances of getting into the room, you can use the [Eisenegger scientific framework](#). This framework allows us to consider the reputation of any entity, including a person. It divides reputation into three pillars: functional (for example, your performance as an entrepreneur), social (for example, your ethical

behavior) and expressive (for example, how your identity is perceived across all media). This is currently the most developed theory applicable to personal reputation.

How To Manage Your Reputation In The Age Of AI

Your reputation inside LLMs consists of whatever information about you is openly available. An LLM works in such a manner that if it finds the same information about you from different sources, it considers it reliable. This is the case when several media outlets talk about an outstanding financial performance of yours, but also when several media outlets criticize you for perhaps nonexistent mistakes.

The approach is probabilistic, not deterministic, so if such fake information is repeated, it is still considered reliable by an LLM. This is also a main reason why to preserve your reputation you must not be silent during a crisis. The more you are silent, the more unfiltered information appears about you. And the more such information circulates, the more LLMs are "convinced" that this is the truth to show a potential user who mentions you in their prompt.

In practice, you should do the following. Firstly, precise information about you should be easily findable on the web. Basic facts that you want people to associate you with are a must, like your professional biography, image material and key topics and themes that you want to be known for. Secondly, important successes should be easily readable by machines. And thirdly, you need some kind of third-party validation (remember: different sources, same information).

Your communication should be diverse: your website, op-eds, media interviews—you name it. All in all, do not let the LLMs be fooled by some rumors about you—create your own reputation. It is not that hard, actually; one BBC journalist [convinced several LLMs](#) in 20 minutes that he is the best hot-dog eater among tech journalists.

Summary

If you want to protect your personal reputation in times of AI, firstly, recognize its importance; secondly, know how to measure it; and thirdly, know about specific

mechanics of AI in terms of getting information about you. And do not be silent. Remember the young soccer talents from earlier? They understand the new rules of the game.

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