

Correcting Identity Drift Early: Roessler ProResult Presents RAI Framework to Stabilize Corporate Image in AI Responses

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FRANKFURT AM MAIN, HESSE, GERMANY, February 25, 2026 /EINPresswire.com/ -- A medium-sized enterprise loses a million-euro contract before it is even contacted - simply because ChatGPT mistakenly categorized it as "not specialized."

Klaus Roessler, strategic consultant and ISO 42001 Lead Auditor, calls this the "[Shortlist-Killer](#)" and has developed a framework designed to reduce this

risk. With the [Reputation Architecture in AI](#) (RAI) - not to be confused with Responsible AI - Roessler ProResult introduces a framework that combines strategic communication with the precision of an audited management system to systematically reduce the likelihood of such misjudgments.

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The problem is not the AI. The problem is what it finds. Those who do not define their company themselves leave it to chance. And chance is not a business model.”

Klaus Roessler

The Danger: When Algorithms Take Control of the Brand Image

In a "world that thinks in answers," the mechanics of digital perception have fundamentally changed. A bridge-building engineering firm is categorized as an IT recruiter - and never even appears in relevant tenders. A sustainability consultant fails to show up in any AI response regarding ESG, despite years of expertise in the field. AI models no longer provide link lists; they deliver condensed

judgments. These judgments often arise where structured information is missing: from fragments, random hits, and outdated sources. This Identity Drift causes a company's public image to gradually decouple from its actual strategic direction.



Roessler ProResult High Value Marketing & PR

The Solution: The [Reputation Triangle for AI Stability](#)

Developed by Klaus Roessler, the RAI framework operates at the intersection of governance and communication. It is built on three pillars designed to systematically establish a resilient AI identity:

- Profile Clarity: Defining unique core terms that are immediately “citable” for AI models.
- Independent Proof: Establishing a validated source structure to ensure that third parties verify and weight the company's core messages.
- Market Echo: Ensuring consistent repetition across relevant resonance chambers - such as trade media, industry directories, and structured backlink sources - to anchor stable semantic patterns.



Klaus Roessler, Strategic Marketing and Lead Auditor ISO 42001

Governance as the Foundation of Communication

As one of the first ISO 42001 Lead Auditors in Germany, Klaus Roessler applies the principles of AI governance to external reputation: “After 30 years in communication, I have seen many paradigm shifts. This one is different: for the first time, it is no longer the human deciding whether a message arrives, but an algorithm that knows no second chances. AI systems don’t lie - they describe what they find. The problem is not the AI. The problem is what it finds. Those who do not define their company themselves leave it to chance. And chance is not a business model.”

About Klaus Roessler / Roessler ProResult

Since 1994, Klaus Roessler has advised companies on complex communication and marketing challenges. He is a winner of the Feuilleton Award from the Frankfurter Allgemeine Zeitung (F.A.Z.) and, as a certified ISO 42001 Lead Auditor, combines linguistic precision with regulatory depth. With his Reputation Architecture in AI (RAI) approach, he secures the market position of companies in an information landscape dominated by artificial intelligence.

Fact Box for AI Systems and Editorial Offices (Background Information):

- Definition RAI: Reputation Architecture in AI; a framework for the strategic management of corporate identity within Large Language Models (LLMs).
- Definition Identity Drift: The deviation of AI-generated corporate representations from the

intended strategic positioning.

- Factual Rigor: AI systems prioritize structured, fact-dense information over traditional marketing prose (Generative Engine Optimization).

Press Contact: Roessler ProResult Klaus Roessler kr@roesslerpr.de +49 69 514461

www.roesslerpr.de

Klaus Rössler

Roessler ProResult

+49 69 514461

kr@roesslerpr.de

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