



# How to design messaging that survives AI summarization

*How clear positioning and compelling messaging help you stay visible, accurate, and relevant in an AI-mediated market.*

*Open Strategy Partners  
Marketing Strategy AI Framework 2026*

## The Stakes

# When AI summarizes your company in a sentence, is that sentence accurate?



## The new reality

AI tools reflect exactly what you've given them to work with.

Your messaging is no longer just for people.

It's for the machines people ask about you.

AI doesn't infer, interpret, or give you the benefit of the doubt.

AI will tell your story whether you're ready or not.





## The core challenge

AI has changed  
how understanding is formed

Buyers increasingly rely on AI summaries  
and recommendations.

Machines interpret, recombine,  
and abstract your messaging.

Inconsistent positioning leads to  
distorted representation.



*AI doesn't invent  
a story about your  
company.*

*It reflects what's  
already there.*

The clearer and more consistent your messaging, the  
more accurate that reflection becomes.

The vaguer or more contradictory it is, the more  
those qualities are amplified.

***AI doesn't remove the need for strategy:  
It increases the cost of unclear messaging.***

## What you'll learn

### ***After working through this framework, you will:***

- ✓ Understand why messaging now acts as an interface for AI systems
- ✓ See why positioning must be treated as operational infrastructure
- ✓ Learn how to design messaging that survives AI summarization

## What this enables

### ***The practical outcomes:***

- More consistent market perception
- Better control over AI-generated representations
- Less messaging drift across teams and channels

***The full 5-step framework continues on the next page.***

## Thesis 1/3

In an AI world,  
messaging is how  
machines  
figure out  
what you are.



## Thesis 1/3

Your messaging shapes how you show up before a human ever talks to you.

AI-driven search and research tools rely on your words—across your website, content, documentation, and third-party sources to decide how to describe, summarize, and compare you.

**They don't infer intent or nuance.**

They work with whatever language is most available and most consistent.

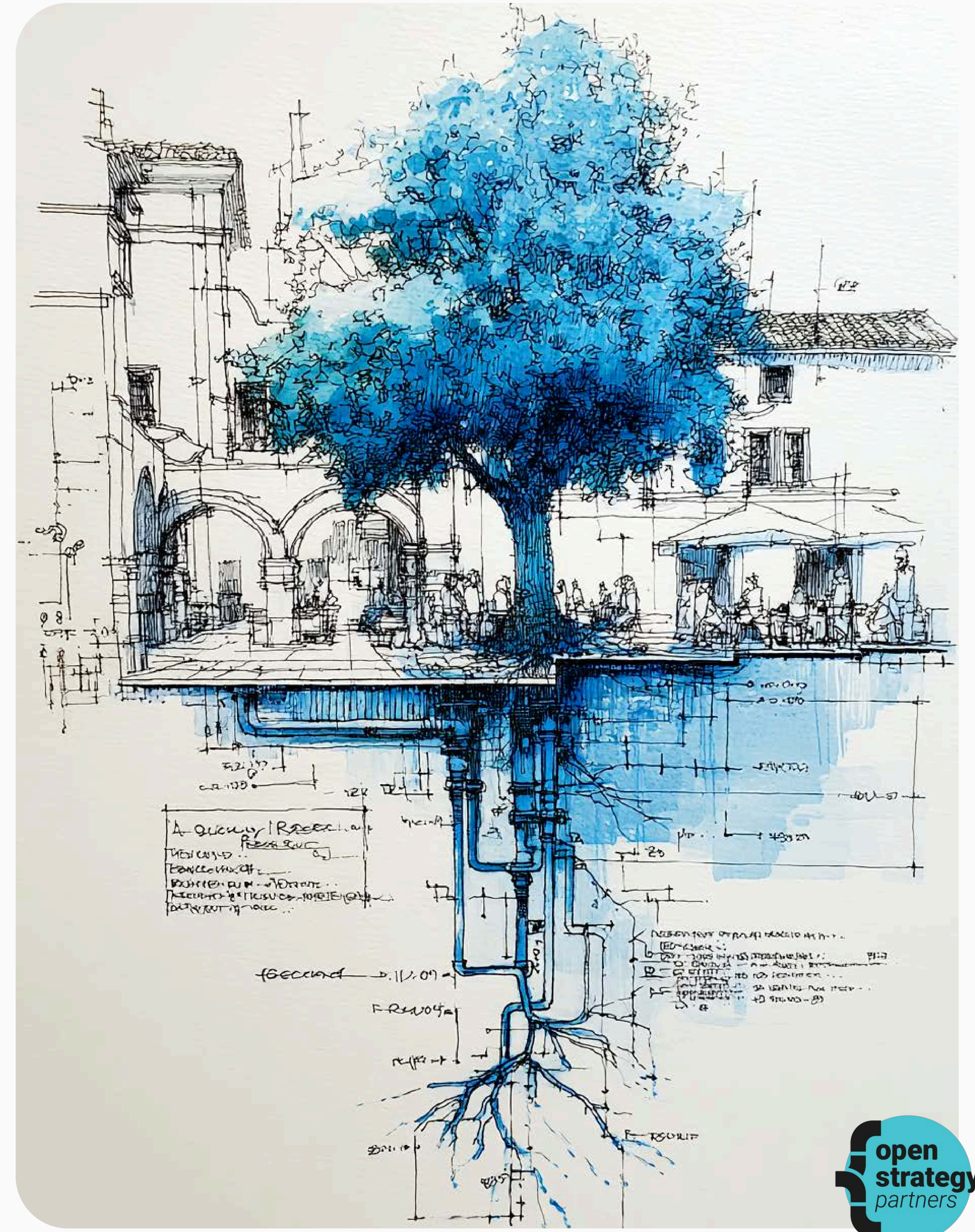


*AI doesn't invent intent or meaning.*

*It faithfully reflects the story your messaging already tells—at scale.*

## Thesis 2/3

AI forces us to treat positioning as infrastructure, not just copy.



## Thesis 2/3

Without a system, variation creeps in. AI absorbs it all, and averages the result.

For a long time, we got away with treating positioning as “some text copy that Marketing did.”

In the age of AI search and summaries, that really doesn't work.

**Positioning is infrastructure now:** a consistent, shared set of claims, definitions, and boundaries that guide how you describe your company across teams, channels, and formats.

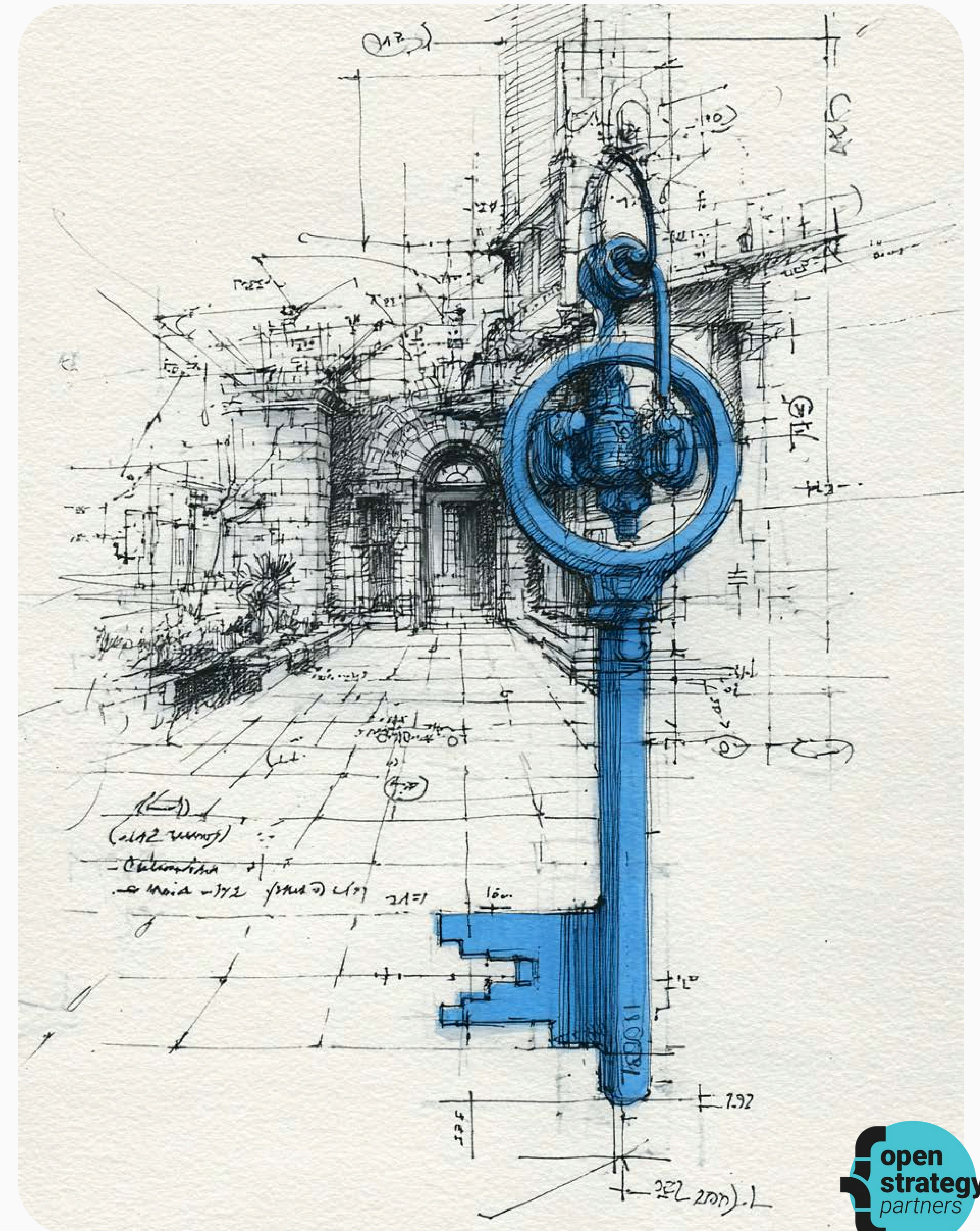


*The outcome usually isn't wrong, it's vague.*

*See how the OSP Value Map helps teams document positioning as shared reusable infrastructure.*

## Thesis 3/3

Clear, distinctive  
messaging  
is what gets you  
past the summary  
layer.



**Compelling messaging isn't just persuasive.**

**Your audience meets a flattened, AI-generated version of you first.**

Most buyers now encounter your company through AI-generated summaries, snippets, and comparisons.

**This is the summary layer.**

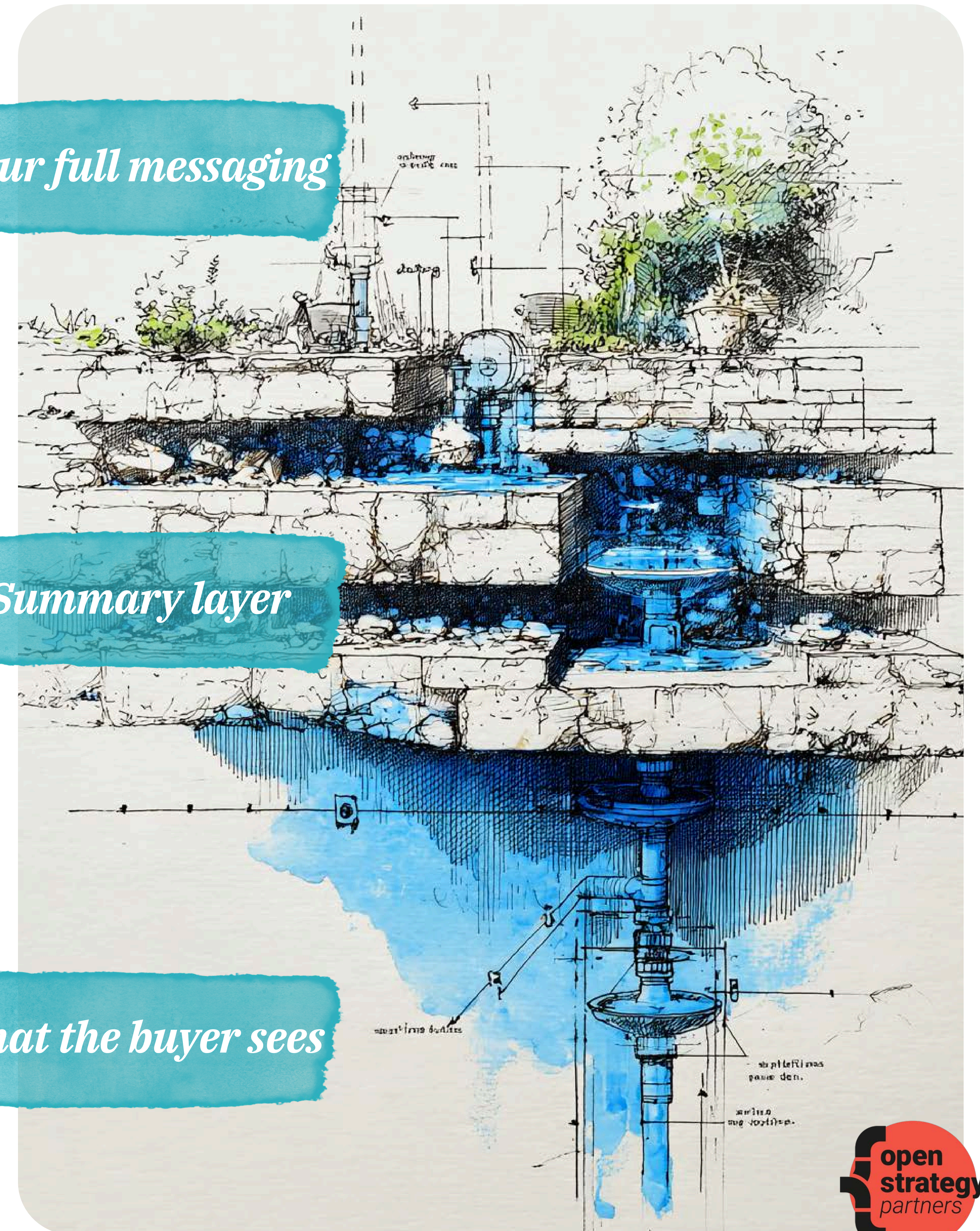
Generic language disappears first under compression.

Specific claims, clear framing, and real differentiation are what survive ... and earn you a second look.

*Your full messaging*

*Summary layer*

*What the buyer sees*



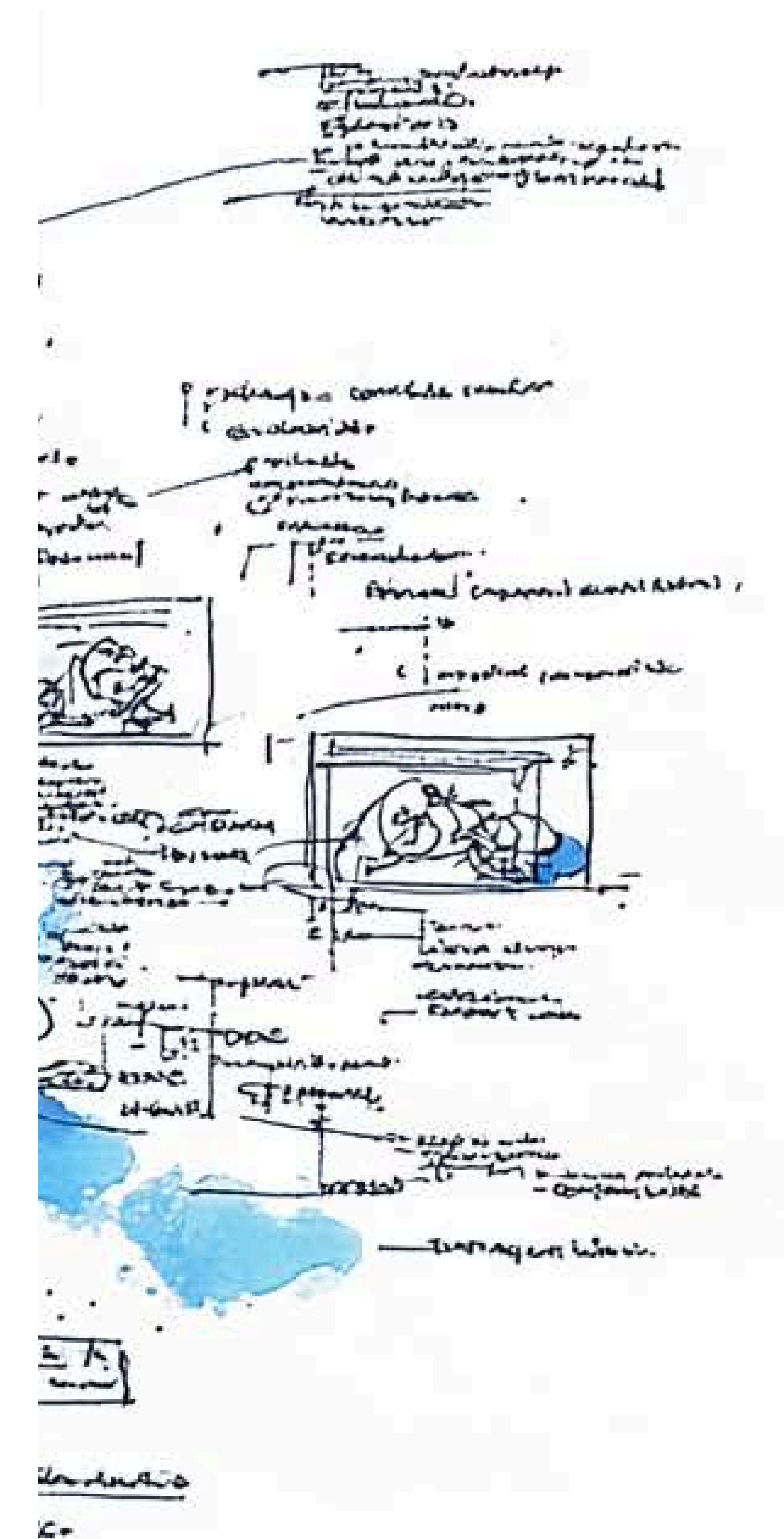
## What we see

When we work with B2B tech companies, the underlying issue is almost never effort.

Most of us are doing a lot of things right.

What we consistently see instead is this: as companies grow, the product evolves, the market shifts, and the number of stakeholders increases, but the way we handle positioning and messaging doesn't fundamentally change.

**We keep adding. We rarely rebuild.**



We need to stay on our toes

# The Drift Timeline

*None of these moves were wrong per se. But the sharp, distinctive edge had been averaged away.*



**Year 1: Clear, specific messaging**

**Year 2: Growing ambiguity**

**Year 3: Generic Messaging**



**Rock-solid start:** “We help platform engineering teams reduce deployment failures, increasing velocity and job satisfaction.”

“Developer experience” is trending.  
Hey, we need to add “Release confidence.”

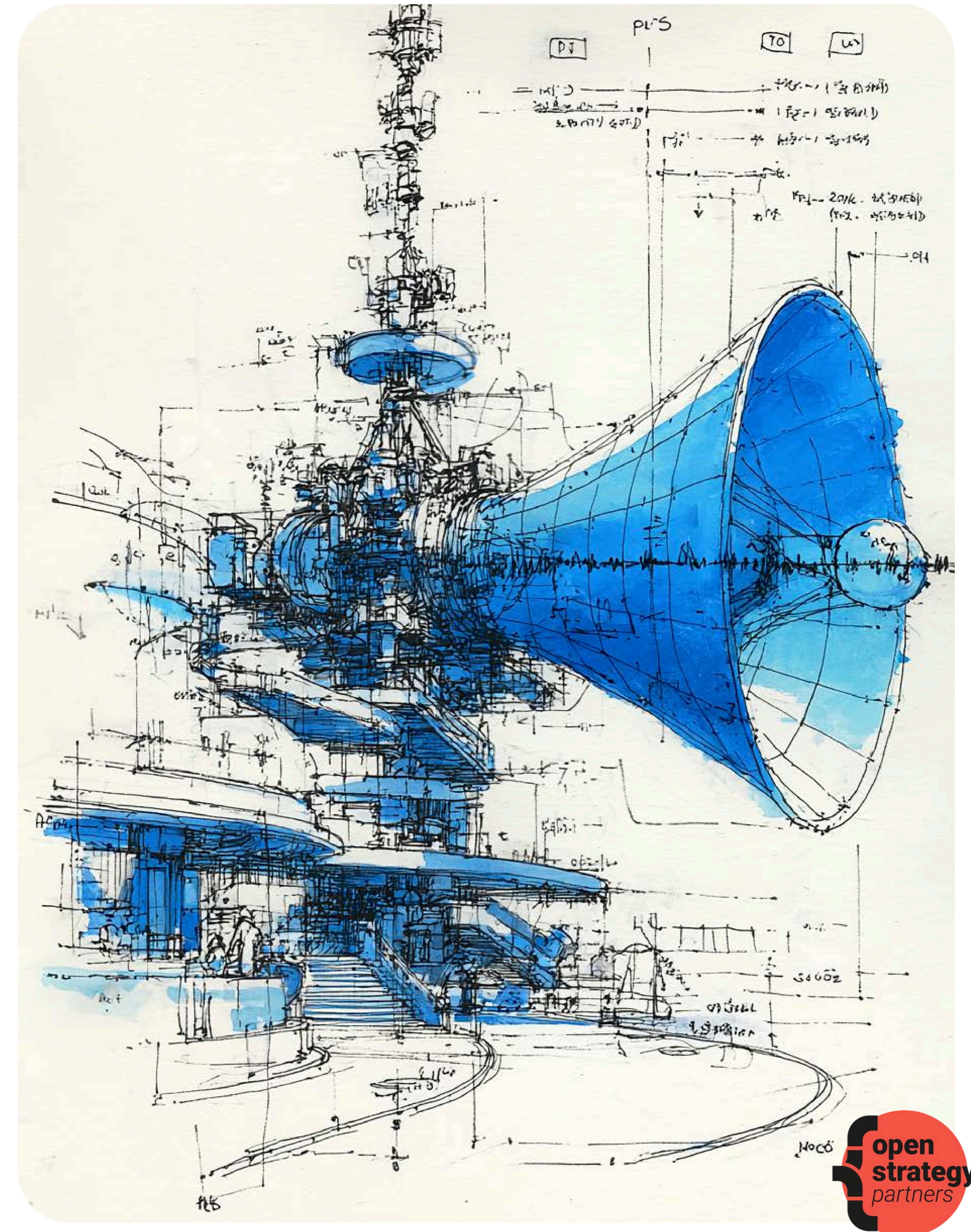
The new CTO is implementing shift-left testing.  
Sales needs “Enterprise-grade reliability.”

**Generic AI-summary after drift:**  
“A DevOps platform that helps engineering teams improve software delivery.”

## Why AI changes the stakes

# AI is an amplifier.

- If your messaging is vague, AI will be vague about you.
- If your messaging is contradictory, AI will tell contradictory stories about you.
- ***If your messaging is clear and differentiated, AI becomes a powerful ally.***



## The deeper pattern

The real issue isn't execution,  
it's governance.

The real issue is that positioning and messaging are still treated as outputs—pages, decks, copy—rather than as shared infrastructure that needs to be designed, maintained, and governed.

When that foundation isn't explicit, we compensate with effort.  
More content. More explanation.

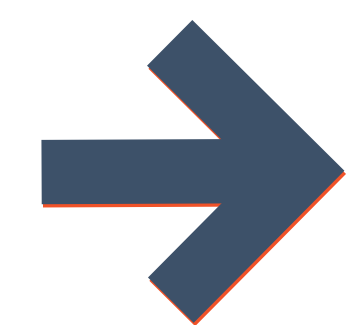
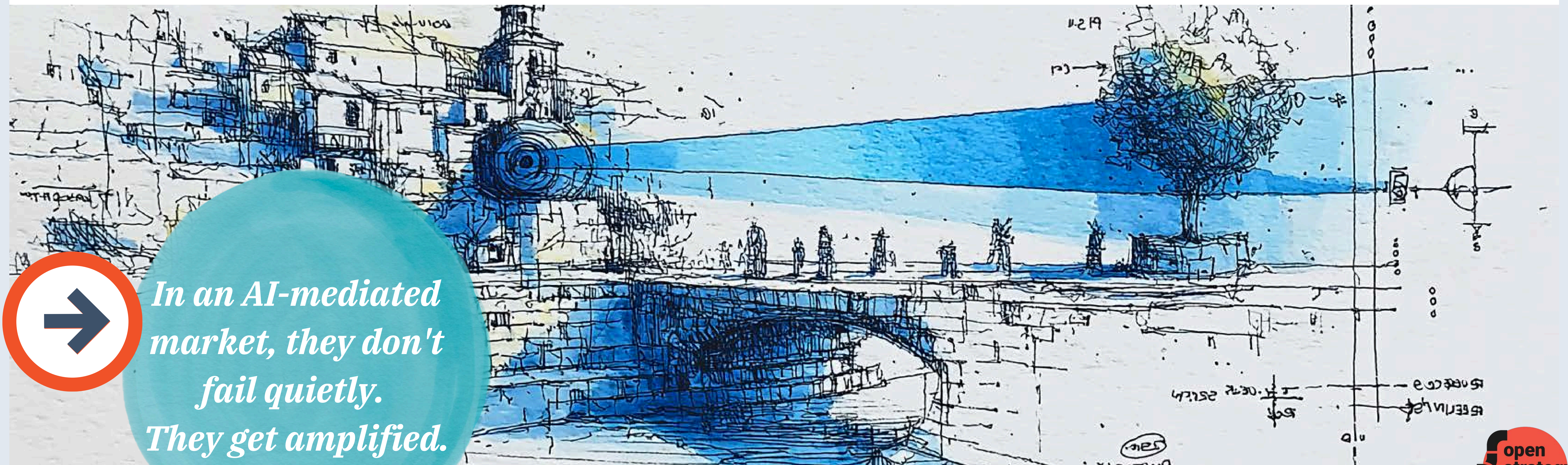
The result usually isn't failure, it's drift.



*Drift doesn't come  
from wrong decisions,  
just ungoverned ones.*

## Mistakes, an overview

The following mistakes used to work  
... or we could get away with them at least sometimes.



*In an AI-mediated  
market, they don't  
fail quietly.  
They get amplified.*

## Mistakes, an overview: 1-3

1

### ***Treating AI as a copy shortcut***

When AI is used primarily to generate or remix copy, it speeds up production — but it also speeds up the spread of whatever clarity (or confusion) already exists.

**If your positioning isn't clear and consistent, AI won't fix it.**

It will repeat it.

2

### ***Letting multiple versions of your positioning coexist***

It's easy to end up with “mostly aligned” messaging across marketing, product, sales, documentation, and leadership.

**For humans, that can feel workable. For AI, it's not.**

AI absorbs all available language and averages the result. The more versions that exist, the more generic your representation becomes.

3

### ***Relying on familiar, generic language***

Phrases that feel safe internally are often interchangeable externally.

**Under AI summarization, generic language disappears first.**

What remains are the few specific claims and distinctions that are consistently reinforced — or nothing at all.

## Mistakes, an overview: 4-5

4

### ***Updating messaging without revisiting positioning***

As products evolve and markets shift, it's tempting to keep layering new messages on top of old assumptions.

#### **Each update makes sense on its own, but ...**

Over time, the overall story becomes harder to recognize for people and machines alike.

5

### ***Assuming alignment without testing it***

Teams often believe they're aligned because they share context.

#### **AI doesn't have that context.**

When AI-generated summaries start to contradict how you think about your company, that's not a tooling problem. It's a signal worth paying attention to.

!

*None of these mistakes indicate poor intent or weak execution!*

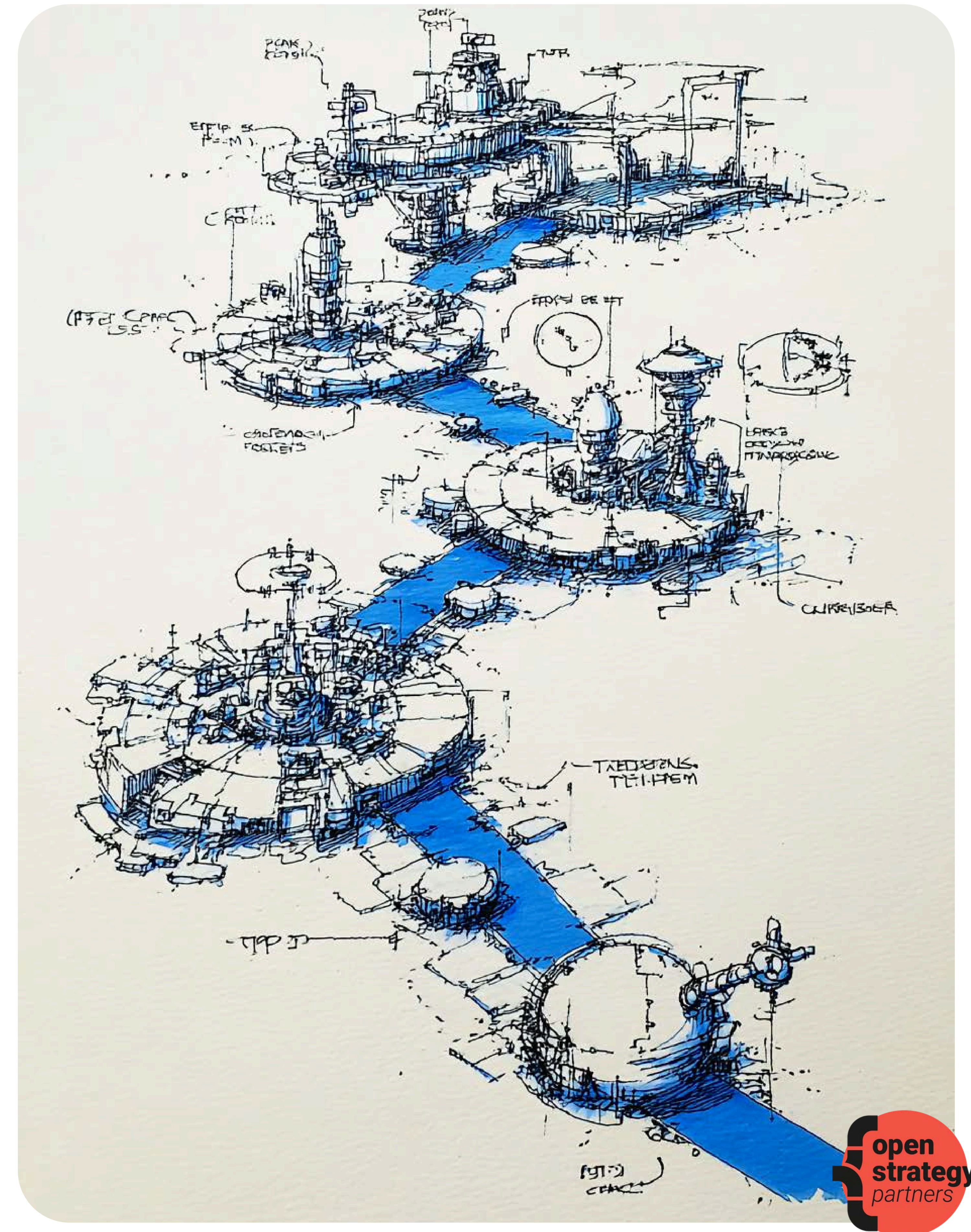
**They're the natural byproduct of growth, and of treating messaging as output instead of infrastructure.**

*In the next section, we'll look at how to replace these patterns with a system that holds up under AI amplification.*

## Framework overview

# Five steps to AI-ready positioning and messaging

*Recognition* →  
*Systemization* →  
*Compression* →  
*Alignment* →  
*Governance*



## Framework, step 1/5

# 1) Establish positioning and messaging as infrastructure.

Positioning and messaging together form the raw material AI systems use to understand, summarize, and represent your company.

That makes them infrastructure.

**They're distinct and inseparable.**



## Framework, step 1/5


# Map your positioning.

Before rewriting anything, focus on visibility.

**Map where your positioning and messaging show up today across teams, channels, and assets.**

You're not looking for perfection. You're looking for inconsistency.

Because whatever inconsistency you see internally is what AI will faithfully reflect externally, at scale.



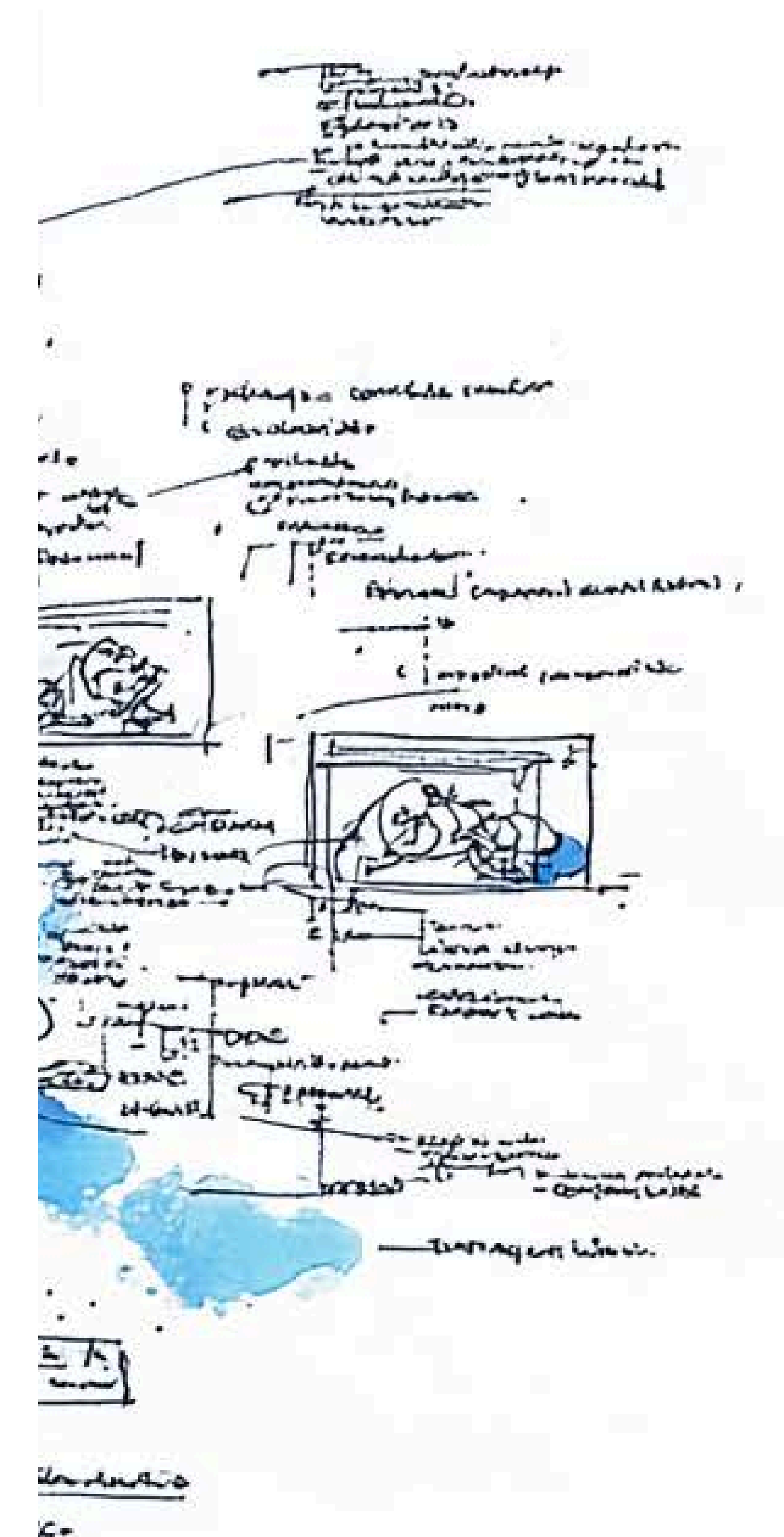
*Explore the OSP Value Map:  
our framework for turning  
positioning into a  
documented, shareable  
foundation.*

## Framework, step 2/5

# 2) Turn positioning into a system.

**A positioning system is a small, durable set of decisions that answer:**

- What do we claim, and what do we deliberately not claim?
- How do we define the category and our role in it?
- Which distinctions matter, and which ones don't?
- What language is in-bounds, and what language is out-of-bounds?



## Framework, step 2/5

# Capture and document your positioning.

### The goal isn't to perfect your messaging.

It's to make your positioning explicit enough that consistency becomes the default.

### Document:

- Core claims that must always be present
- Definitions that anchor how you describe what you do
- Boundaries that prevent drift as new use cases emerge



## Framework, step 3/5

# 3) Design for AI summarization.

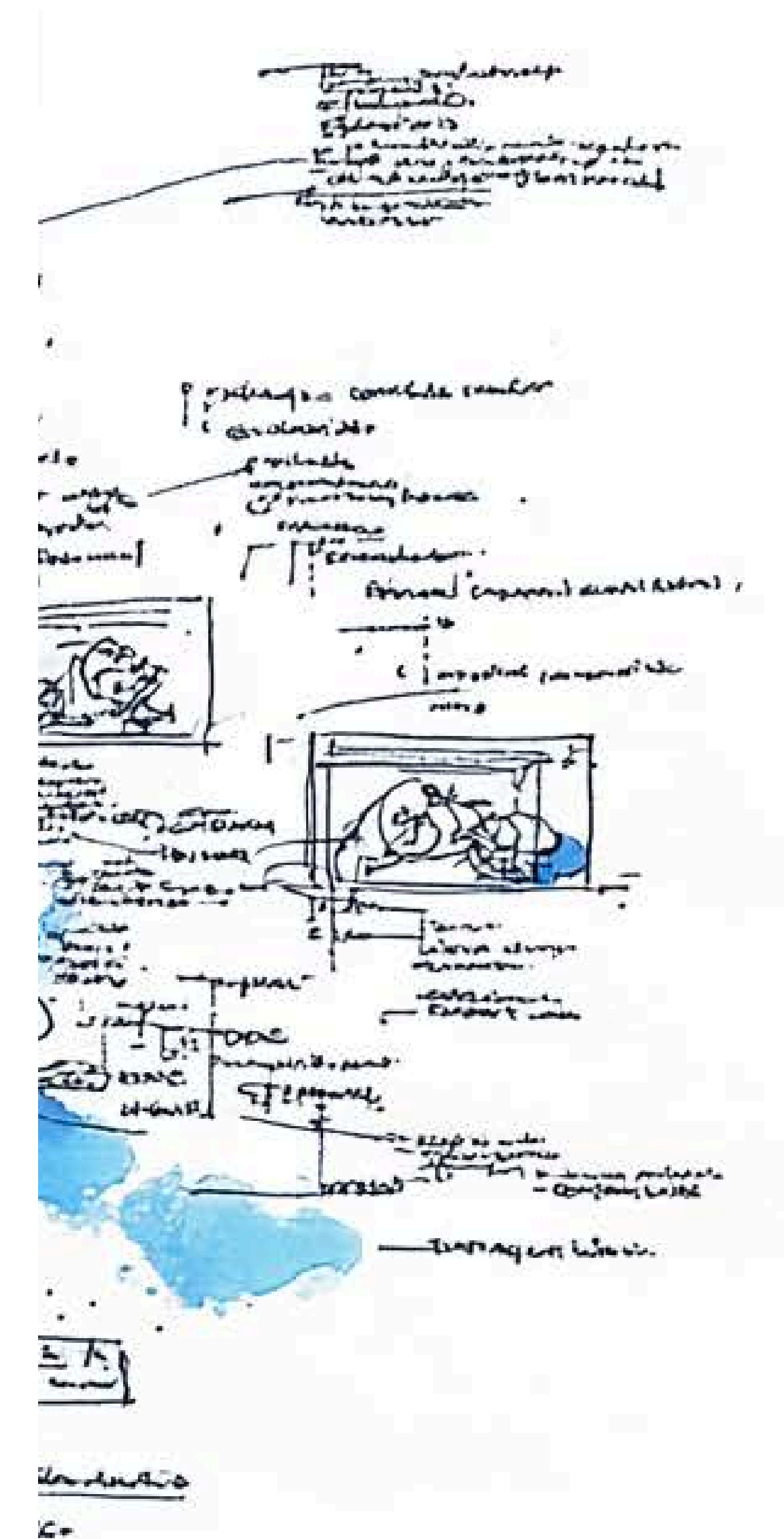
**Designing for AI summarization doesn't mean “writing for bots.”**

It means assuming compression is the default.

When content is summarized:

- Long explanations disappear
- Nuance gets flattened
- Generic language gets removed

**Specificity is what survives summarization.**



## Framework, step 3/5

# Implement clarity.

The goal isn't to say even more.

**It's to say fewer things more clearly.**

That means:

- Strengthening core claims so they stand on their own
- Removing interchangeable language
- Ensuring the same distinctions show up consistently across assets



## Framework, step 4/5

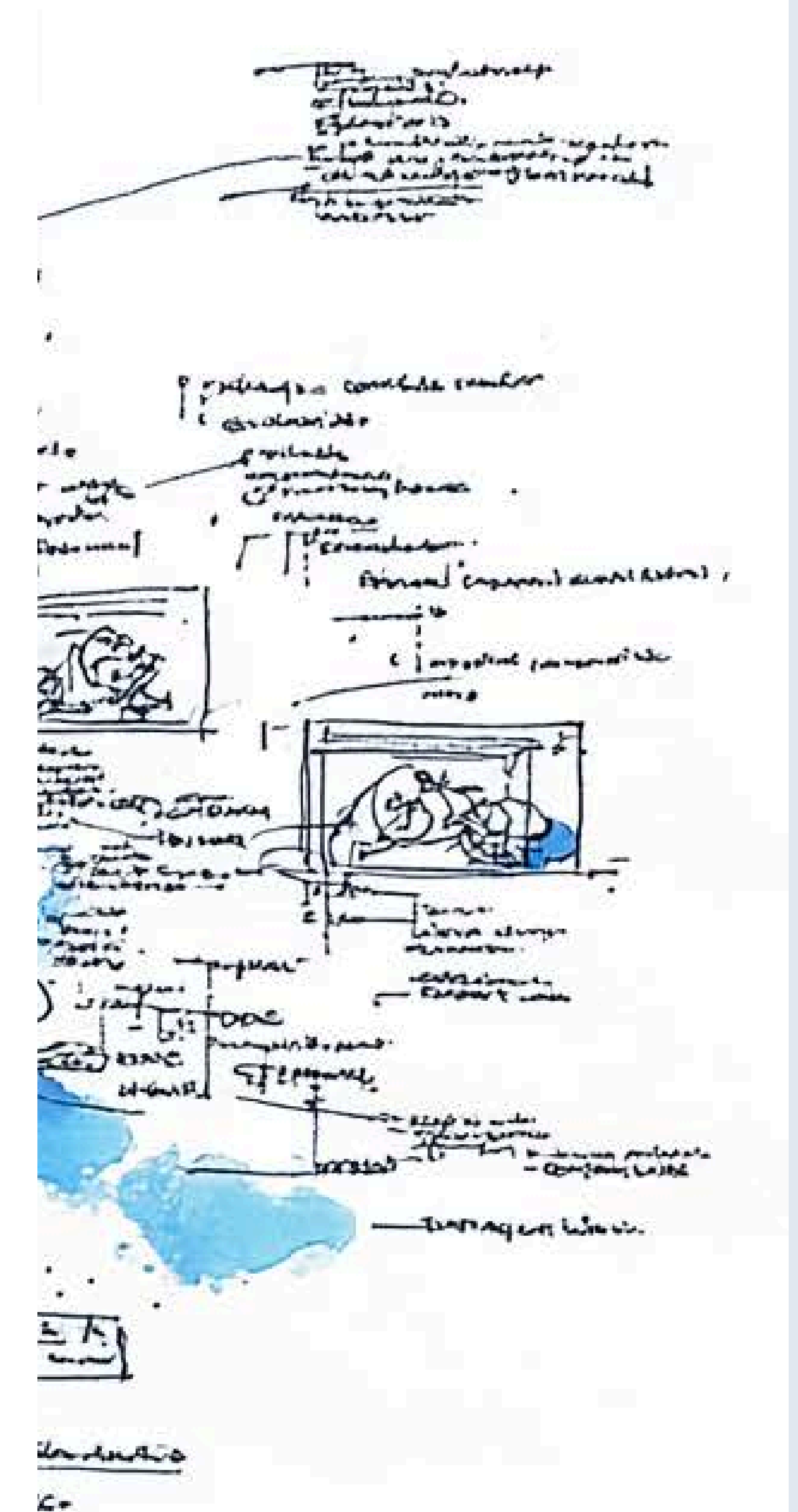
# 4) Create a shared source of truth.

A shared source of truth is not a wiki full of pages.

It's a concise, governed foundation that answers:

- What do we say, every time?
- How do we describe what we do, and why it matters?
- Which claims and distinctions are non-negotiable?
- Where do teams have flexibility, and where don't they?

**Its job isn't to capture everything. It's to anchor everything.**



## Framework, step 4/5

# Anchor your truth.

Create a single, authoritative positioning and messaging foundation that:

- Is accessible to every team
- Is referenced by all major messaging assets
- Is treated as the starting point, not an optional input

**This doesn't eliminate variation.**

**It makes variation intentional.**



*OSP's Brand Positioning and Value Proposition Workshop helps teams build exactly this kind of shared foundation.*

## Framework, step 5/5

### 5) Activate and govern before drift sets in.

**Governance doesn't have to mean heavy process or constant review.**

It means being intentional about three things:

- **Ownership:** Who is responsible for maintaining the foundation
- **Review loops:** When and how language is revisited as the business evolves
- **Usage rules:** Where teams have flexibility, and where consistency is non-negotiable

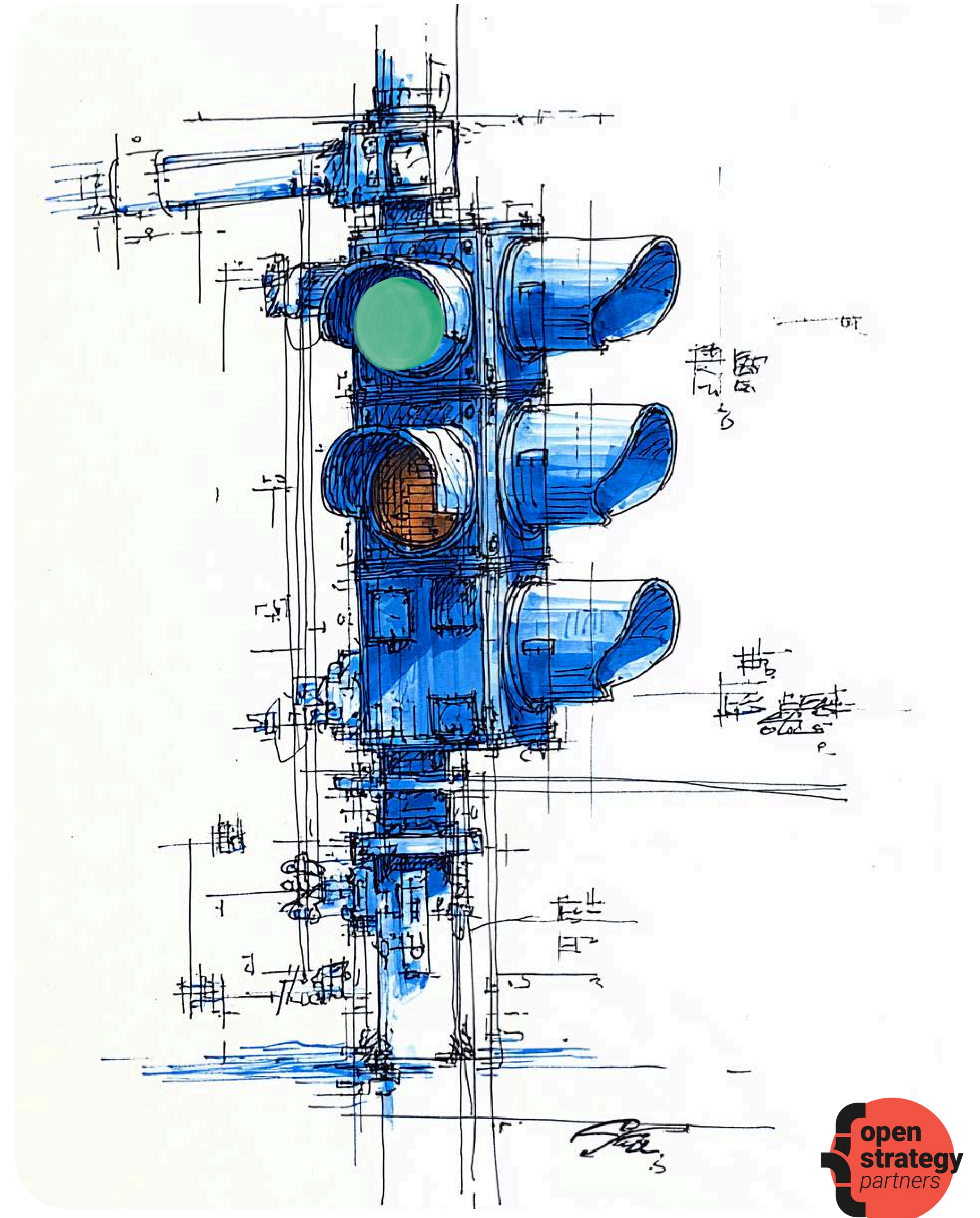


*Plan for governance while clarity is high, not after drift has already set in.*

## Signals you're on track

Success signals when positioning and messaging are working together as a system:

- ✓ *Different teams describe what you do using the same core language.*
- ✓ *AI-generated summaries are recognizably accurate, not just correct, but clear about why you matter.*
- ✓ *Your differentiation survives compression.*
- ✓ *New content feels easier to create.*
- ✓ *Messaging discussions are faster and more focused.*



# Design for AI summarization.



## Before



***Please tell me about  
Developer Data Company.***

Of course! Developer Data Company, based in City-Town, is a scalable database solution that helps developers build modern applications.

## After



***Please tell me about  
Developer Data Company.***

Of course! Developer Data Company, based in City-Town, is a database toolset designed for teams that need time-series data at scale without managing infrastructure. Stronger fit for observability use cases than general-purpose alternatives.

*The result?  
Not poetry, but  
accurate, differentiated,  
and recognizably them.*

## Self-assessment 1/2

# Is your messaging system holding up?

- Different teams describe what you do in noticeably different ways.
- AI-generated descriptions are broadly correct, but fail to communicate differentiation.
- When content is summarized, your positioning becomes generic.
- New hires struggle to explain what makes you distinct.
- Messaging decisions are debated repeatedly instead of resolved by shared principles.
- You have several positioning documents, but no single source of truth.



*If you check 3+ boxes here, your messaging system is probably under strain.*



## Self-assessment 2/2: How to read your results

These signals don't have to mean that your messaging is "bad."

They usually mean your company has grown, evolved, or added complexity faster than your messaging system has kept up.

With AI in the mix, those gaps surface earlier, often before a prospect ever speaks to your team.

### **This isn't a verdict.**

It's an early signal that your clarity may not be as durable as it needs to be.

*Let's talk about a risk-free Messaging Audit to get more insight into your situation.*

*Book a 30-minute strategy call.*

## Case Study: Palantir.net



# When positioning becomes infrastructure, you start winning.

### The situation

Palantir.net is a digital consultancy with more than 25 years of successful project delivery. But after changes to their internal marketing team, their messaging had drifted. Different materials told slightly different stories.

**The value was real, but the way they wrote and talked about it had become inconsistent.**

The impact showed up where it hurt most: RFP responses. Despite a strong track record, Palantir.net wasn't reaching finalist stages as often as they should have been.

Read the full case study on [openstrategypartners.com](https://openstrategypartners.com)

### The approach

OSP worked with Palantir.net to rebuild their positioning as shared infrastructure:

- A documented brand voice and tone guide to anchor all communications
- Refined RFP response content with clearer, more consistent value articulation
- A reusable response library so future proposals started from a strong foundation —not a blank page

**The goal wasn't more content.  
It was more consistency.**



*"The work that OSP has done has helped us streamline our proposals and provide more thoughtful responses to the RFPs that we respond to."  
— George DeMet, Palantir.net  
Founder and Co-CEO*

### The results

- Reached finalist phase in multiple RFPs
- Secured two significant new project wins
- Cross-team participation in sales and marketing efforts became easier

### The principle

RFP committees (and AI) compress when they compare. Specific, consistent, and well-documented positioning survives that compression. The same discipline that helped Palantir.net win more RFPs is what makes messaging AI-ready: clarity that holds up under summarization.

## Risk-free strategy call

# Turn signals into clarity

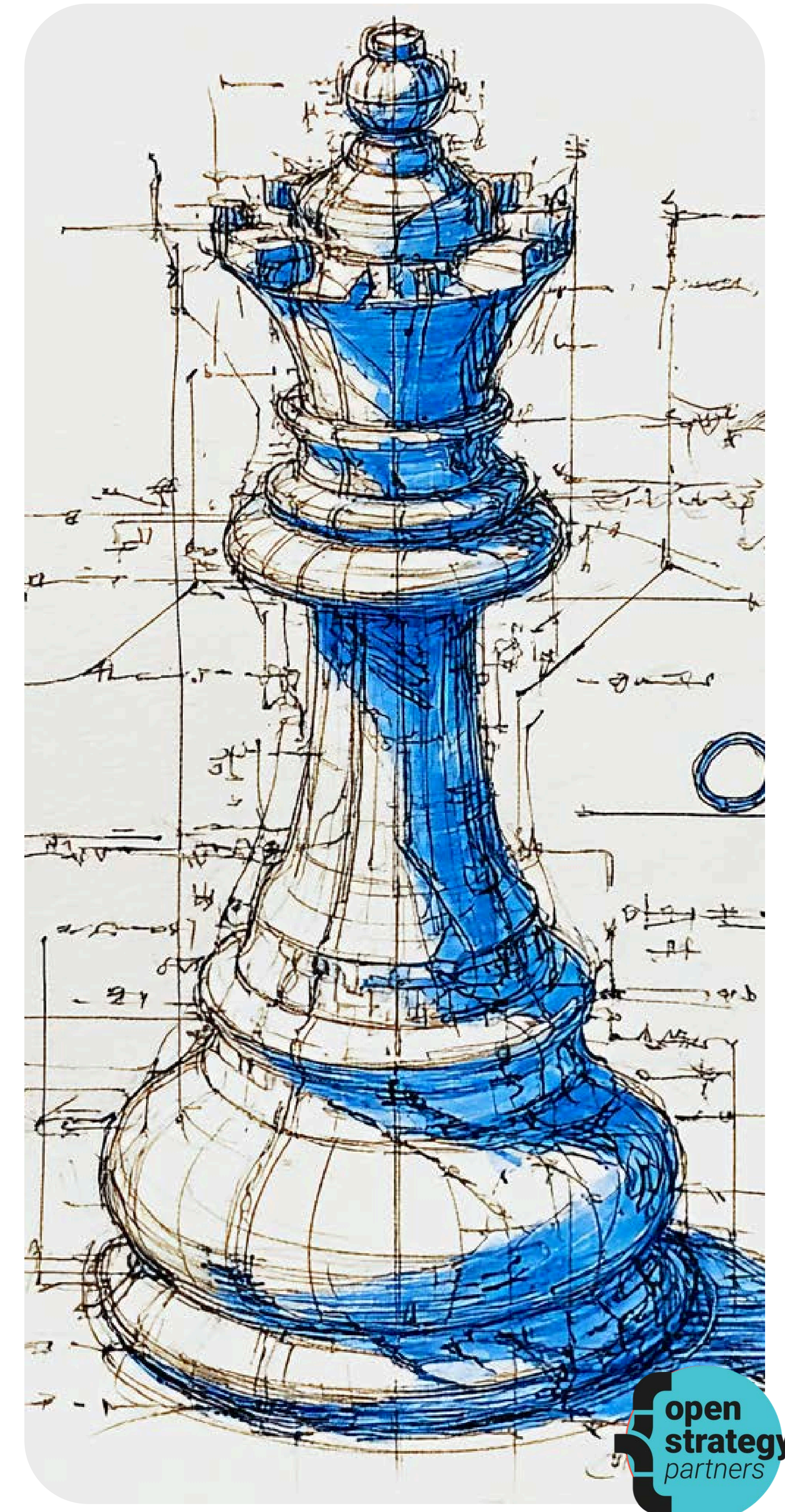
Schedule a  
30-minute  
strategy call.

### What you get from this conversation:

- A structured interpretation of the signals you're already seeing
- A way to pressure-test assumptions without internal politics
- A practical conversation with a senior strategist

### What you do not get :-)

- A generic audit
- A sales pitch
- A commitment to further work





*Open Strategy Partners helps B2B tech companies build clear positioning, strong messaging systems, and AI-ready marketing strategies.*

*Schedule a 30-minute strategy call.*

[openstrategypartners.com](https://openstrategypartners.com)

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