SOLSIDUS COMMUNICATIONS

When the scandal is yours.

7 moves for the first 72 hours, drawn from the Nvidia case

A CRISIS COMMUNICATIONS PLAYBOOK

In November 2026, Nvidia's board announced an independent investigation and its chief executive, Jensen Huang, apologised to his family and employees after acknowledging infidelity. Four days after the inquiry was announced, he stepped down.

Whatever the final findings, the first 72 hours offer a practical lesson in crisis communications. These seven moves apply to any founder, board or leadership team facing a reputational crisis.

The 7 moves at a glance

1. Say it first, in your own words.
2. Staff hear it before the press does.
3. Split the apology from the investigation.
4. Claim only what you can prove.
5. Go quiet online. One source of truth.
6. Plan the next 72 hours, internally.
7. Communications can't outrun conduct.

Move 1

Say it first, in your own words.

THE CASE

On 8 November, Huang wrote to employees admitting he had been unfaithful and apologising to his family and colleagues.

THE MOVE

Accept the facts as they are, not as you wish they were. Be genuine in your response.

Move 2

Staff hear it before the press does.

THE CASE

The first message went to employees, not to the media.

THE MOVE

Your people are your first audience. Brief them, equip managers to answer consistently, and say when the next update will come.

Move 3

Split the apology from the investigation.

THE CASE

Nvidia issued two statements: Huang's personal apology, and the board's announcement of an independent committee, advised by outside counsel, to oversee the inquiry.

THE MOVE

A leader cannot certify a review of their own conduct. The individual owns the apology. Independent directors own the process.

Move 4

Claim only what you can prove.

THE CASE

The board said it had no reason to believe company secrets or national security were compromised. The wider allegations stayed allegations, with no findings made.

THE MOVE

State what you know, what you don't, and when you will update. Never over-reassure before the facts are in.

Move 5

Go quiet online. One source of truth.

THE RULE

Platforms can build or destroy a reputation in hours. Keep replies short and point to one full statement on your own channel.

IN PRACTICE

One written statement. Brief replies elsewhere. Once the apology is out, stop posting about it.

Move 6

Plan the next 72 hours, internally.

THE CASE

After Huang's resignation on 12 November, Nvidia's all-hands was set for six days later. Several communications experts told Fortune that was too long to leave a shaken workforce waiting.

THE MOVE

Hold a live briefing quickly, even if messaging isn't final. Invite questions immediately.

Move 7

Communications can’t outrun conduct.

THE CASE

Four days after the inquiry was announced, Huang stepped down with immediate effect.

THE MOVE

Important warning: the cover-up is worse than the crime. Be all in. If the facts call for a leadership decision, take it. Don’t ask a statement to do it for you.

Don’t wait for the headline.

Crisis and reputation counsel for founders, boards and family offices. Prepare before you need it.

Contact Solsidus Communications to talk in confidence.

Case references are drawn from public reporting in November 2026, including ContentGrip, Fortune and B&T. Allegations remain unproven. This playbook is general commentary and does not constitute legal advice.