

Randall Craig:  
A visionary with an  
obsession for creating  
order from chaos

“Idea guy”  
**Bell**

“Visionary”  
**KPMG**

“Depth”  
**Akin Gump**

“Clear Thinking”  
**CCI**



Serial Entrepreneur. Senior exec at a public company. Author of 8 books. Consultant, Coach, and Hall of Fame Speaker. Interesting guy.

*Smart leaders often know the right answers, if they only had the right questions to ask. I can help, with insights on business growth, engagement, by simplifying the complex, and by delivering practical and actionable ideas. (And putting a smile on their faces.)*

*I share been-there-before advice from decades of experience as a Serial Entrepreneur, Senior Executive, Business Coach, Best-selling Author (and Black Belt in Karate). I do this for leadership teams, live at conferences, and in virtual presentations with over 4000 participants. No dry and boring here!*

*I start with only accepting speaking and facilitation engagements where I have prior experience and direct expertise. It continues through research, interviews, and a discussion about your meeting objectives. Looking for a unique experience? Tap into my know-how to explore new or unique virtual or in-person delivery options.*

*I know that my presentation is usually part of a larger agenda: I'm easy to work with, show up early so I can have those interesting hallway (or virtual) conversations, and I always deliver. Questions? My mobile number is 416-918-5384. (Or send me an email at [Request@RandallCraig.com](mailto:Request@RandallCraig.com).)*

*Randall*

**C R E D E N T I A L S**

*“Energetic, Passionate, Motivated”*

# MOST REQUESTED TOPICS



## Growth. Marketing. Thought Leadership. Digital. Networking. Trust.

I deliver cutting-edge content, practical insights, and the motivation to get things done. Each presentation is customized specifically for you, and can be delivered live at your event, live “virtually” from my studio, or pre-recorded.

### IT'S NOT CALLED THOUGHT FOLLOWERSHIP

#### *Growing your reputation, influence (and business)*

While most people work hard at becoming trusted advisors, becoming a “thought leader” is far more difficult – and in today’s world, more strategic than ever. This is true for professionals, but also true for executives. Based on the research in his books, Randall will share some of the newest thinking (and proven techniques) for using process, content, digital, and marketing to build your business – along with practical tips on how to get started.

### SUPPLIER, VENDOR, OR TRUSTED ADVISOR? (YOU CHOOSE)

#### *Becoming a trusted advisor in a sea of average, wanna-be's, and fakes*

“I’m a Trusted Advisor” is on the lips of just about everyone. But is it 100% true, in the minds of 100% your clients, 100% of the time? (Not usually!) It’s clear why this is important: there are many who are experts, and there are many who may be cheaper, but the fundamental differentiator will always be trust. Every touchpoint either strengthens or weakens it, as does each marketing decision you make. Supplier? Vendor? Advisor? Forget it! In this presentation, Randall shares new models on becoming a *Trusted* Advisor, along with specific and practical examples of how to start.

### AI: WILD WEST, WASTED TIME, OR THE BEST THING SINCE SLICED BREAD

#### *Building strategy, testing tactics, and mitigating risk*

Yes, you’ve figured out the web, social media, mobile, and you’ve gotten through COVID, but is Generative AI (ChatGPT, Bard, Claude, Stable Diffusion, etc) truly a game-changer? Can it provide strategic competitive advantage, or is it just another tactic that can improve productivity? How can AI be embedded within your organization, beyond marketing and content generation? And most importantly, how can you avoid the “dark side” and protect against high-risk activities, IP theft, and public embarrassment? Randall provides practical and timely insight into the promise of AI, the practical realities, and what organizations should do today to position themselves for success.

### NOT YOUR GRANDFATHER’S MARKETING PLAN

#### *Growth and Engagement in an always-changing what's-in-it-for-me world*

Do you have a sneaking suspicion that your marketing and engagement strategy hasn’t kept up with the disruption all around us? That the best thinking that led to your past success may not be the best thinking going forward? Yes, you’ve done relatively well, but has your underlying strategy and your underlying marketing framework really changed? In this presentation, Randall challenges the “1960’s marketing plan” conventional wisdom, and shares a very different (and practical) approach to growth and engagement.

### BUSINESS GROWTH HACKING LAB

#### *Strategy and 100 tactical ideas: A marketing and bus dev reboot*

Is the advice that you’re getting just more of the same, but repackaged? Are you feeling that your email database, web site, CRM, and other “new” initiatives are not fully pulling their weight? And most importantly, do you think that better marketing and business results are possible, despite your current challenges? If so, it’s likely that your approach – however good – might also benefit from new ideas, a fresh perspective, and practical ideas that you can run with immediately. This presentation can be delivered in a keynote or an interactive workshop; includes “hot seats”.

### NETWORKING SUCCESS IN A POST-COVID WORLD

#### *Grow value, build new relationships, and strengthen your connections*

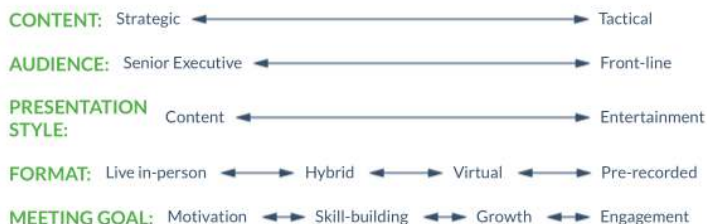
Whether you are selling a product, a service, or yourself, the relationship will always cement the deal. In this presentation, participants will learn practical, hands-on tips for developing and nurturing relationships – whether it be “live in person”, or in a virtual setting. This isn’t a session on “how to schmooze”: it is specific guidance on how to grow value and influence with others – a key determinant of success.

### DELIVERY OPTIONS (in person or virtual)

Keynote
Interactive workshop (2-4h)
Master class (one-day or two-day deep dive)
Webcast
Facilitated roundtable discussion
Point-counterpoint “bar-stool” discussions with one of your leaders or another expert
Fireside interview (Executive or front-line staff)
Hotseat (in-person or digital)
Live Twitter wall with active back-channel management
10-minute “pre-show” before presentation

### CUSTOMIZATION OPTIONS

My presentation session will be customized to meet your precise objectives. Some of the dimensions that will help us precisely tune the presentation for your audience:



## ABOUT RANDALL

### A visionary with an obsession for creating order from chaos.

Fresh from a 'big-four' consulting firm in the early 1990s, he has advised major market newspapers, international financial institutions, professional service firms, associations, and many, many entrepreneurs.

Randall is a serial entrepreneur, coaches CEOs on scaling their business, and leads the Braintrust Professional Institute. He shares his unique perspective – and questions conventional wisdom – through his eight books (one a best seller), 600+ articles, podcasts, keynote speeches, virtual presentations, and advisory relationships.

Randall has taught at numerous executive education programs, serves on both corporate and not-for-profit boards, and frequently appears as an expert in the media. He has earned an FCMC, CFA, MBA, CSP, and a Black Belt in Karate. Randall has also been inducted into the Canadian Speaking Hall of Fame.



## EASY TO WORK WITH

Randall arrives early and loves to interact with attendees all day

Your choice: Randall delivers live in person or live from his virtual studio

Additional learning materials reinforce his concepts and translate knowledge to action

## SELECTED BOOKS



RANDALL CRAIG

## MEDIA PROFILE



...plus 400+ others over the last decade

request@randallcraig.com

416-918-5384

# EXPERIENCED SPEAKER AND ADVISOR



**Serial Entrepreneur. Senior exec at a public company. Author of 8 books. Consultant, Coach, and Hall of Fame Speaker. Interesting Guy.** Randall brings real-world business-building experience to your event; he shares relevant examples, insights, and practical action-oriented tips.

## SELECTED SPEAKING CLIENTS (Keynotes, workshops, and virtual presentations with groups from 12 to over 4000)

### Financial Services

Association for Corporate Growth  
Canadian Association of Insolvency/Receivership Professionals  
Canadian Insurance Accountants Association  
ENCON  
Financial Executives International  
Manitoba Crown Corporations Council  
Manulife Financial  
Million Dollar Round Table study group  
Social Investment Organization  
Surety Association of Canada  
TD Asset Management  
Toronto CFA Society (5X)  
Treasury Management Association of Canada

### Professional Services

CCWESTT Annual Conference  
CMC Thought Leadership Forum  
CPA Canada (5X)  
Grant Thornton (6X)  
Felix Global (4X)  
Legal Marketing Association (2X)  
Minden Gross  
National Association of Trial Lawyer Executives  
Ontario Centre for Engineering and Public Policy  
Project Management Institute (2X)  
Sapiens  
SB Partners conference  
Social Media Week  
The Law Office Management Association

### Entrepreneurs

AMTA National Conference  
APEX (2X)  
Canadian Association of Fairs and Exhibitions  
Canadian Association of Family Enterprises (2X)  
Canadian Car Wash Association  
Family Firm Institute  
Galtronics  
Global Youth Leaders  
Happy Worker  
HRAI National Conference  
Responsive Group  
Rogers Small Business Forum  
Speakers Forum  
Structural Pest Management Association of Ontario  
Toronto Dental Academy  
Women's Enterprise Centre of Manitoba

### Education/Public Sector

Asper School of Business Exec education (2X)  
Assoc of Municipalities of Ontario  
Canadian Association of Communicators in Education  
City of London  
Municipal Information Systems Association  
Ontario Association of School Business Officials  
Ontario Business Educators Association  
Queens University  
Ryerson University (2X)  
Schulich Executive Education Centre  
Toronto Attractions Council  
University of Guelph  
University of Toronto  
York University

### Associations

Admin Professionals Conference  
American Association for Quality  
American Coal Council  
American Society of Association Executives  
Association of Accrediting Agencies of Canada  
Association of Registered Graphic Designers  
Automobile Journalists Association of Canada  
Boating Ontario  
Canadian Association of Professional Speakers (6X)  
Canadian Network of Agencies for Regulation  
Canadian Produce Marketing Association  
Canadian Safe Boating Symposium  
Canadian Urban Transportation Association  
Construction Safety Association of Ontario  
CSAE HR Summit,  
CSAE National Conference (9X)  
CSAE Summer Summit  
CSAE Winter Summit  
EO Chapter (Entrepreneurs Organization)  
HRPA National Conference (3X), plus many chapters  
International Association of Business Communicators (3X)  
International Customer Service Association  
National Coalition of Black Meeting Planners  
Ontario Association of Cemetery and Funeral Professionals  
Ontario Association of Naturopathic Doctors (2X)  
Ontario Retirement Community Association  
Recruitment & Retention conference (2X)  
Registered Veterinary Technologists and Technicians of Canada  
Society of Local Government Managers of Alberta  
Supply Chain Logistics National Conference  
Tire and Rubber Association of Canada  
Western Sponsorship Congress

## SELECTED ADVISORY CLIENTS (Deeper, more substantive consulting and facilitation engagements)

### Financial Services

Advance Insurance  
BC Securities Commission  
BDC: Business Development Bank of Canada  
CIBC  
CMDF  
DBRS  
Encasa Financial  
Hillmount Capital  
HMW Capital  
IIROC  
Manitoba Public Insurance  
MDS Capital  
Mellon Bank  
OMERS  
Pension Investment Association of Canada  
SLA of California  
Sun Life Financial RE group  
TD Bank Quantitative Analysis  
Thomas Cook Financial Services

### Professional Services

Advocates for Justice  
AJAG  
Akin Gump  
BAI Bragonier & Associates  
Basadur Applied Creativity  
Bensimon Partners  
Cole Engineering  
Crowe Soberman, Crowe BGK, Crowe MacKay  
Davies, Ward & Beck  
English Marketing Works  
Dykema Gossett  
Lemonade Media  
Grant Thornton  
Hardie & Kelly  
KPMG  
SB Partners  
Stikeman Elliott  
Strategic Counsel  
Strategic Systems Engineering  
Thane Crossley Partners  
Tuckers PC  
Warren Shepell Consulting  
A Global Top 5 Law Firm

### Entrepreneurs

Bargains Group  
CanRad  
Conros  
DreamPlanInvest  
Inception Lifebank  
Instanet  
Mount Pleasant Group  
RSRS

### Education/Public Sector

Auditor General of Canada  
Dufferin-Peel Catholic District School Board  
Durham District School Board  
Environment Canada  
Metrolinx  
Ontario Ministry of Education  
Peel District School Board  
Peel Industry-Education Council  
Toronto District School Board  
University of Toronto  
University of Western Ontario  
Veterans Affairs  
York University

### Associations

Acupuncture Canada  
Canadian Alliance of Physiotherapy Registrars  
Canadian Chiropractic Association  
Canadian Society of Association Executives  
Childhood Cancer Foundation  
College of Veterinarians of Ontario  
Cooperative Housing Federation of Canada  
Kinark Child and Family Services  
Lean In Canada  
NALP  
OACETT  
Ontario Association of Naturopathic Doctors  
Retired Teachers of Ontario  
Room 217 Foundation  
Toronto Real Estate Board

### Media & Publishing

Canadian Publishers' Council  
Globe and Mail  
Harlequin Enterprises  
McGraw Hill  
Torstar/Toronto Star

# RANDALL CRAIG TESTIMONIALS

*A top number one communicator and visionary with excellent skills and technical knowledge. I can recommend Randall without reservation.*

**Bob Coffey**  
Vice Chair (ret'd), KPMG

*Randall Craig has that rare combination of subject matter expertise and performance excellence. He is authentic on stage, smart, and makes the complicated simple. He made effective use of the "Hot Seat" - something only a real expert should even attempt... and he qualifies in spades. Highly recommended.*

**Donald Cooper**  
MBA, CSP, Canadian Speakers  
Hall of Fame

*Great to work with. He got inside our business and inside the heads of our clients. He delivers... with a smile.*

**David Stones**  
CEO, Childhood Cancer  
Foundation

*Randall is a perceptive, highly innovative thinker with an acute awareness of the fundamental principles of business and a sincere curiosity in the promise of technology and how it can improve the human condition.*

**Patrick Ferrier**  
President, McGraw-Hill Ryerson  
Higher Ed

*Randall is professional in every sense of the word. He researches his material, presents with authority and style and follows up with participants diligently.*

**Joseph Palumbo**  
Executive Director, Schulich  
School of Business, York  
University

*The best session I have heard on this topic.*

**Anita Caputo**  
President, Big Picture Institute

*Randall is simply one of the brightest people I know. He is gifted in seeing things from both the 50,000 foot level and sea level at the same time, and snatching -- seemingly from thin air -- the one piece of the puzzle that will make the entire strategy work*

**Michel Neray**  
CEO, MoMondays

*Randall has the unique ability to cut to the heart of the issue and provides concrete ideas that change the way you think and clarify what needs to be done. Very worthwhile to spend some time with Randall!*

**Cass Bayley**  
President, Bayley Group Inc.

*Randall's expertise and experience in all areas of strategic communication, marketing, web and social media is remarkable in its breadth and depth.*

**Sylvia Link, APR**  
Director of Marketing &  
Communication, Retired  
Teachers of Ontario



*Randall was a great addition to our annual supply chain conference*

**Barry Levine**  
Conference Chair, National SCL  
Conference

*Your keynote was unequivocally the most outstanding and offered the most takeaways for me.*

**Lynda Gray**  
Managing Partner, Shimmer!  
Event Management Group

*Randall is a very energetic, passionate and motivated person that truly understands business, but even more so, understands people in business.*

**John Cavacas**  
Chief Technology Officer,  
Urbancoolab



*After 8 hours with Randall in his workshop, he has delivered the most impactful content presentation I have ever seen.*

**Laura Booker**  
Word of Mouth Marketing Expert

*Randall is a strategic thinker, analytical, and personal. He possesses intellectual muscle, a commitment to optimum outcomes and high integrity - I highly recommend him. Randall is first class!*

**Adrian Davis**  
President, Whetstone Inc.

*Their methodologies have depth and are effective. We get exceptional value for every dollar spent.*

**Brad Christmas**  
CIO, Akin Gump



*Randall's astute counsel and strategic perspective have been invaluable to me as the CEO. His knowledge across the broad range of strategy, marketing, and technology has been invaluable.*

**Kirk Layton**  
President and Founder, eServus

*Randall has a gift of being able to take complex processes and make them understandable and applicable. Our participants raved about the incredible quality and clarity of his message.*

**Sylvia Plester-Silk**  
Catalyst, On Purpose  
Transformation

*Randall is an idea guy - and I highly recommend him. He is creative, strategic, organized and smart.*

**Sandy Salem**  
VP Marketing, Bell Globemedia  
Interactive

*Randall's presentation on 'Networking' was very engaging with a good mix of visual aids and audience participation. He is an effective presenter and he resonated well with the crowd. He was quite professional, yet personable.*

**Anita Magnoli**  
HR Services Leader (USA), OSL  
Retail Services

*We're pretty deep into it, but in an hour and half I learned six or seven things that I just didn't know before.*

**David Berman**  
High-level advisor on accessible  
design, United Nations

*Randall's clear thinking is focused and tailored. Indeed, his comments resonated deeply.*

**Annette Frymer**  
EVP Corporate Affairs, CCI  
Entertainment

# CHOOSING A CONFERENCE SPEAKER



HOW DO YOU KNOW IF THE SPEAKER IS RIGHT FOR YOU? The best way is to ask some tough questions:

## ① HOW MUCH DO YOU REALLY KNOW ABOUT STRATEGY?

A tough question, but if the answer is "read all of my books, review my (published) research, and here are example consulting clients", then the person is probably an expert. If the clients are just "speaking" clients, then they probably don't have much depth. *Feel free to read all eight of my books and my published research; happy to share my list of advisory clients as well. And I've built companies myself.*

## ② WHAT DID YOU DO BEFORE? HOW LONG AGO WAS THAT?

There are too many "instant" experts, or people who just took a few courses and called it a day. While they may talk the talk, they don't have the depth, since expertise comes only with experience. *My early career was with KPMG, and left them in the 1990s to become a serial entrepreneur. I have worked on 100+ substantive projects with well-known brands since, and have also built a CEO advisory practice.*

## ③ ARE YOU A SOCIAL MEDIA INFLUENCER?

If the speaker's claim to fame is only... fame, then there isn't likely much that they can teach your audience. *I have decades of experience advising senior leadership on strategy, decades executing the strategy, and yes, I have many followers on Social Media (and have even written books on it.) My focus has always been my clients and research, not personal profile.*

## ④ ARE YOU REALLY A THOUGHT LEADER?

Anyone on your stage should not just be an expert, but also a thought leader. The problem is how to prove it. One of the strongest indicators is a very long history of creating new intellectual property. If they don't have it, then at best they are a "reporter" for other's thinking, and can't add unique value to your conference. Pay attention to their podcast and blog, but also LinkedIn, Facebook, YouTube, X/Twitter, etc. Google them, see how often they come up, and where they appear. *Beyond my weekly blog and weekly podcast, I have 600+ thoughtful articles posts, 71 white papers, and over 180 video interviews syndicated across the web. And our national benchmarking research has been used by 100's of organizations. Check out my digital profile, including my LinkedIn profile, my website, my Amazon author profile, and Google...*

## ⑤ ARE YOU A PROFESSIONAL MEMBER OF EITHER NSA OR CAPS?

Membership in NSA (for American speakers) or CAPS (for Canadian speakers) means a commitment to professional development, communications excellence, and a commitment to a code of ethics. But beyond this, do they hold a CSP (Certified Speaking Professional) designation, which is held by very few of the world's professional speakers? And have they been inducted into the Speaking Hall of Fame? *I have been a member for many years, and have served at the board level for over a decade. And yes, I have earned the CSP, and have been inducted into the Canadian Speaking Hall of Fame.*

## ⑥ WHO ARE YOUR PRESENTATIONS TARGETED TO?

Anyone can get up in front of a crowd and entertain, but audiences already demand more. A true expert adds specificity: their presentations are targeted at specific industries and functional areas to achieve a specific goal. *My presentations - and my books - do this. My best audiences are those from service or knowledge-based organizations. Innovators - large and small - also do well.*

## ⑦ WHAT DO OTHERS SAY?

Read through the speaker's testimonials, and ask for the speaker's "one-sheet" - their credentials. Is their client list filled with credible names? Finally, satisfy yourself with the speaker's references, either through online testimonials, or by asking for the reference's contact info. *Check out my testimonial page, read more on LinkedIn, or ask me for references - happy to help.*

## ⑧ WHAT RESEARCH DO YOU DO PRIOR TO PRESENTING OR FACILITATING?

This separates those who work professionally from those who just "speak". A huge amount of time must be spent beforehand to research and customize the presentation, so that the meeting objectives are met. *Once engaged, I will ask that you fill out a detailed audience questionnaire; I would follow up with a series of interviews with representative audience members and senior managers. I will read annual reports, brochures, industry analysis, and any other relevant internal documentation. Finally, the presentation or facilitation will be completely customized with relevant up-to-date examples. And rehearsed.*

## ⑨ HOW HAVE YOU BEEN RECOGNIZED FOR YOUR IMPACT?

Experts are recognized by their peers - not themselves - for the impact of their work. Beyond their certifications, ask about their national-level awards. *I am the only person who has been named a Fellow of the management consulting profession (FCMC), and also been inducted into the Canadian Speaking Hall of Fame. And I am one of only 27 people awarded the Griner award by the CSAE for my impact on the association/not-for-profit sector in Canada.*

## ⑩ CAN YOU DELIVER VIRTUAL OR HYBRID PRESENTATIONS?

Good question, but dig deeper: How many years, how many presentations, largest audience, studio set-up options, failover capability, etc. *I've done 100's of virtual presentations over the last 15 years - my largest audience was over 4000. And my virtual studio has high-speed gigabit connectivity, redundant connections, and multiple studio set-up options: talking head, standing keynote, boardroom meeting, etc. (I am also certified as a Virtual Presenter by eSpeakers.) I am often asked to discuss the pros and cons of alternative platforms, formats, etc - I've worked with many.*

## VALUE BEYOND THE EVENT

### BEFOREHAND:

- A detailed questionnaire about your meeting objectives and audience
- 2-4 interviews, to understand your priorities and audience issues.
- Interaction with attendees in your Social Media venues
- Customized and updated presentation.
- A movie-trailer promo video to help drive registration.
- Technical rehearsal for virtual events
- (Yes, Randall does rehearse.)

### ON-SITE:

- Early arrival to meet attendees, listen to other speakers, and weave this intelligence into the presentation.
- A powerful presentation that keeps to your schedule.
- More impact: Randall will participate in panels, fireside chats, networking events, and breakouts.
- Will stay the day to interact with attendees.
- Additional learning materials are also available (e.g. books).
- Randall can add value to your sponsors with exclusive access for custom events.

### AFTER:

- Two articles or blog posts that can be used either before the event, or to extend the learning afterwards.
- Webinar replay for those who couldn't attend the live event.
- A one-page reference sheet that covers key concepts.
- Exclusive online resources



## WEEKLY THOUGHT-PROVOKING INSIGHTS TO PROVIDE TIMELY NEW PERSPECTIVES

### Big Data, Analytics, and Competitive Advantage

Ask your CEO, and they will say that your greatest asset is your people. Ask your marketing chief, and the answer will be your brand. And ask your CFO, your value is determined by your revenue or EBITDA. But is it possible that they may all be wrong... or may soon be? (Hint: how would your CIO answer?)

The profusion of systems has led to a bumper crop of data. Facebook, LinkedIn, Twitter, YouTube, and all of the other social media sites track the beginning of the journey, while marketing automation tracks the latter part of it. CRM systems track prospect and client activity, while ERP systems track both “delivery” and financials. Other systems track post-sales service activity, while the organization’s websites (internet, extranet, and intranet) generate even more data. Finally, data can be shared from suppliers, clients, and other partners, or purchased from third parties to further enrich what you already have.

While the term *big data* has been around for a number of years already, the reality for most organizations is that they have a *big data mess*. To begin extracting value from this asset, consider your organization’s data analytics maturity:

**Level Zero:** Does not collect data. Relies on gut to make decisions. (And sporadic market research.)

**Level I:** Collects data within separate systems; reviews data sporadically.

**Level II:** Data architecture that combines and “relates” all of the data from the disparate systems, so that it can later be used. Data is cleansed, and duplicate records removed. (The reason all this happens is that a specific person has been assigned the role of data steward/master data manager.) Unfortunately, the data is not generally accessible, except through difficult programming or special requests.

**Level III:** Specific slices of the data are exposed in real-time for better decision-making. Each user role may have a different dashboard, depending on their responsibilities, while standard reports are used throughout the organization.

**Level IV:** The data is proactively plumbed for insights, risks, and opportunities, possibly with machine learning and artificial intelligence. Internal and external data are married to provide higher order insights and competitive advantage.

Most organizations are at Level Zero or Level I, yet aspire to Level IV *without doing the heavy lifting required of Levels II and III*. Building competitive advantage through data is just not possible without an investment in systems, an ongoing investment in data quality, and data analytics.

**This week’s action plan:** What level are you at? This week, begin the process of moving to the next level by socializing these concepts with your colleagues: share this Tipsheet to begin the conversation.

**This year’s action plan:** Systems and data quality are easy, but proactive data analytics is a skill most organizations do not have, and often, do not understand. Over the next year, identify a person or group that can do this, either internally or externally.

### ChatGPT – Is It Stealing Your Data?

By now, pretty much everyone knows about ChatGPT and the various other generative AI tools. On one hand they almost seem magical: ask a question, and they respond with brilliant and reasonable answers. Putting aside that sometimes the AI just makes things up, they are a game changer. But how did they get so smart?

ChatGPT is a “large language model”: the system ingests copious amounts of training data, draws connections within it, does its abracadabra analysis, and then strings together responses based on the algorithm that it self-develops. So the question isn’t really how does an AI system become so smart, but rather where does the training data come from?

One of these data sets is Google’s C4, which contains the data from approximately 15 million websites. C4 is used by Google’s T5 and Facebook’s LLaMA. (While OpenAI does not share the data set used to train ChatGPT, it is unlikely to be that different than C4.) Here’s the rub: who gave Google permission to scrape the data from these 15 million websites and use it for this purpose? And when ChatGPT and their ilk use OUR data to construct its answers, where is the attribution?

In a groundbreaking article on this topic, the Washington Post analyzed the data within the Google C4 dataset. It determined how many “tokens” C4 had from each website, and ranked them.

In my particular case, [www.RandallCraig.com](http://www.RandallCraig.com) was ranked 84,424 (out of 15 million), and had over 230K tokens. In a certain sense, I guess I should be proud of this rank, but on the other hand, it is a ranking of “chumps” whose copyrighted content has been stolen, without their knowledge, without their permission, without payment, and without attribution when the data is used.

**This week’s action plan:** Search for your website at the same link as above — how did you do?

**AI Insight:** To prevent your content from being used going forward, it is possible to program a robots.txt file that prevents your site from being indexed. Unfortunately, if you do this, it will also be invisible on Google (and Bing.) To reduce the unwitting upload of your non-web corporate data and IP requires a number of specific technical steps, as well as changes in corporate policy.

### MORE RESOURCES

- 600+ articles like those on this page, to provide point details and timely new perspectives.
- 95+ episodes of *So Here’s your Challenge* podcast designed to translate knowledge to action.
- 180 hours of thought leadership video interviews.
- 58 topic-focused video instructional recordings.
- 71 white papers that focus on specific digital strategy topics.
- 8 books that provide long-form deeper knowledge.
- 5 years of continuous email-based learning.
- *Braintrust Professional Institute*: leading edge, just-in-time, continuing professional development.