

ABOUT RANDALL

A visionary with an obsession for creating order from chaos.

Randall has founded several successful start-ups, held a long-time position at a “big-four” consulting firm, and was a senior executive at an American public company. He has helped 100+ organizations address their most complex challenges, scale, and build capacity.

He shares his unique perspective – and questions conventional wisdom – through eight books (one a best seller), 600+ articles, podcasts, presentations, and directly in his advisory relationships.

Randall has taught his analytical frameworks at numerous executive education programs, frequently appears as an expert in the media, and has served on numerous corporate and not-for-profit boards. 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.



Inducted into the
Canadian Speaking
Hall of Fame

EASY TO WORK WITH



Coaching: Personalized perspective, mentoring, and resources to scale your organization



Professional Development for entrepreneurial leaders and their teams

braintrust
Professional Institute



Hall of Fame Speaker: Keynotes and workshops

SELECTED BOOKS



RANDALL CRAIG

MEDIA PROFILE

THE GLOBE AND MAIL

NATIONAL POST

THE HUFFINGTON POST



TORONTO STAR



...plus 400+ others over the last decade

request@randallcraig.com

416-918-5384

CONTINUING PROFESSIONAL DEVELOPMENT

Leadership, Strategy, Marketing, and Business Development

A fixed-price educational program designed to improve your organization's effectiveness and capacity.

Our professional development program is an ongoing monthly training series, delivered "live" from Randall Craig's virtual studio, along with weekly tipsheets that are keyed to the topic presented.

There are 61 different topics that we currently offer, in four areas: Leadership, Strategy, Marketing, and Business Development.

Key benefits:

- Professional development for everyone, all at a fixed monthly cost, and in a modern, just-in-time format. The organization will build a common vocabulary, leading to better decisions and lower risk.
- Instead of full-day workshops, learning is layered throughout the year... and is more likely to be translated into action.
- Professional development without the uncertainty of cost overruns, surprise invoices, and logistics headaches.
- Just-in-time training without taking people off the job for full day (and without travel expenses)

Here's how it works:

1. The initial onboarding involves a meeting where we discuss your organizational goals, and agree on the monthly topics (there are 61 available.)
2. Each month, your organization will send out an invitation email that contains a link to the registration page. The attendee registers to attend, and the system sends them a personalized link, along with a reminder. (Or if you prefer, we can provide a link that you can embed within a monthly recurring meeting request.)
3. Each week, we will send you a *Tipsheet* that you can distribute throughout your organization, which explores a topical issue keyed to the monthly professional development. Exploring a related topic will "cue" (and reinforce) the learning from the training itself, without seeming to be repetitive. Each message – which will take less than 5 minutes to read – has a similar format:
 - A challenge, issue, or opportunity that an individual or team may face.
 - An exploration of the topic, with perspective and insights.
 - An "Action Item" that the person can implement immediately. The idea is to quickly translate the concept into accomplishment, by providing an easy first step.



We develop and deliver all content, provide all logistics, registration, reminders, and technology for up to 300 people. (Optionally up to 1000+ attendees.)



For a fixed monthly cost, we provide specific, action-oriented professional development – a tangible benefit to the learner – without the risk of cost overruns or surprise bills.



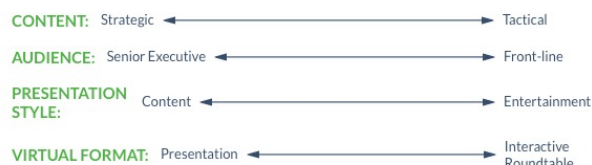
Our platform takes care of the registration automatically, and sends each person a customized link to attend. Or we can use your platform.



We provide full registration and attendance reporting (if you would like us to.)

CUSTOMIZATION OPTIONS

The monthly presentation will always be customized to meet your specific objectives. These dimensions will help us precisely tune the presentation for your audience:



Prep before delivering a 4000-person virtual presentation (pre-COVID)



61 current topics, including:

Becoming a trusted advisor
Building AI into the innovation process
Practical AI for marketers
Virtual reality strategic update
It's not called thought followership
Inbound marketing strategy
Journey mapping, touchpoints, and improving engagement
Becoming an online sleuth
Egregious trust-killer showcase
Marketing re-boot for prof. services
Search engine optimization
Community management
Event marketing: bums in seats and minds engaged
The 20 elements of digital transformation
Engaging your members with marketing automation

CONTINUING PROFESSIONAL DEVELOPMENT

Current Topic List

A fixed-price educational program designed to improve your organization's effectiveness and capacity.

Each presentation is 50 minutes, includes an exploration of the topic, actionable next steps, and time for the attendees to ask questions.

LEADERSHIP

Building leadership capability

These presentations provide leadership context... while also helping the leader build more powerful personal capability.

Becoming a trusted advisor
Building your digital leadership reputation
Building a collaborative culture 2.0
Digital trust
It's not called thought followership
Linkedin for leaders
Strategic blogging for leaders
Delivering an engaging virtual presentation
A professional speaker's guide to presentations

MARKETING

Efficiency, engagement, and growth

In today's omni-channel low-attention world, sophisticated marketers realize that today's "buyers" make no distinction between channels; instead, concepts such as engagement and trust have become critical. Furthermore, the proliferation of platforms, new technologies, and cost pressures means that marketing is now everyone's responsibility.

A different take on branding and design
Marketing re-boot for professional service firms
MBA in a day (4 parts)
Critical Thinking Skills (Interactive)
Practical AI for marketers
Building AI into the innovation process
100 ways to build engagement
Strategic digital integration
Egregious trust-killer showcase
Online research: becoming an online sleuth
Forget social media: 20 reasons you shouldn't invest a penny in it.
Community management
Delivering killer webinars
Email marketing and copywriting strategies
Social media without wasting your time or losing your identity
Journey mapping, touchpoints, and improving engagement
Monitoring social media
Inbound marketing and content strategy
Search engine optimization
Measurement: marketing analytics and ROI
Growing your firm with marketing automation
Ten tests: will your website last the year?

STRATEGY

Strategic inputs and new concepts

Traditional strategy always saw digital as just an execution mechanism, but it should serve as an input to the organization's strategy-building process itself. These presentations expose the attendees to the many ways this might happen.

Virtual and augmented reality strategic update
Business disruption: building AI into strategic planning
Mitigating AI risks and lost opportunities
Tech strategy update for leaders
The 20 elements of digital transformation
Planning for the digital transformation process
15 web trends you can't ignore
47 toughest digital investment questions
Building an integrated digital business
Building competitive advantage with elearning
Building digital long-tail value
Digital disruptor or digitally disrupted?
Engaging your members with marketing automation
Launching an agile digital organization
Executive briefing: today's new digital landscape
Digital HR: from risk reduction to recruitment
5 ways web developers cutting corners
Planning for an intranet
Competitive advantage: competing with free

BUSINESS DEVELOPMENT

Building sales capacity

Tools make it possible, but people make it happen. Building a growth-oriented team means building stronger capacity, both at the individual level, and within the organization's processes. These presentations build both specific tactical skills, and also delve into key retention and business development processes.

Digital growth hacking lab
Digital prospecting for professionals
Social media business development and sales
Networking for success in a post-COVID world
Event marketing: bums in seats and minds engaged
Converting a community to commitment: monetizing your digital communities
Twitter tips, tricks, and time-wasters
You're on camera: getting the most from YouTube
Getting the most from Facebook
Improving your digital ROI: 37 post-project ideas
Implementing CRM

Relevant, thought-provoking, and high-impact continuing professional development.
Build competitive advantage and master the skills you need to achieve your next professional breakthrough.

Building Your Business through Leadership Differentiation



53 tactical activities to build and leverage your Thought Leadership to grow your business; includes coaching.



23 practical actions to improve your influence and impact. (Complementary to Thought Leadership course.)



How to become intentional in building the personal brand that you want. (12 modules)



30 Tactical activities to build a trust-based business. Includes coaching. (Currently in development.)

Building Focus and Capacity



Learn how to amplify your organization's brand powerfully, both internally and externally. (15 modules)



In today's ever-changing business environment, learn how to successfully deliver on the Digital Strategy "Promise". (14 modules)



Monthly CPD to build capacity throughout your organization. (58 modules on leadership, strategy, and marketing)

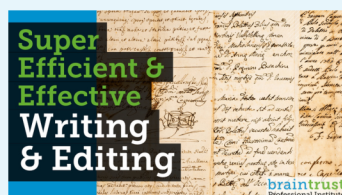


Access our most impactful white papers on business growth. Includes one hour Q&A with Randall.

Tactical Skills to be More Effective



Both individual and group creativity are at the core of innovation and competitive advantage. (14 modules)



29 practical activities for developing stand-out content, efficiently (and without pain.)



Specific and practical steps to grow your business through networking. (18 modules)

**Questions?
Ask Randall**

Schedule a Zoom meeting
<https://www.RandallCraig.net/60>

Quick phone call
416-918-5384

MOST REQUESTED PRESENTATIONS



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:

CONTENT: Strategic ←————→ Tactical

AUDIENCE: Senior Executive ←————→ Front-line

PRESENTATION STYLE: Content ←————→ Entertainment

FORMAT: Live in-person ↔ Hybrid ↔ Virtual ↔ Pre-recorded

MEETING GOAL: Motivation ↔ Skill-building ↔ Growth ↔ Engagement

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 Association of Professional Speakers
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

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 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

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

Lynda Gray
Managing Partner, Shimmer!
Event Management Group

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

Brad Christmas
CIO, Akin Gump

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

Sandy Salem
VP Marketing, Bell Globemedia
Interactive

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 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

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 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



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

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

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



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'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

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

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

The best session I have heard on this topic.

Anita Caputo
President, Big Picture Institute



Randall was a great addition to our annual supply chain conference

Barry Levine
Conference Chair, National SCL
Conference

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.

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

Annette Frymer
EVP Corporate Affairs, CCI
Entertainment