



Episode 4 Takeout

AI and Authenticity

Key Ideas:

01

Prompt AI with distinctive information, experience and values to avoid generic content.

02

Always check AI output for accuracy and tone.

03

Consider personal chatbots to create a firmwide messaging strategy that respects individual voices

Guest:

Allison Shapira

Author, AI for the Authentic Leader



Secret Sauce:

“Speak and act in alignment with your values.”

Listen or Watch Here:



Resources & Mentions

Allison's Website

Visit a page cheat sheet that gives access to the authenticity chatbot discussed in this episode.



Follow Right Hat on LinkedIn for Updates

You May Also Like

Walk in the buyer's shoes: How to build insight and empathy with a buyer

Read the article



Subscribe Apple Spotify YouTube

Contact hello@righthat.com

Educated Spaghetti:
Marketing Ideas That Stick

Smart conversations for professional services leaders

