### **Prompt 3—Blog Schedule only**

Great! Let's add these new topics into your blog schedule. I'll keep the original blogs you wanted (on AI biases, knowledge management, etc.) and integrate these new ideas as well. Here's a revised schedule with a balanced mix of content:

### **Revised Blog Schedule**

| **Week** | **Blog Title** | **Key Focus** | **Publishing Date** |
| --- | --- | --- | --- |
| **Week 1** | **Understanding the AI Biases: Why the Right Model Matters for Search Funders** | Discuss how different AI models have inherent biases, impacting decision-making in M&A. Explain the importance of aligning the right AI model with reliable data sources. | **Monday, Week 1** |
| **Week 2** | **What Content Presentation Features Matter to Different Stakeholders (In M&A)** | Explore how different stakeholders (CIOs, CTOs, CMOs, M&A team members) have unique content preferences and how those preferences impact the phases of the M&A process. | **Monday, Week 2** |
| **Week 3** | **How Knowledge Management Can Scale AI Effectively in Your M&A Process** | Explore the importance of structured knowledge management to ensure AI tools work correctly and scale for M&A, ensuring AI outputs are reliable. | **Monday, Week 3** |
| **Week 4** | **Basics of a Knowledge Repository: How GPTs Work and How to Create Actionable AI Tasks** | Introduction to the concept of a knowledge repository and how GPTs and other AI tools can be integrated into workflows to create actionable tasks based on structured knowledge. | **Monday, Week 4** |
| **Week 5** | **Overcoming Resistance to AI Adoption in M&A: Managing Change in Your Organization** | Discuss how resistance to AI adoption occurs in M&A teams and strategies for overcoming this resistance while managing change. | **Monday, Week 5** |
| **Week 6** | **Implementing AI with Knowledge Management: Best Practices for Search Funders** | Provide best practices and actionable steps for integrating AI with solid knowledge management practices to enhance decision-making in M&A. | **Monday, Week 6** |
| **Week 7** | **How Knowledge Management Can Make AI Work for Your M&A Deals** | Continue the theme of knowledge management, focusing on how structured knowledge and consistent practices are key to scaling AI for M&A success. | **Monday, Week 7** |
| **Week 8** | **Structuring Your AI Implementation: Best Practices for M&A Success** | A practical guide for structuring AI initiatives within M&A, focusing on aligning AI with your organization’s knowledge management practices for success. | **Monday, Week 8** |

### **Blog Breakdown**

#### **Week 1 - "Understanding the AI Biases: Why the Right Model Matters for Search Funders"**

* **Key Points:**
  + Highlight the differences between AI models and their biases (ChatGPT vs. Bard, for example).
  + Explain why these biases matter in the context of M&A—wrong data can affect decisions, causing costly mistakes.
  + Suggest ways to mitigate AI risks through proper knowledge management.
  + **Example:** "Premium models may provide more confident yet incorrect responses, affecting the trustworthiness of your data."

#### **Week 2 - "What Content Presentation Features Matter to Different Stakeholders (In M&A)"**

* **Key Points:**
  + Break down how different roles (CIO, CTO, CMO, M&A team members) have different needs in terms of how information is presented.
  + Discuss how understanding these differences helps shape the **transition phases** in an M&A—specifically, how AI can support or hinder that transition depending on how it's integrated.
  + **Example:** "CIOs may prioritize security and compliance features, while CMOs focus on how AI can drive marketing strategy integration during M&A."

#### **Week 3 - "How Knowledge Management Can Scale AI Effectively in Your M&A Process"**

* **Key Points:**
  + Discuss how knowledge management systems (KMS) can prevent AI from going off-track due to unstructured or unreliable data.
  + Introduce concepts of structured repositories and validation of data.
  + Mention how scaling AI requires the support of solid KMS across departments to ensure continuity and accurate decision-making.
  + **Example:** "Without proper knowledge management, AI models may lose accuracy as more data is fed into them, reducing their usefulness in decision-making."

#### **Week 4 - "Basics of a Knowledge Repository: How GPTs Work and How to Create Actionable AI Tasks"**

* **Key Points:**
  + Explain the basics of knowledge repositories: what they are, how they function, and how they help AI like GPTs generate relevant, actionable insights.
  + Discuss how GPTs can be used to create tasks based on existing, structured knowledge.
  + Offer a step-by-step on how businesses can start building a knowledge repository and integrate it with their AI tools to create actionable tasks that align with business goals.
  + **Example:** "By structuring your knowledge repository, GPT models can create actionable steps for each phase of the M&A process, whether it’s due diligence or post-merger integration."

#### **Week 5 - "Overcoming Resistance to AI Adoption in M&A: Managing Change in Your Organization"**

* **Key Points:**
  + Discuss the barriers to AI adoption within M&A teams—such as traditional ways of working, fear of technology, and lack of training.
  + Offer strategies for change management, focusing on how to help team members transition into new workflows with AI.
  + Emphasize that AI is a tool for **enhancing** existing processes, not replacing them.
  + **Example:** "It’s about rethinking how we work, not whether AI should be adopted. AI helps improve speed, accuracy, and data management across departments."

#### **Week 6 - "Implementing AI with Knowledge Management: Best Practices for Search Funders"**

* **Key Points:**
  + Dive deeper into **best practices** for integrating AI into M&A workflows, focusing on knowledge management.
  + Offer actionable templates or checklists for ensuring knowledge is well-managed and AI implementation is smooth.
  + Provide real-world case studies or examples of how companies have successfully integrated AI with knowledge management for better M&A outcomes.
  + **Example:** "To implement AI, start by organizing your M&A documents into a knowledge management system—ensuring AI tools access reliable, structured data."

#### **Week 7 - "How Knowledge Management Can Make AI Work for Your M&A Deals"**

* **Key Points:**
  + Reinforce the **importance of knowledge management** in helping AI perform well in M&A.
  + Discuss how without a solid knowledge foundation, AI models are at risk of producing inaccurate or irrelevant outputs.
  + Show how organizations with structured knowledge management can scale AI to enhance M&A due diligence, valuation, and post-merger integration.
  + **Example:** "Having a clear knowledge management strategy allows AI to synthesize relevant data, providing actionable insights for your M&A team."

#### **Week 8 - "Structuring Your AI Implementation: Best Practices for M&A Success"**

* **Key Points:**
  + Walk through the **key steps** for structuring a successful AI implementation in M&A.
  + Discuss the importance of aligning AI systems with the organization’s existing knowledge management practices.
  + Provide a roadmap or framework for organizations to follow, ensuring AI delivers tangible value throughout the M&A lifecycle.
  + **Example:** "Aligning your AI tools with knowledge management practices ensures your team has reliable data for decision-making every step of the way."

### **Conclusion**

This schedule allows you to maintain a focused and consistent approach with your blog posts, while gradually educating your audience on **AI adoption**, **knowledge management**, and their intersection with **M&A processes**. Each blog builds on the previous ones, with enough flexibility to adjust topics if needed, and all are aimed at making complex topics like AI and knowledge management more digestible for your target audience (search funders and M&A teams).

Let me know if you'd like to adjust any of these topics further!

### 

### **Prompt two (flexibility—blogs & calls not tied)**

### **Content and Engagement Plan**

#### **Week 1: Blog 1**

* **Blog Title:** "Understanding the AI Biases: Why the Right Model Matters for Search Funders"  
  + **Key Focus:** Explore how AI biases affect search funding decisions and the importance of choosing the right language model to avoid inaccurate outputs.
  + **Main Message:** Highlight the risks of relying on AI models with built-in biases and how these biases can impact decision-making, especially in M&A deals.
  + **CTA:** Invite readers to attend the **bi-weekly 30-minute calls** to learn more about managing AI risks and ensuring accurate data for M&A decisions.
  + **Publishing Date:** **Monday, Week 1**

#### **Week 2: Bi-Weekly Call 1**

* **Theme:** "Reducing AI Hallucinations: How to Align Your AI Tools with Reliable Knowledge Management"  
  + **Objective:** Dive deep into the specifics of AI hallucinations and how they are tied to model biases. Discuss how search funders can avoid these risks by implementing solid knowledge management practices to ensure AI’s accuracy.
  + **Target Audience:** Search funders interested in applying AI to M&A, but concerned about accuracy and reliability.

#### **Week 3: Blog 2**

* **Blog Title:** "How Knowledge Management Can Scale AI Effectively in Your M&A Process"  
  + **Key Focus:** Discuss how AI struggles when knowledge isn’t managed properly, especially in large-scale data sets. Provide insights on how structured, reliable knowledge management systems are necessary to ensure AI tools work correctly in M&A.
  + **Main Message:** Emphasize the importance of knowledge management in scaling AI—without it, AI's effectiveness in M&A decision-making is severely limited.
  + **CTA:** Invite readers to attend the **next bi-weekly 30-minute call** for more strategies on integrating AI with knowledge management for M&A success.
  + **Publishing Date:** **Monday, Week 3**

#### **Week 4: Bi-Weekly Call 2**

* **Theme:** "Managing AI Change: How to Help Your M&A Team Adapt to New Tools"  
  + **Objective:** Focus on the human side of AI adoption. Discuss common resistance from M&A teams and how CIOs, CTOs, and CMOs can effectively manage the transition to using AI tools in their workflows.
  + **Target Audience:** Search funders, M&A teams, and executives who are looking to ensure smooth adoption of AI across their organizations.

#### **Week 5: Blog 3**

* **Blog Title:** "Overcoming Resistance to AI Adoption in M&A: Managing Change in Your Organization"  
  + **Key Focus:** Explore the challenges of resistance to AI adoption within M&A teams and provide strategies for overcoming this resistance. Discuss how AI can enhance M&A workflows once teams understand its potential.
  + **Main Message:** Highlight how managing the human aspect of change is as important as managing the technology itself when integrating AI into M&A processes.
  + **CTA:** Invite readers to sign up for **bi-weekly 30-minute calls** for personalized advice on leading AI adoption in M&A.
  + **Publishing Date:** **Monday, Week 5**

#### **Week 6: Bi-Weekly Call 3**

* **Theme:** "How to Lead Change and Integrate AI into Your M&A Team’s Workflows"  
  + **Objective:** Provide actionable steps for implementing AI tools into M&A teams, overcoming resistance, and ensuring the technology is embraced and properly utilized.
  + **Target Audience:** Search funders and M&A team leaders.

#### **Week 7: Blog 4**

* **Blog Title:** "Implementing AI with Knowledge Management: Best Practices for Search Funders"  
  + **Key Focus:** Offer a structured guide for implementing AI effectively within M&A processes by leveraging strong knowledge management practices. Provide actionable templates and strategies for search funders.
  + **Main Message:** Share best practices that search funders can apply immediately to ensure their AI initiatives succeed without falling victim to inaccurate outputs.
  + **CTA:** Encourage readers to schedule a consultation or sign up for future calls for personalized support on AI integration in M&A.
  + **Publishing Date:** **Monday, Week 7**

#### **Week 8: Bi-Weekly Call 4**

* **Theme:** "Structuring Your AI Implementation: Best Practices for Success"  
  + **Objective:** Provide a deep dive into best practices for structuring AI initiatives in M&A, focusing on creating the right knowledge management framework to ensure success.
  + **Target Audience:** Search funders and M&A teams who are ready to take their AI initiatives to the next level.

### **Summary of Schedule:**

| **Week** | **Activity** |
| --- | --- |
| **Week 1** | Blog Post 1: "Understanding the AI Biases: Why the Right Model Matters for Search Funders" |
| **Week 2** | Bi-Weekly Call 1: "Reducing AI Hallucinations: How to Align Your AI Tools with Reliable Knowledge Management" |
| **Week 3** | Blog Post 2: "How Knowledge Management Can Scale AI Effectively in Your M&A Process" |
| **Week 4** | Bi-Weekly Call 2: "Managing AI Change: How to Help Your M&A Team Adapt to New Tools" |
| **Week 5** | Blog Post 3: "Overcoming Resistance to AI Adoption in M&A: Managing Change in Your Organization" |
| **Week 6** | Bi-Weekly Call 3: "How to Lead Change and Integrate AI into Your M&A Team’s Workflows" |
| **Week 7** | Blog Post 4: "Implementing AI with Knowledge Management: Best Practices for Search Funders" |
| **Week 8** | Bi-Weekly Call 4: "Structuring Your AI Implementation: Best Practices for Success" |

### **Key Considerations for Each Blog Post:**

1. **Educational and Actionable Content:** Every blog should provide a mix of theory and practical advice that search funders can apply immediately.
2. **Independent of Calls:** Blog posts and calls should be treated as separate resources. Blog posts will offer insights, while calls will serve as a live, interactive way to delve deeper and offer personalized advice.
3. **Call-to-Action:** Each blog post should include an invitation to the bi-weekly calls, which will serve as an additional opportunity for your audience to engage directly with you and ask questions.

By focusing on a balanced combination of **educational blogs** and **bi-weekly calls**, you will not only establish yourself as an expert in AI adoption and knowledge management for search funders, but you will also create a consistent and engaging presence on SearchFunders.com.

##### **You said:**

Do I need a topic of discussion each week?

###### **ChatGPT said:**

No, you don't need to have a topic of discussion every week if you don't feel it's necessary or if it would feel overwhelming. Here's a more flexible approach you can consider:

### **1. Bi-Weekly Calls Without Weekly Topics**

You can plan your **bi-weekly calls** to be more open-ended or based on the specific needs or questions of your target audience (Search Funders). Instead of assigning a new topic every week, you can rotate between a few **core themes** (based on the main focus areas you want to discuss) and allow the discussion to be more organic, depending on what people want to talk about or need help with.

For example:

* **Week 1 Call:** General Q&A on AI adoption for M&A with a focus on **reducing AI hallucinations** (based on the blog post from Week 1).
* **Week 3 Call:** Discuss **knowledge management for scaling AI** (building on Blog 2), but allow participants to ask questions specific to their own M&A experiences or challenges.
* **Week 5 Call:** Address **resistance to AI adoption** and change management in M&A (based on Blog 3), but adapt based on attendee feedback and questions.
* **Week 7 Call:** Roundtable discussion on **implementing AI with knowledge management practices** (building on Blog 4), but leave space for feedback, Q&A, and specific challenges attendees are facing.

### **2. Keeping Content Focused**

Rather than feeling pressured to create entirely new topics every week, you can:

* **Revisit key topics:** Use your bi-weekly calls to re-engage on specific, critical pain points. For instance, AI hallucinations, knowledge management for AI, and organizational resistance to new tools.
* **Encourage practical application:** In each session, focus on **how to implement** the learning, using real-world examples that will be relevant to search funders. Allow for feedback, adaptation, and interactive problem-solving.

### **3. Alternate Between Content and Calls**

This can give your audience time to digest the blog content before jumping into the call. The blog can serve as the **educational foundation**, and the call can be an opportunity to dive deeper, ask questions, and discuss real-world applications. With this structure:

* **Week 1: Blog Post**
* **Week 2: Call (with open Q&A or discussions based on the blog)**
* **Week 3: Blog Post**
* **Week 4: Call (again, open discussion with focus on the blog topic)**

### **4. Benefits of a Flexible Call Structure**

* **Engagement**: People may appreciate the flexibility, knowing they can come with questions or challenges without needing a set agenda.
* **Consistency**: Instead of focusing on creating new topics each week, you’ll stay consistent with a few key themes while remaining flexible based on your audience's needs.
* **Adaptability**: If you're getting a lot of questions or concerns about one specific issue (like knowledge management or AI bias), you can adapt the call's focus accordingly.

### **5. Sample Bi-Weekly Call Structure Without Weekly Topics**

* **Week 1:** Blog Post + Call (Focused on AI Hallucinations, open for questions)
* **Week 3:** Blog Post + Call (Focused on Knowledge Management for AI, open for discussion)
* **Week 5:** Blog Post + Call (Focused on Resistance to AI Adoption, problem-solving and Q&A)
* **Week 7:** Blog Post + Call (Focused on Implementing AI with Knowledge Management, real-life application discussion)

# Prompt 1

Got it! You want to separate the blog posts from the bi-weekly calls while still creating a consistent engagement strategy. Here's an updated schedule with a focus on **bi-weekly calls** and **blog posts** being independent of each other, but still building towards the same goal of educating your audience (search funders) on the importance of AI and knowledge management in the M&A process.

### **Content and Engagement Plan**

#### **Week 1: Blog 1**

* **Blog Title:** "Understanding the AI Biases: Why the Right Model Matters for Search Funders"  
  + **Key Focus:** Explore how AI biases affect search funding decisions and the importance of choosing the right language model to avoid inaccurate outputs.
  + **Main Message:** Highlight the risks of relying on AI models with built-in biases and how these biases can impact decision-making, especially in M&A deals.
  + **CTA:** Invite readers to attend the **bi-weekly 30-minute calls** to learn more about managing AI risks and ensuring accurate data for M&A decisions.
  + **Publishing Date:** **Monday, Week 1**

#### **Week 3: Blog 2**

* **Blog Title:** "How Knowledge Management Can Scale AI Effectively in Your M&A Process"  
  + **Key Focus:** Discuss how AI struggles when knowledge isn’t managed properly, especially in large-scale data sets. Provide insights on how structured, reliable knowledge management systems are necessary to ensure AI tools work correctly in M&A.
  + **Main Message:** Emphasize the importance of knowledge management in scaling AI—without it, AI's effectiveness in M&A decision-making is severely limited.
  + **CTA:** Invite readers to attend the **next bi-weekly 30-minute call** for more strategies on integrating AI with knowledge management for M&A success.
  + **Publishing Date:** **Monday, Week 3**

#### **Week 5: Blog 3**

* **Blog Title:** "Overcoming Resistance to AI Adoption in M&A: Managing Change in Your Organization"  
  + **Key Focus:** Explore the challenges of resistance to AI adoption within M&A teams and provide strategies for overcoming this resistance. Discuss how AI can enhance M&A workflows once teams understand its potential.
  + **Main Message:** Highlight how managing the human aspect of change is as important as managing the technology itself when integrating AI into M&A processes.
  + **CTA:** Invite readers to sign up for **bi-weekly 30-minute calls** for personalized advice on leading AI adoption in M&A.
  + **Publishing Date:** **Monday, Week 5**

#### **Week 7: Blog 4**

* **Blog Title:** "Implementing AI with Knowledge Management: Best Practices for Search Funders"  
  + **Key Focus:** Offer a structured guide for implementing AI effectively within M&A processes by leveraging strong knowledge management practices. Provide actionable templates and strategies for search funders.
  + **Main Message:** Share best practices that search funders can apply immediately to ensure their AI initiatives succeed without falling victim to inaccurate outputs.
  + **CTA:** Encourage readers to schedule a consultation or sign up for future calls for personalized support on AI integration in M&A.
  + **Publishing Date:** **Monday, Week 7**

### **Summary of Schedule:**

| **Week** | **Activity** |
| --- | --- |
| **Week 1** | Blog Post 1: "Understanding the AI Biases: Why the Right Model Matters for Search Funders" |
|  |  |
| **Week 3** | Blog Post 2: "How Knowledge Management Can Scale AI Effectively in Your M&A Process" |
|  |  |
| **Week 5** | Blog Post 3: "Overcoming Resistance to AI Adoption in M&A: Managing Change in Your Organization" |
|  |  |
| **Week 7** | Blog Post 4: "Implementing AI with Knowledge Management: Best Practices for Search Funders" |
|  |  |

### **Key Considerations for Each Blog Post:**

1. **Educational and Actionable Content:** Every blog should provide a mix of theory and practical advice that search funders can apply immediately.
2. **Independent of Calls:** Blog posts and calls should be treated as separate resources. Blog posts will offer insights, while calls will serve as a live, interactive way to delve deeper and offer personalized advice.
3. **Call-to-Action:** Each blog post should include an invitation to the bi-weekly calls, which will serve as an additional opportunity for your audience to engage directly with you and ask questions.

By focusing on a balanced combination of **educational blogs** and **bi-weekly calls**, you will not only establish yourself as an expert in AI adoption and knowledge management for search funders, but you will also create a consistent and engaging presence on SearchFunders.com.

## Calls details (if want to be that prescriptive)

#### **Week 2: Bi-Weekly Call 1**

* **Theme:** "Reducing AI Hallucinations: How to Align Your AI Tools with Reliable Knowledge Management"  
  + **Objective:** Dive deep into the specifics of AI hallucinations and how they are tied to model biases. Discuss how search funders can avoid these risks by implementing solid knowledge management practices to ensure AI’s accuracy.
  + **Target Audience:** Search funders interested in applying AI to M&A, but concerned about accuracy and reliability.

#### **Week 4: Bi-Weekly Call 2**

* **Theme:** "Managing AI Change: How to Help Your M&A Team Adapt to New Tools"  
  + **Objective:** Focus on the human side of AI adoption. Discuss common resistance from M&A teams and how CIOs, CTOs, and CMOs can effectively manage the transition to using AI tools in their workflows.
  + **Target Audience:** Search funders, M&A teams, and executives who are looking to ensure smooth adoption of AI across their organizations.

#### **Week 6: Bi-Weekly Call 3**

* **Theme:** "How to Lead Change and Integrate AI into Your M&A Team’s Workflows"  
  + **Objective:** Provide actionable steps for implementing AI tools into M&A teams, overcoming resistance, and ensuring the technology is embraced and properly utilized.
  + **Target Audience:** Search funders and M&A team leaders.

#### **Week 8: Bi-Weekly Call 4**

* **Theme:** "Structuring Your AI Implementation: Best Practices for Success"  
  + **Objective:** Provide a deep dive into best practices for structuring AI initiatives in M&A, focusing on creating the right knowledge management framework to ensure success.
  + **Target Audience:** Search funders and M&A teams who are ready to take their AI initiatives to the next level.