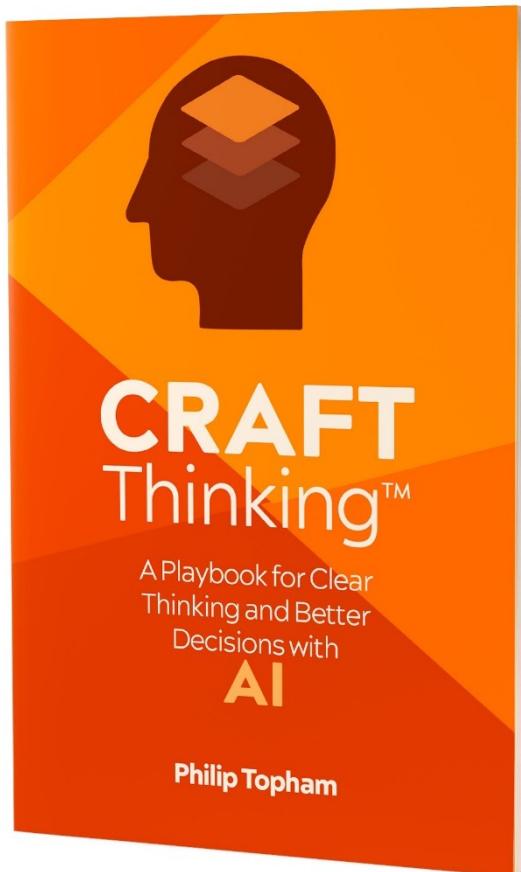


## **CRAFT Thinking™: A New Playbook for Clear Thinking and Better Decisions with AI—Without the Hype**

**FOR IMMEDIATE RELEASE**



(January 12, 2026) As organizations race to adopt artificial intelligence, many leaders are discovering a hard truth: AI doesn't eliminate uncertainty—it often amplifies it. A new book, ***CRAFT Thinking™: A Playbook for Clear Thinking and Better Decisions with AI***, offers a timely solution for executives who want results from AI without becoming technologists or prompt engineers.

Written by strategic AI advisor and board-level executive **Philip Topham**, *CRAFT Thinking™* introduces a practical, five-step framework designed to help leaders think more clearly, ask better questions, and make stronger decisions using any AI tool. The book reframes AI not as a magic solution, but as a disciplined co-thinking partner—one that is only as effective as the thinking behind it.

“Every week, another AI tool promises to revolutionize business,” says Topham. “But most leaders rush to adopt tools before developing the

thinking required to use them well. *CRAFT Thinking™* gives executives a structure for turning ambiguity into clarity—and AI conversations into actionable insight.”

Unlike technical guides focused on tools or prompts, *CRAFT Thinking™* is built for everyday leadership. It shows how clearer thinking leads to better prompts—and better prompts lead to better decisions. The result is a repeatable method leaders can apply across strategy, governance, innovation, and operations.

Industry leaders are already calling the book a missing piece for executive decision-making:

“CRAFT Thinking™ is the playbook senior leaders and boards have been missing. Philip cuts through the noise of AI and gives executives a disciplined, structured way to turn ambiguity into actionable strategy.”

— **Jason Odden**, Board Chair & Strategic AI/Cloud Executive

“CRAFT Thinking™ transforms AI from a productivity tool into a strategic co-thinker—one that reveals blind spots, stress-tests assumptions, and builds layered reasoning that separates successful initiatives from those destined to fail.”

— **Matt Hanson**, Director, New Ventures; Staff Advisor to the Regents

Designed for board members, C-suite executives, and senior leaders in private mid-market companies, the book also serves advisors, consultants, and educators who influence executive decision-making and governance.

“In the AI race,” Topham added, “the winners won’t be the fastest—they’ll be the smartest.”

### **Book Details**

**Title:** *CRAFT Thinking™: A Playbook for Clear Thinking and Better Decisions with AI*

**Author:** Philip Topham

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### **About the Author**

Philip Topham is a strategic AI advisor, speaker, and creator of the CRAFT Thinking™ method. He serves as co-chair of the National AI Special Interest Group for the Private Directors Association and advises boards and executives on responsible, high-impact AI adoption. With over 25 years of experience across corporate leadership, startups, and board advisory roles—and as the holder of two U.S. patents—Topham brings both technical rigor and human-centered leadership to the AI conversation. His work focuses on helping leaders think with AI, not just use it, so organizations can grow wisely, inclusively, and sustainably.

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