

RANDALL KENNETH JONES

KEYNOTE SPEAKER

"THE IMPORTANCE OF IMPORTANCE"

8055 Sorrento Lane
Naples, FL 34114
571.238.4572
randy@mindzoo.com
randallkennethjones.com

"Randy is so happy, fearless, and open. He is quick-witted and downright funny. Time spent with him is guaranteed to make you laugh."
– Erin Brockovich

"Randy can fire up a room in a way that makes everyone feel important."
– Phil Beuth, Former President, Good Morning America

"Randy is a true inspiration. Utilizing whimsical sound bites, entertaining anecdotes, he shows his attendees how important and fulfilling it is to celebrate the best in others."
– Susan Bennett, Original Voice of Siri

"Every human being of every age can benefit from Randy's spirited tutorial on the importance of importance—along with the importance of kindness."
– Peggy Post, Director Emeritus, The Emily Post Institute

In a world overrun by noise, distraction, and division, Randall Kenneth Jones delivers a powerful and timely message: **importance shapes everything.**

- ✓ At our core, we all share a fundamental human need to matter, to be important, seen, heard, loved, respected, appreciated, noticed, or valued.
- ✓ What we choose to value doesn't just influence our lives—it defines them.
- ✓ When we truly understand what matters *to others*, we unlock stronger connections, deeper empathy, and better outcomes for everyone.

"The Importance of Importance" is more than a theme—it's a celebration of the life skills that shape how we plan, prioritize, listen, learn, react, respond, communicate and care.

Randy takes audiences on an emotional journey ending in deeply human insights that stick. With compelling storytelling and disarming authenticity, he challenges audiences to explore potential, reexamine priorities, confront negativity, and intentionally choose meaning, kindness, and purpose. Audiences don't just listen—they engage, evolve, and become inspired to align their actions with what truly matters.

A MASTER STORYTELLER WITH A STRATEGIC EDGE

A veteran actor, comedian, and improviser, Randy's gift isn't just storytelling—it's the art of story selection. After conducting 200+ in-depth interviews with world-class leaders, creatives, innovators, and cultural icons, he has built a vast reservoir of human experience.

"As the author of a book called The Mattering Instinct, I can attest that my [ON THE KNOWS] interview convinced me that Randy truly got why mattering—both to ourselves and to others—is so core to human flourishing. His chosen theme, 'The Importance of Importance,' couldn't express this insight more clearly. Just as importantly, the way that Randy treats his guests and his audience—with so much grace, warmth, and respect—tells you a ton about Randy's knowing the importance of Importance."

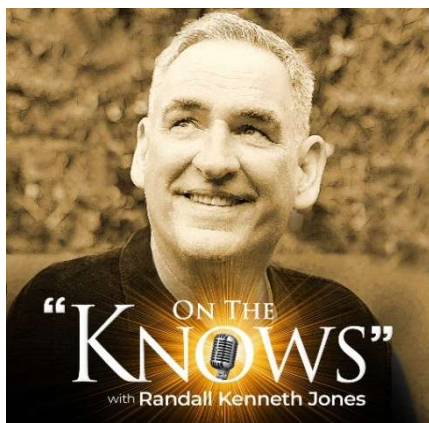
– Rebecca Newberger Goldstein, Research Associate, Harvard University, Winner of the National Medal of the Humanities

"Randy's funny yet relevant anecdotes cast a refreshing new light on timeless topics such as creativity, innovation, listening, and kindness. Randy brought a burst of purpose-driven energy to a very important day."

– Scott Lowe, Market CEO, Physicians Regional Healthcare System

"A great and inspiring teacher."

– Mark Victor Hansen, #1 NYT, *Chicken Soup for the Soul*



What sets Randy apart is his ability to:

- ✓ Curate mission-specific stories from his personal brain trust of influencers, including **Pat Benatar, Erin Brockovich, Val Chmerkovskiy, Barbara Corcoran, Stedman Graham, Sonny Jurgensen, Hoda Kotb, Norman Lear, Jenifer Lewis, Suze Orman, John Quiñones, Melissa Rivers, Ginger Zee**, and many more
- ✓ Translate diverse perspectives into universally relevant lessons
- ✓ Read the room and understand audience needs in real time
- ✓ Balance emotion, humor, and insight, ensuring audiences feel something and take something away

Every presentation is custom-built, drawing from his deep archive of conversations to create a message that is timely, relevant, and impactful for that specific audience.

The result? A keynote that feels less like a speech—and more like a conversation designed specifically for the people in the room.

ABOUT RKJ

Randy's time on stage is complemented by his work as a communications professional, writer, and host of the acclaimed ON THE KNOWS podcast, host to more than 200 influential voices across entertainment, business, media, and beyond. A #1 Amazon bestselling author, he is the creator of the best-practices-infused "Show Me" and the heartwarming "Ruby: Magic Comes from the Heart," further extending his commitment to storytelling that connects and inspires.

Randy has built a platform centered on humor, meaningful conversation, and human connection. His work reflects a deep commitment to combating negativity and amplifying stories that inspire resilience, purpose, and positivity.

With a unique ability to connect across audiences—from C-suite leaders to creatives to students—Randy brings both insight and heart to every stage he steps on.

WHAT AUDIENCES EXPERIENCE

- ✓ Practical insights grounded in real human experiences
- ✓ A renewed sense of purpose and perspective
- ✓ A message that is fun, upbeat, thought-provoking, and immediately actionable