THURSDAY · NOVEMBER 19 · 1 · 2 · 3 PM CT

PURE EXPERTZ

SERVICES THAT YOU CAN TRUST

Owners & Founders

conversations for the era of abundance

Live on the Pure Expertz Live Connection Platform.
Bring a question, leave with a next step.

1 PM office hours · 2 PM working session · 3 PM moving forward



Andy Babala, CPP

CHANGE MANAGEMENT · SAFETY & SECURITY · AI IMPLEMENTATION · ADVISOR

EVERY HOUR · HOW WE RUN IT

One hour, one rhythm



0:00	0:05	0:22	0:28	0:40
Welcome + intros	Presentation · 15-20 min	Break + video	Deep dive	ON AIR after 3-2-1

GREEN ROOM
Speak freely: nothing recorded, cut or published

ON AIR
We record, only after a spoken 3-2-1

Central time. Anyone can stay off camera. We always say it before we start recording.

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PART 1 · ABOUT 15-20 MINUTES

The owner's view of AI

What's changing, what stays human, and what you can decide this month.

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WHAT'S CHANGING

The AI wave is already in your business

Your people, your vendors and your customers are using it, with or without a plan.

01

It's everywhere

Drafting, sorting, answering, scheduling and summarizing, in tools you already pay for

02

It's cheap

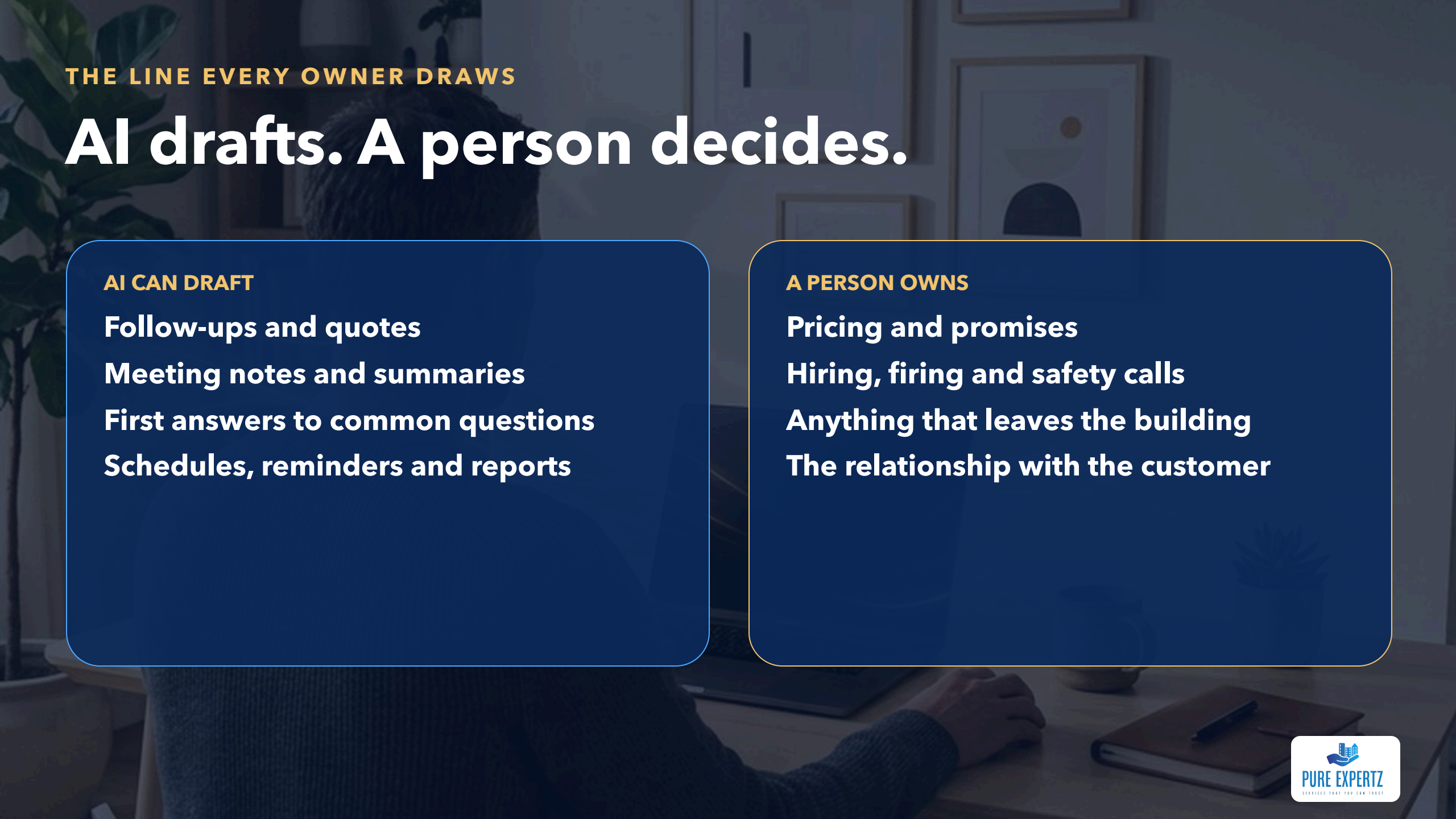
The tools cost less every month. The gap isn't the tools

03

People still decide

Judgment, sign-off and accountability stay human. That's your edge

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THE LINE EVERY OWNER DRAWS

AI drafts. A person decides.

AI CAN DRAFT

- Follow-ups and quotes
- Meeting notes and summaries
- First answers to common questions
- Schedules, reminders and reports

A PERSON OWNS

- Pricing and promises
- Hiring, firing and safety calls
- Anything that leaves the building
- The relationship with the customer

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HOW I HELP OWNERS

Four lanes, one conversation

CHANGE MANAGEMENT

Steady hands for a business in transition: new systems, new teams, the next stage

SAFETY & SECURITY

Duty of care, prevention and readiness, from 20+ years protecting people and sites

AI IMPLEMENTATION

Agents and automation with guardrails. AI is the workforce; people decide

ADVISOR

A partner in the room for owners and family offices, by the hour or on retainer

Andy Babala, CPP · MBA · WSI-licensed AI consultant

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THIS MONTH

What an owner can do in 30 days

WEEK 1

One-page AI policy

What's allowed, what's not, and who signs off

WEEK 2

Map one workflow

Pick the task that eats the most hours each week

WEEK 3

Pilot with sign-off

AI drafts, a named person approves, nothing goes out unchecked

WEEK 4

Measure and decide

Hours saved, errors caught: keep, fix or drop

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THE SECURITY VIEW

Guardrails before speed

Know your tools

A simple list of which AI tools your people use, and for what

Protect the data

Client and employee data stays out of tools that aren't approved

Approve what goes out

Anything that leaves the building gets a person's sign-off

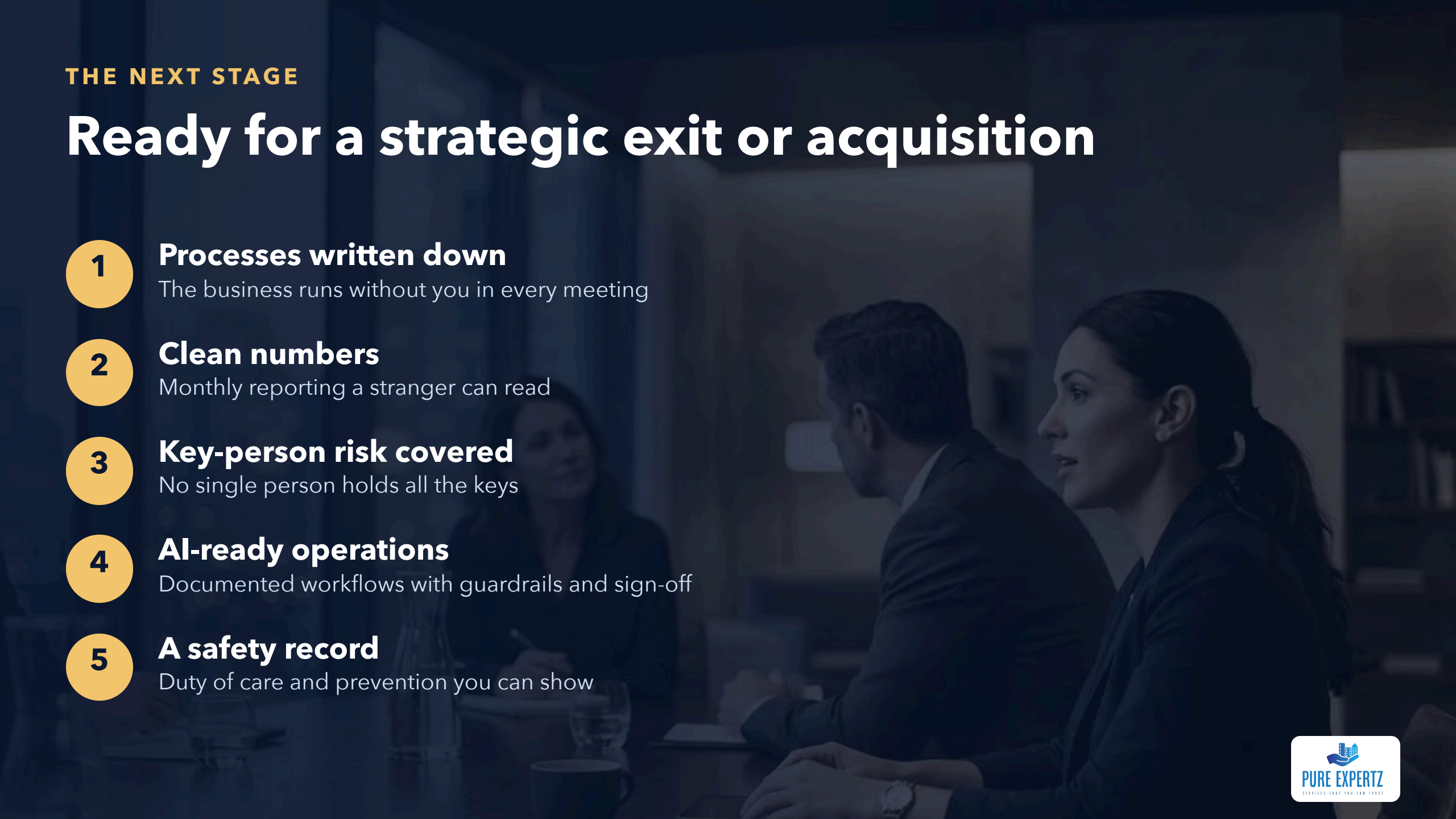
Duty of care

Calm, early responses to stress and conflict at work

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THE NEXT STAGE

Ready for a strategic exit or acquisition



1. **Processes written down**
   The business runs without you in every meeting
2. **Clean numbers**
   Monthly reporting a stranger can read
3. **Key-person risk covered**
   No single person holds all the keys
4. **AI-ready operations**
   Documented workflows with guardrails and sign-off
5. **A safety record**
   Duty of care and prevention you can show

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FROM THE OPERATOR'S SEAT

We run what we recommend

01

Early adopter, operator

Andy runs UgenticAI bots and agent workflows in his own business

02

A person approves

Every agent drafts; a named person signs off before anything goes out

03

See it working

Short demos with Mike Van Chau. Ask for one at office hours

Tools named are examples, not endorsements. No results are promised.

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HOW WE WORK

Pick the pace that fits

OFFICE HOURS

Free

Tue & Thu, 1 PM CT. Bring a question

WORKSHOPS

$89 each

Hands-on, with a workbook and a 30-day plan

90-DAY ENGAGEMENT

From $2,495

One-on-one: Foundations, Implementation or Advisory

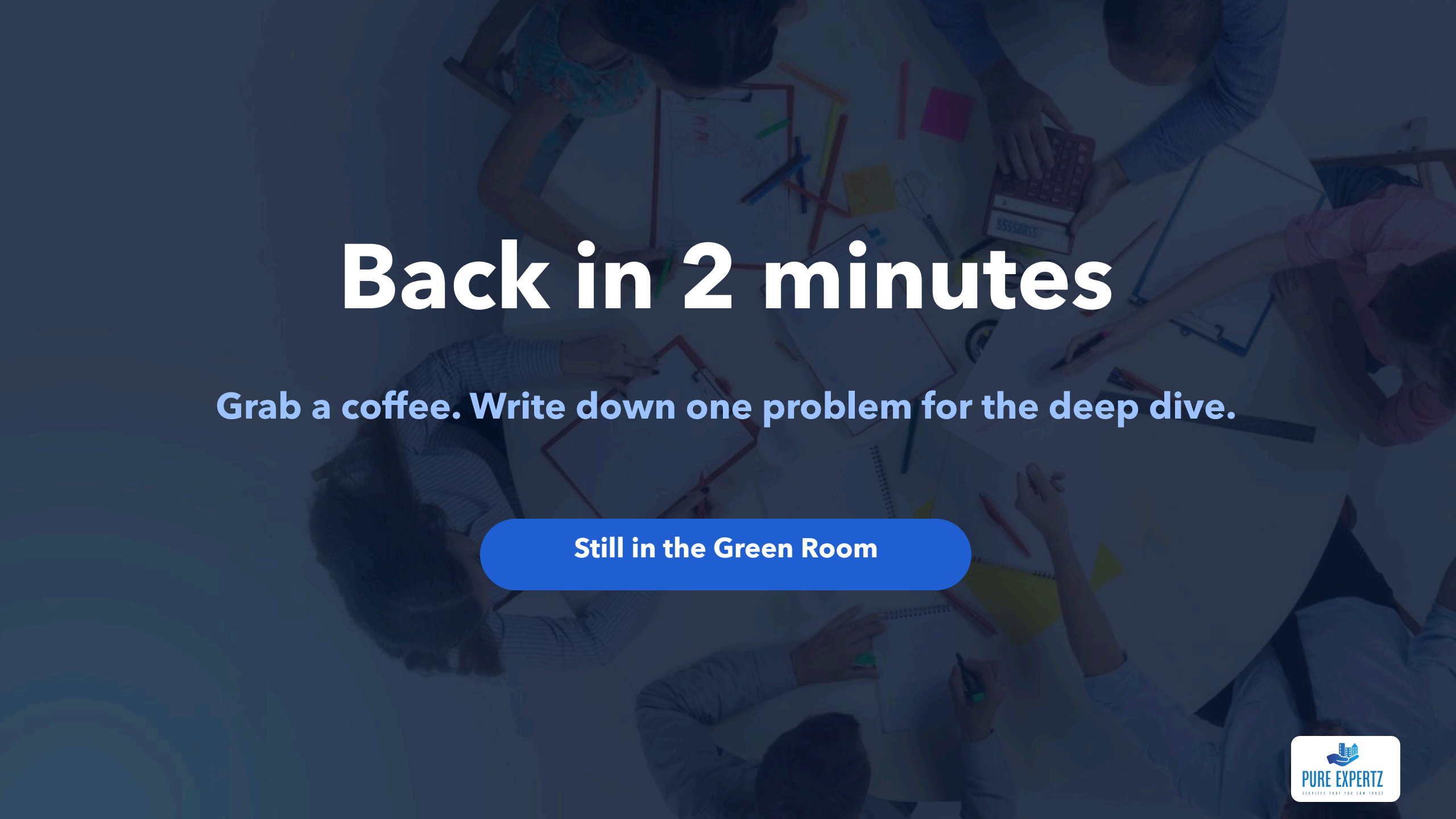
RETAINER

From $6,000/mo

Standing advisory and hands-on support. Hourly by request

Scope and price confirmed in writing before anything is invoiced. pureexpertz.com/store

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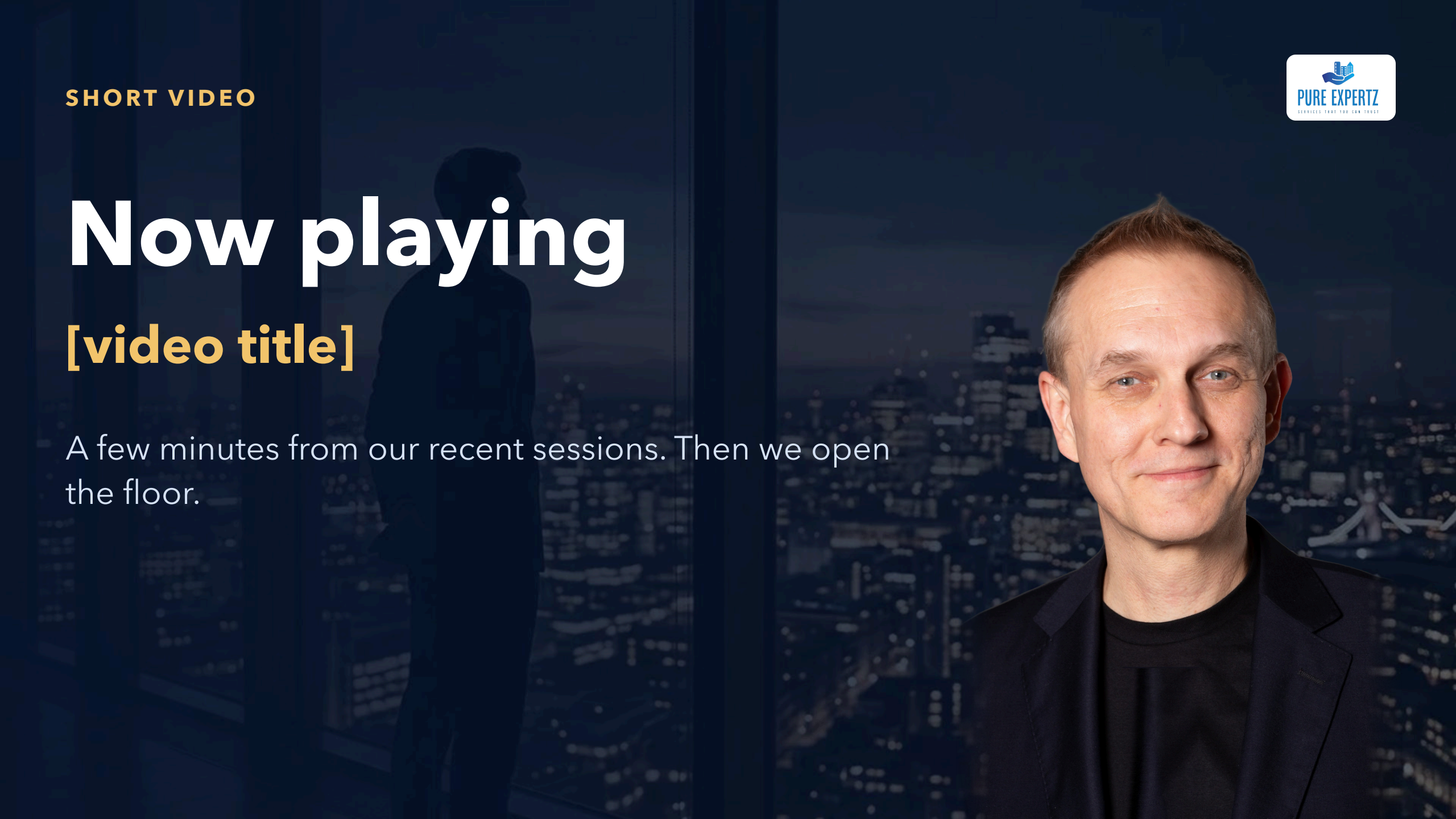

Back in 2 minutes
Grab a coffee. Write down one problem for the deep dive.
Still in the Green Room
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SHORT VIDEO

Now playing

[video title]

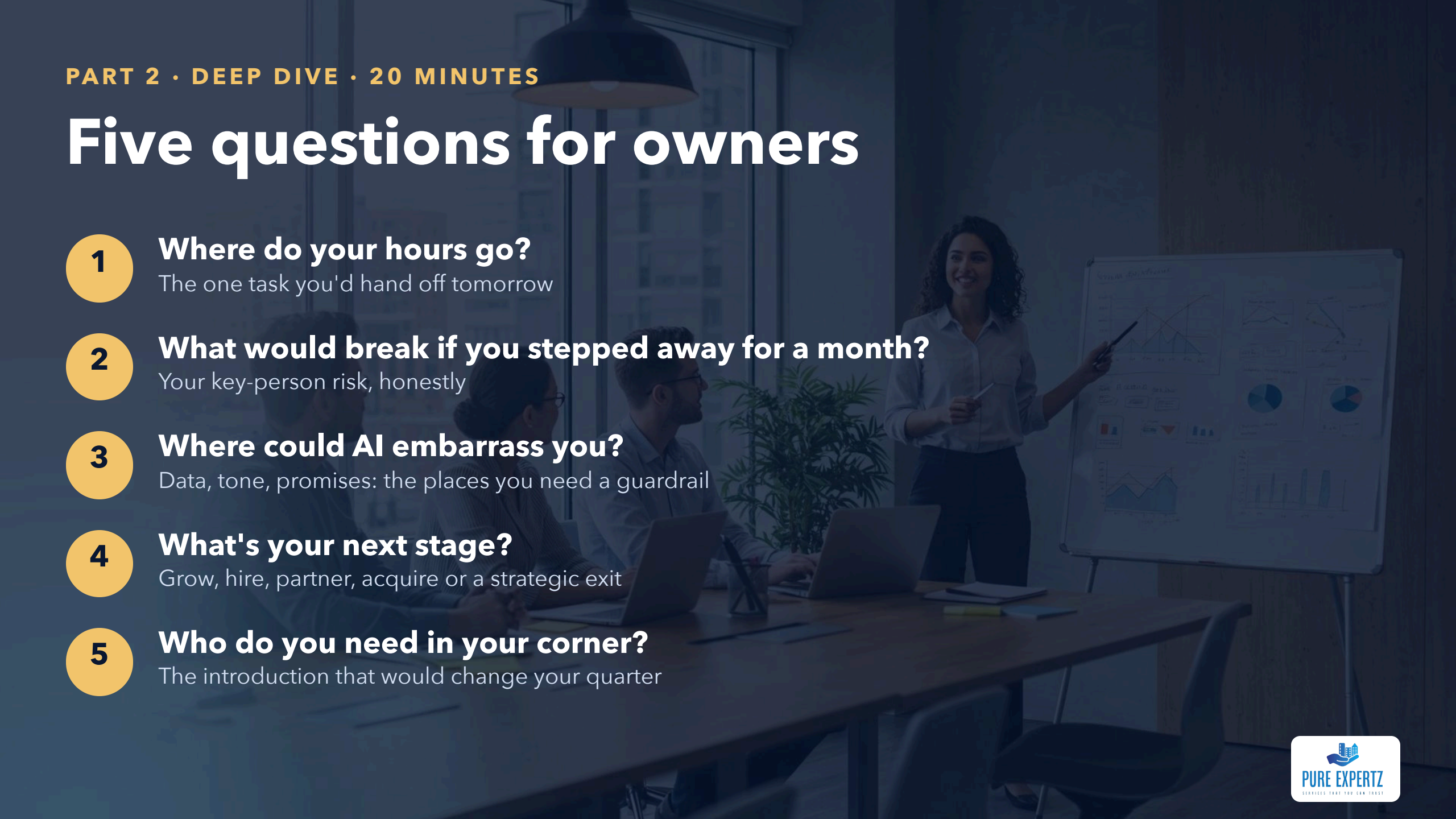
A few minutes from our recent sessions. Then we open the floor.



PART 2 · DEEP DIVE · 20 MINUTES

Five questions for owners

1. **Where do your hours go?**
   The one task you'd hand off tomorrow
2. **What would break if you stepped away for a month?**
   Your key-person risk, honestly
3. **Where could AI embarrass you?**
   Data, tone, promises: the places you need a guardrail
4. **What's your next stage?**
   Grow, hire, partner, acquire or a strategic exit
5. **Who do you need in your corner?**
   The introduction that would change your quarter



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HOT SEAT, THE FRIENDLY KIND

Bring your problem

2 min

You share the problem

Context only: what's happening and what you've tried

4 min

The room asks and offers

Questions first, then ideas from people who've been there

2 min

The consultant's frame

The decision, who owns it, and the first step this week

Green Room: names and numbers stay in the room.

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IDEAS EXCHANGE

What we're taking away

KEEP

What's working that we protect

START

One new thing this month

STOP

What we drop or hand off

ASK

Who we need to meet

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NEXT STEPS

Your next step, your pace

OFFICE HOURS

Free

Tue & Thu, 1 PM CT

WORKSHOPS

$89 each

Live, with a workbook

COHORTS

6–15 organizations

Learn with peers from your own network

AB MASTERMIND 2027

$9,997

Business in a Box for the 2027 year. Starts now

pureexpertz.com/store

Seats, start date and price confirmed in writing before anything is invoiced.

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HOW TO COME IN

Three ways to come in today

1. **Open office hours**
   Free. Tue & Thu, 1 PM CT. Bring a question

2. **Connect**
   Scan the code: leave your details, Andy follows up personally

3. **Write to us**
   support@pureexpertz.com

pureexpertz.com/connect



Smart systems. Strong humans.