KEYNOTE FOR CHAMBERS AND BUSINESS GROUPS

AI implementation for leaders

Andy Babala, CPP · WSI Consultant · AI implementation

Put AI to work, with guardrails your people can trust.

WSI Embrace Digital. Stay Human.

Proof first · one clear path · a person signs off



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AI IMPLEMENTATION FOR LEADERS · KEYNOTE FOR CHAMBERS

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WHO I AM

Andy Babala, CPP

WSI Consultant · AI implementation



CPP
Certified Protection Professional.

20+ years in security leadership
Corporate security programs that reported up to the General Counsel.

WSI Consultant · AI implementation
AI training and implementation for teams, delivered with WSI.

Founder
Pure Expertz and the Block by Block AI Safety and Security Alliance.

MBA · Train-the-Trainer · Burns Security (Motorola contract), Securitas, Pampered Chef

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THE PROBLEM

Owners are overwhelmed by AI

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01

Too many tools

A new app every week, and no time to test any of them.

02

Scattered experiments

Someone tries something. Nothing becomes the way the team works.

03

A team that wasn't trained

People guess, copy and paste, and stop trusting the output.

04

No rules

Which data can go in? Who checks the result before it goes out?

The gap isn't the tools. It's education, consistency and confidence.

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The Readiness Gap

The Missing Link: From Curiosity to Capability

- Many teams know why AI matters - few know how to use it **responsibly, effectively, and at scale.**
- Your readiness gap lies not in tools, but in **education, consistency, and confidence.**

"Bridging this gap turns scattered experiments into organization-wide advantage."



WSI

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AI Implementation, Proof First

WSI client case studies

COMMUNITY BANK · **Forward Bank**

Responsible AI adoption: governance, employee training, workflow reviews.

ELECTRICAL CONTRACTOR · **Power Surge Electric**

Brand, website, search, ads and reputation from day one.

WEALTH-PLANNING FIRM · **Nour Private Wealth**

One content strategy, search, managed email, consent tracking.

HVAC & PLUMBING · **Master Services**

Rebuilt pages, paid and local search, monthly data reviews.

Summaries of published WSI case studies. Every business is different; no results are promised.

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PROOF FROM OUR OWN PRACTICE

We run on what we teach

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LIVE

Workshops and keynotes

Live sessions, decks, pages and follow-up run with AI, checked by a person.

WEEKLY

Office hours and workshops

Tuesdays and Thursdays: open office hours at 1 PM CT, then hands-on workshops.

CPP

Security discipline

20+ years in corporate security, reporting up to the General Counsel.

CASE STUDY

Duty of care, with AI

Dr. John Byrnes and the CAPS method: an AI-produced training video and a weekly briefing for leaders.

ONE PLACE

Programs people can find

The Center for Aggression Management's programs, in one place for leaders.

A PERSON

Signs off

AI drafts. I review and approve what goes out.

Case study in progress, described factually. No results are promised; every organization is different.

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AI IMPLEMENTATION FOR LEADERS · KEYNOTE FOR CHAMBERS

START SMALL · TRAIN PEOPLE · KEEP A PERSON IN CHARGE

How AI implementation works

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STEP 1

Discover

Where does your team's time go? Pick one workflow that matters.

STEP 2

Design

Rules for data, review and sign-off. Write down what good looks like.

STEP 3

Build and train

Build that one workflow, and train the people who use it.

STEP 4

Run and improve

Office hours and a weekly review, then the next workflow.

AI drafts. A person signs off.

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LEVELS, LIKE COLLEGE · CUSTOMIZED TO YOUR ORGANIZATION AND ITS LEADERS

101 · 201 · 301

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SERVICES THAT GO FOR THE

101

AI fluency

For everyone on the team.

What AI is good at, what it isn't,

and the rules for data and sign-off.

Entry point: office hours + AI CAMPUS Foundations.

201

Implementation

For managers and the people who do the work.

One workflow at a time:

build it, train it, measure it.

A cohort with us, or WSI's AI CAMPUS Growth path.

301

Advisory

For owners, executives and boards.

Governance, guardrails, policies,

change management and a 12-month plan.

Private engagements and retainers.

Every level is shaped around your people, your rules and your week.

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WHAT WE DO · WSI.PUREEXPERTZ.AI

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Four ways organizations work with us

01

AI implementation

Where AI fits, what it's worth, the order to do things in: tools, workflows and rollout with your people.

02

AI CAMPUS training

Live AI fluency for owners, executives and teams. WSI's open cohort (certificate issued by WSI) or a private cohort.

03

Security & safety training

Duty of care for companies, schools, municipalities and police departments, including the CAPS method.

04

Change management & guardrails

AI use policies, governance, roles, training plans and a strategy your board and your people can follow.

Book a strategy session · wsi.pureexpertz.ai

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AI IMPLEMENTATION FOR LEADERS · KEYNOTE FOR CHAMBERS

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WSI AI Training for Teams

Delivered with Andy Babala, CPP · WSI Consultant · AI implementation

Class	Focus
AI for business teams	AI in the work your team already does.
Practical adoption	Where to start, and how to make it stick.
Governance	Clear rules for data, review and sign-off.



Dates and seats: **wsi.pureexpertz.ai** · questions: **support@pureexpertz.com**

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People Transform Organizations

- When teams understand how to think, prompt, and collaborate with AI, adoption accelerates and good habits compound.

"Upskilling your people multiplies every AI effort."



WSI

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Your Structured Path to AI Confidence

- A **comprehensive learning ecosystem** designed to upskill entire teams through live, interactive, and role-relevant training.
- Led by **AI practitioners** who build and implement real solutions every day.

AI CAMPUS

Program	Duration	Focus	Ideal For
AI First Foundations	2 Weeks	Core concepts & hands-on basics	Teams new to AI
AI Growth Intermediate	6 Weeks	Prompt mastery & workflow integration	Teams Beyond Basics
AI Native Advanced	10 Weeks	Build custom GPTs & advanced workflows	Teams ready for full integration

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Program Cadence

- ***Session 1 → Office Hour Support → Session 2 → Office Hour Support → Session 3 → Office Hour Support…***
- *Each training session builds knowledge → Office Hours reinforce learning with* ***hands-on support***
- *We send out an* ***email asking the team to share questions, clarifications and use cases*** *they would like to discuss before the office hour*
- *Cadence ensures participants practice between sessions and* ***come back with questions***
- ***The rhythm: Learn → Apply → Reinforce***



WSI

WSI AI CAMPUS · LIVE, SMALL, WORKING SESSIONS

AI CAMPUS: what's on the calendar

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NEXT OPEN COHORT

Claude Open Cohort

Client training through WSI AI CAMPUS

December 9–11, 2026

Live · certificate issued by WSI

PACKAGE 1

AI Foundations

2-hour training + 1-hour live office hour · certificate

PACKAGE 2

Foundations + Intermediate

Two 2-hour trainings + 1-hour office hour · certificate

New cohort dates and seats: **wsi.pureexpertz.ai**

Prefer your own team only? Book a private cohort.

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AI IMPLEMENTATION FOR LEADERS · KEYNOTE FOR CHAMBERS

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Extend the Impact with 1:1 Coaching & Mentoring

After the learning modules, your leaders and key users can accelerate adoption with **personalized coaching** and **mentoring.**

Program	Format	Focus
Executive Coaching	1:1 or small group	Vision, governance, Culture
AI Mentoring	1:1 or small group	Workflow integration, productivity

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FIXED SCHEDULE, OR YOUR SCHEDULE

Two ways to work with us

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FIXED SCHEDULE

WSI AI CAMPUS

For corporate teams that want a structured program.

Fixed schedule, full curriculum, certificate issued by WSI.

Next open cohort: Claude Open Cohort, December 9–11, 2026.

FLEXIBLE

Pure Expertz, on your schedule

Workshops, conversations and discovery sessions.

Custom programs built around your team and your week.

Office hours Tue & Thu, 1 PM CT. Start small, grow when it works.

Not sure which? Start with a discovery session

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AI IMPLEMENTATION FOR LEADERS · KEYNOTE FOR CHAMBERS

ORGANIZATIONS WHERE TRUST AND RULES MATTER

Who we work with

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LEADERS

Owners and executives

Leaders who want AI working in the business, with a person in charge.

FAMILY OFFICES

Family offices

Private, careful, long-term: AI with confidentiality built in.

FINANCIAL SERVICES

Financial services firms

Compliance first: policies, review and sign-off before anything goes out.

PUBLIC SECTOR

Municipalities and government

Duty of care, public trust and clear rules for data and staff.

REGULATED

Heavily regulated organizations

Healthcare, education, security and others with strict rules.

PRIVATE ENGAGEMENTS

Confidential work

Private engagements and retainers. We gladly sign NDAs.

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CAPACITY AND RESOURCES

What stands behind the work

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PURE EXPERTZ

The practice

Consulting, advisory and implementation.

Weekly workshops, office hours and keynotes.

CPP security discipline.

PLATFORM

The platform

Our own AI 2026 platform for sessions.

A community for replays and introductions.

Media production for video and podcasts.

NETWORK

The people

WSI's global network and AI CAMPUS.

Trusted Service Providers by trade and ZIP.

Speakers, trainers and partners.

Built to serve one leader or a whole organization.

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FOR REAL ESTATE AGENTS AND OTHER PROFESSIONALS

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Digital marketing and media production

01

Branding campaigns

A fresh look, a clear message and a launch plan for your name or your team.

02

Reach

LinkedIn, Facebook, Instagram and YouTube, with a weekly rhythm you can keep.

03

AI video

Short videos, training clips and multilingual versions, made with AI and approved by you.

04

Your own page

A co-branded page and lead form, so you see who comes from your network.

Smart systems, designed by strong humans.

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AI IMPLEMENTATION FOR LEADERS · KEYNOTE FOR CHAMBERS

CHOSEN TO FIT THE CLIENT, NOT THE OTHER WAY AROUND

Software we bring in for you

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CRM

HubSpot

CRM, marketing and service, with AI built in, for growing teams.

AUTOMATION

GoHighLevel

Funnels, texts, email, calendars and automations for small teams.

AI ASSISTANTS

YouEx.ai

AI assistants and engagement tools for your customers and your team.

AGENTIC AI

UgenticAI

Agentic AI and AI clones of your expertise, made with your consent.

We recommend what fits your business and set it up with your people. Andy is a shareholder in UgenticAI.

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HOW IT WORKS

Sign up once. Learn with us every week.

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STEP 1

Sign up

A WSI class, workshop or course at wsi.pureexpertz.ai, or join at pureexpertz.com/join.

STEP 2

Get your personal link

Your link to the AI 2026 platform arrives from support@pureexpertz.com within minutes.

STEP 3

Show up weekly

Office hours Tue and Thu, 1 PM CT on Zoom. Workshops and briefings inside AI 2026.

STEP 4

Stay in the community

Follow-up, replays and introductions between sessions.

Training is the start. The community keeps it working.

pureexpertz.com

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TUESDAYS AND THURSDAYS · 1 PM CT · ON ZOOM · FREE

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Why we hold open office hours

ENTRY POINT

The front door

The easiest way in.
No pitch, no pressure:
meet us and see how we work.

QUESTIONS

Bring your questions

Hard questions welcome.
Tools, policies, people,
the problem you're stuck on.

DISCOVERY

Discovery

We find the right next step:
a workshop, AI CAMPUS, a cohort
or a private engagement.

Rolling enrollment: join any week; you don't wait for a semester.
Wednesdays: the Mini-Forum, a Working Lunch 12–2 PM CT inside AI 2026; in person monthly from Dec 2.

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AI IMPLEMENTATION FOR LEADERS · KEYNOTE FOR CHAMBERS

PICK THE DOOR THAT FITS · GROW FROM THERE

Your path with us

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CLIENT
Work with us
Workshops, AI CAMPUS, cohorts and private engagements.

TRUSTED SERVICE PROVIDER
Join the network
Listed by trade and ZIP, introduced to members who need you.

INDEPENDENT CONSULTANT
Become a Pure Expertz consultant
Learn the method, then deliver it with our tools and support.

MEMBER
Club member
Weekly sessions, member briefings and introductions.

VOLUNTEER
Help where it counts
Host, mentor or support a session in your community.

2027
Join in 2026, grow into 2027
Next year we focus on building and helping practices; members get the new tools first.

No income or results are promised; every path is different.

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FOR CHAMBERS OF COMMERCE AND BUSINESS NETWORKING GROUPS

Bring this to your members

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Lunch & learn or keynote

45–60 minutes, in person or virtual.

AI implementation with guardrails, for owners and leaders.

Your members leave with one next step.

A members' cohort

6 to 15 people from member businesses.

90 days with us, or WSI's AI CAMPUS cohort.

Live sessions, office hours, a certificate path.

Book Andy

support@pureexpertz.com

(847) 991-9985

Or meet me first at office hours, Tue and Thu, 1 PM CT.

Email to book Andy

pureexpertz.com

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AI IMPLEMENTATION FOR LEADERS · KEYNOTE FOR CHAMBERS

ONE CODE · ROLLING WEEKLY ENROLLMENT

Your next step

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pureexpertz.com/join

Get access

Office hours · information sessions · workshop previews

Rolling weekly enrollment: start any week.

Strategy session or AI CAMPUS: wsi.pureexpertz.ai

Office hours Tue & Thu · 1 PM CT · zoom.pureexpertz.ai

support@pureexpertz.com · (847) 991-9985

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Thank you.

Let's put AI to work, together.



Andy Babala, CPP · WSI Consultant · AI implementation

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