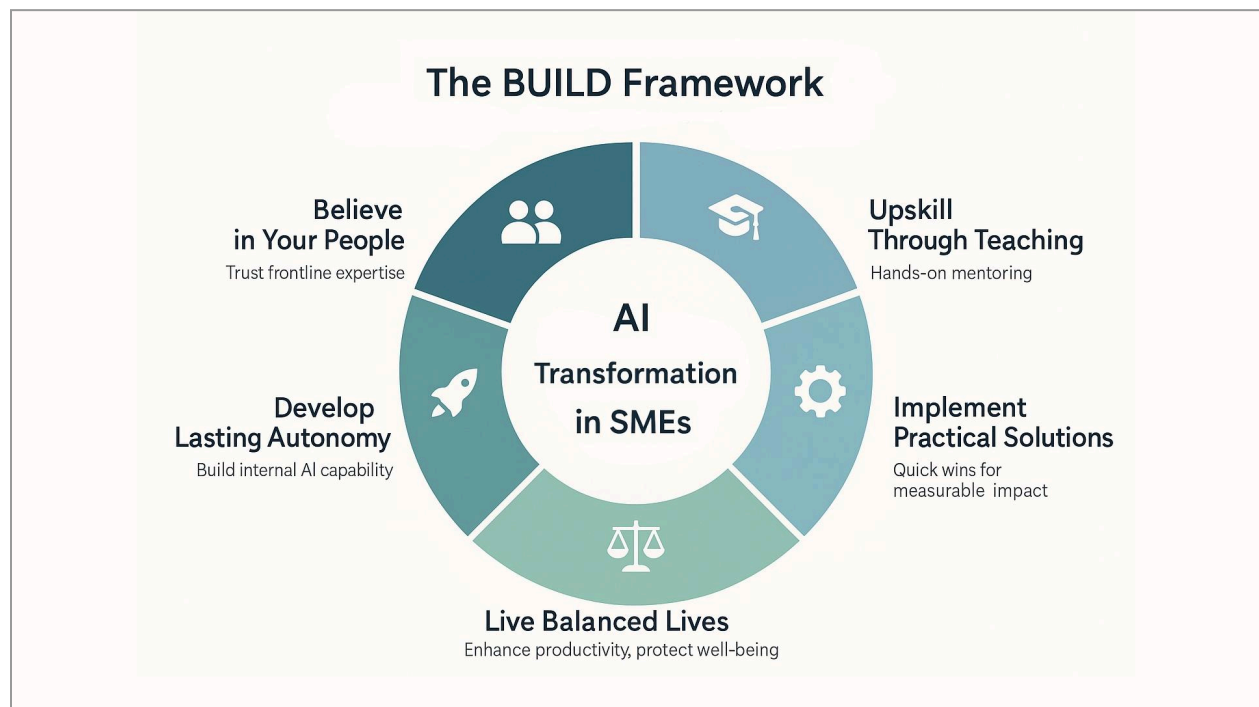


Transform Your Team with the BUILD Framework for AI

Your existing team can become AI-powered innovators — regardless of technical background.

Hi, I'm Clay — a technologist, founder, author and mentor. After 30 years bridging the gap between business innovators and the technical teams who bring ideas to life, I'm thrilled to help businesses understand the remarkable moment we're in: AI is extending human ingenuity, making even software development "conversational".

But I've learned that lasting transformation never starts with technology. It starts with empowered people, acting responsibly. That's why I've developed the BUILD Framework — a human-centered approach that transforms your existing team into autonomous AI practitioners.



B - Believe in Your People

Your team understands your challenges better than any outsider ever could.

No consultant will ever grasp your business like the people living it daily. The BUILD Framework starts here: recognizing that your existing team — from customer service to finance — already possesses the most critical ingredient for AI success: deep domain knowledge.

When you believe in your people, you empower them:

- To develop an "AI-first" mindset across the entire organization
- To become irreplaceable problem-solvers, not redundant costs
- To tackle challenges that used to require expensive consultants

U - Upskill Through Teaching

Transform capabilities through hands-on mentoring, not theoretical training.

Effective AI adoption requires human guides with a teacher's heart — professionals who understand AI deeply but care about people even more. Think of me as your fractional CTO for AI empowerment, teaching your company to fish in the new AI ocean.

What this upskilling delivers:

- Build Working Software in Hours, Not Months — Even non-technical staff master AI-powered workflows
- Slash Development Costs While Gaining Control — Stop paying \$200+/hour for external developers
- Master Conversational Development — Move from "vibe coding" to viable code through proper patterns

I - Implement Practical Solutions

Turn AI knowledge into tangible business outcomes.

The BUILD Framework focuses on real-world applications that drive immediate value. Your team learns to wield AI for practical challenges:

- Modernize Legacy Systems — Even when original developers are long gone
- Backfill Missing Documentation — Bridge years of knowledge gaps overnight
- Transform Knowledge into Content — Generate proposals from past projects, presentations from training materials
- Revolutionize Go-to-Market — Define ICPs with data, personalize outreach at scale

- Optimize for the "Ask Economy" — Capture visibility as 80% of consumers rely on AI-generated answers

L - Live Balanced Lives

3X productivity, then go home on time.

I don't teach AI to make people work harder. I teach it so your team can accomplish 3x more in less time, then close their laptops. The BUILD Framework recognizes that sustainable success requires energized, fulfilled people.

The work-life transformation:

- Complete 8 hours of work in 2-3 hours
- Pursue creative challenges you never had time for
- Leave the office energized, not exhausted
- Read to your kids, pursue passions, remember why you love your work

D - Develop Lasting Autonomy

Build permanent capabilities, not temporary dependencies.

Unlike traditional consultants who build and leave, the BUILD Framework creates self-sufficiency. You maintain full ownership of your intellectual property while developing internal expertise that stays forever.

Long-term benefits include:

- Permanent in-house AI capabilities
- Full governance and control of your solutions
- Ability to adapt as AI technology evolves
- A sustainable future where technology amplifies human creativity

My Approach: Personal, Proven, Permanent

I offer two pathways to AI transformation — meeting you where you are in your journey:

BUILD: Your Foundation for AI Success

For organizations ready to transform their teams into AI practitioners

- Monthly Investment: \$4,000
- Commitment: Renewable quarterly based on progress and desire
- Focus: Intensive skill-building and quick wins
- Outcome: Self-sufficient teams with permanent AI capabilities

During BUILD, we work closely together to establish your AI foundation through hands-on mentoring, practical implementation, and cultural transformation. Most organizations complete their BUILD journey in 2-4 quarters.

THRIVE: Your Ongoing AI Evolution

For BUILD graduate teams ready to continuously excel

- Monthly Investment: \$1,000
- Commitment: Month-to-month flexibility
- Focus: Sustained growth and peer learning
- Outcome: Stay ahead of AI's rapid evolution

THRIVE membership ensures your transformation sticks and evolves:

- Monthly AI Pulse Sessions - Live group problem-solving
- Personal Video Guidance - Async answers to your specific challenges
- The BUILD Brief - Bi-weekly insights that matter
- Private Community - Learn from peers on similar journeys
- Quarterly Strategy Reviews - 1:1 progress check-ins

Think of it this way: BUILD gives you the skills to fish in the AI ocean. THRIVE ensures you're always using the best techniques, finding the best spots, and learning from other successful fishers.

Your investment creates compounding returns:

- BUILD quarters delivers transformation through capability building
- THRIVE membership prevents knowledge decay and captures new opportunities
- Together, they ensure AI becomes a permanent competitive advantage

No dependency, just partnership. You own all your solutions. I'm here to ensure you never stop growing.

BUILD Framework	THRIVE Membership
B - Believe in Your People	T - Transform knowledge into action
U - Upskill Through Teaching	H - Harness peer wisdom
I - Implement Practical Solutions	R - Refine your AI capabilities
L - Live Balanced Lives	I - Innovate continuously
D - Develop Lasting Autonomy	V - Validate progress quarterly
	E - Evolve with the technology

Why Leaders Trust Me

"Clay is a natural teacher. He's able to convey highly technical knowledge in a way that's easy to understand for both the technical and non-technical alike. He connects big, transformative ideas to the day-to-day work we're engaging in..." — Becky Swansburg, CEO, Stonewood Financial

"Clay brings a rare and valuable combination of skills... He not only engages clients effectively by listening and understanding their needs but also designs comprehensive software architectures and personally sees them through to execution." — Jerry Gob, Repeat Founder

"Clay is exceptionally well-equipped for consulting roles, offering valuable insights into business innovation, technology, and strategic investment opportunities. Working with Clay was not only professionally enriching but also a great pleasure..." — Dr. Valerio Tenace, CTO, PremisAI

Ready to BUILD Your Team's AI Future?

Let's schedule a 30-minute discovery call to explore how the BUILD Framework can transform your organization. You'll walk away with:

- An assessment of your team's current capabilities
- Ideas for what your team might build
- Zero obligation to proceed

<https://calendly.com/sclayturner/advisory-session>