



BUSINESS GROWTH
AI SUMMIT
WITH FORD SAEKS

RETHINK. REFOCUS. REFINE.

August 14–15, 2026 · The Palazzo at The Venetian, Las Vegas

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YOU TOLD US.

WE LISTENED. WE BUILT THIS SUMMIT FOR YOU.



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ATTENDEE
RESPONSES



4.6/10

AVG. AI
ADOPTION



5.7/10

AVG. AI
CONFIDENCE



HANDS-ON

MOST REQUESTED
LEARNING MODE

IN YOUR WORDS:



“ AI feels like
drinking from
the firehose.



“ Reaching out is
90% of my
time suck.

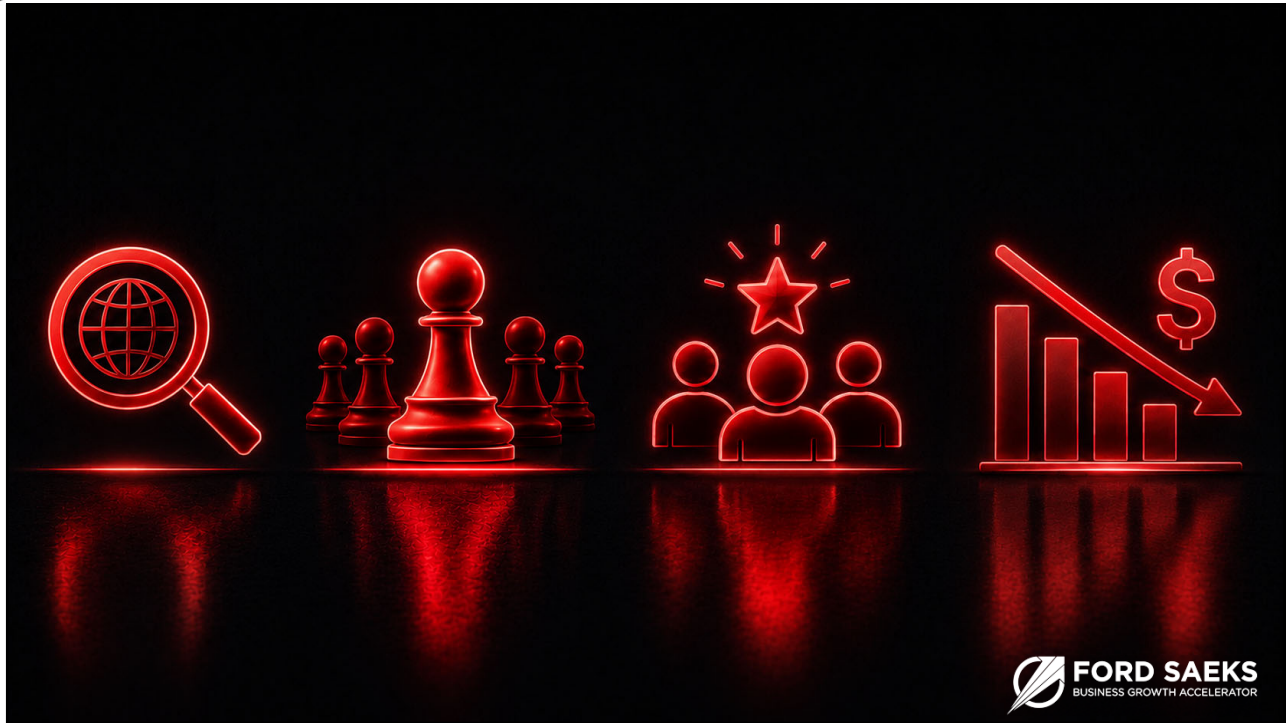


“ I want **actual stuff**
already in the works.



SO THIS WILL BE A BUILD, NOT A CONFERENCE.

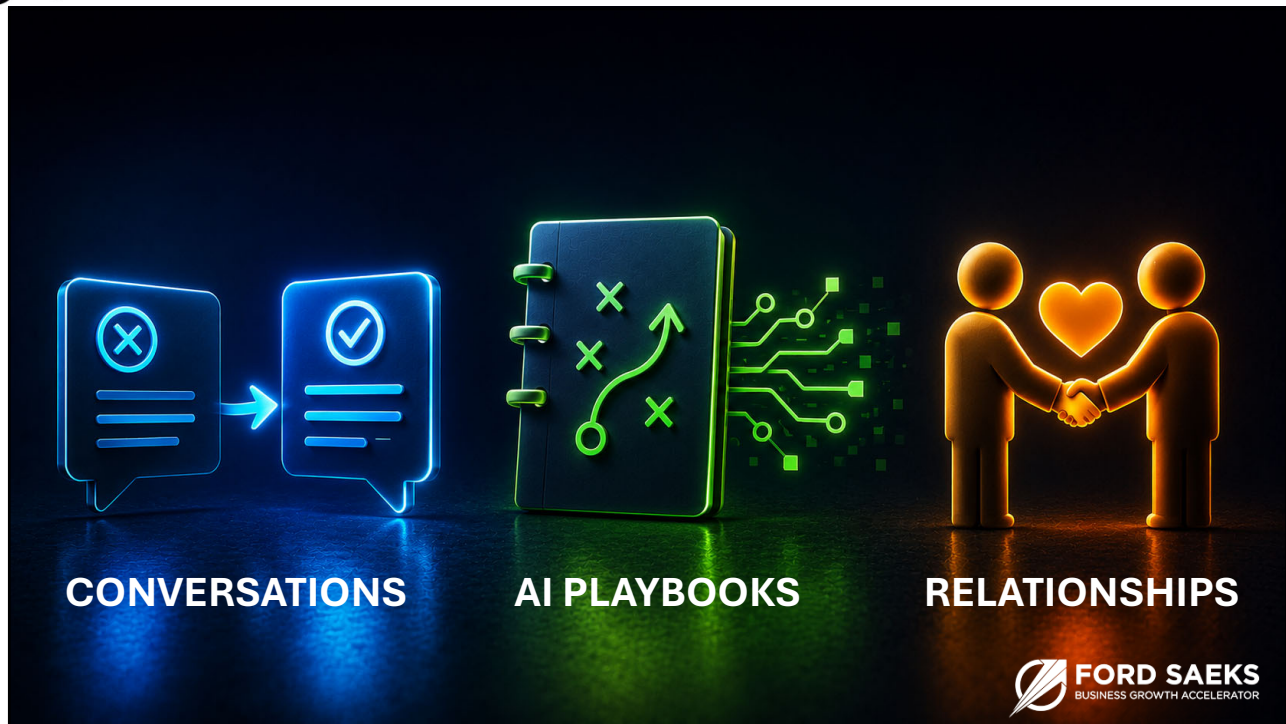
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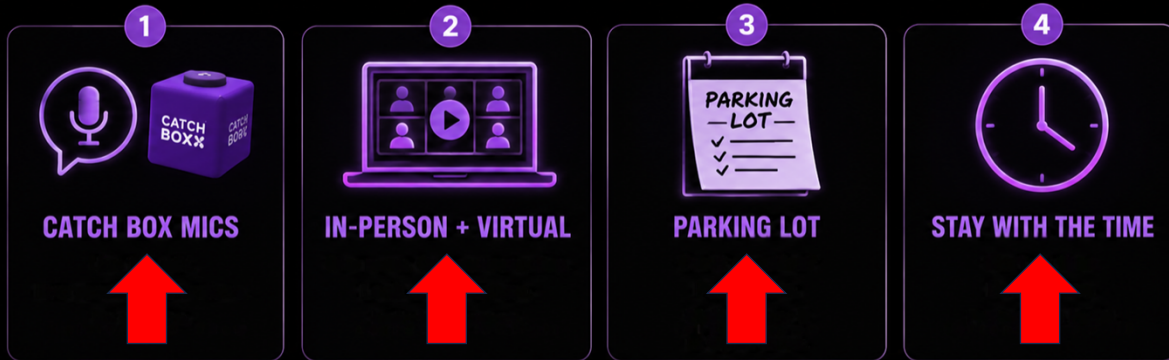
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HOW THIS ROOM WORKS

WE BUILD TOGETHER. WE RESPECT THE BUILD.

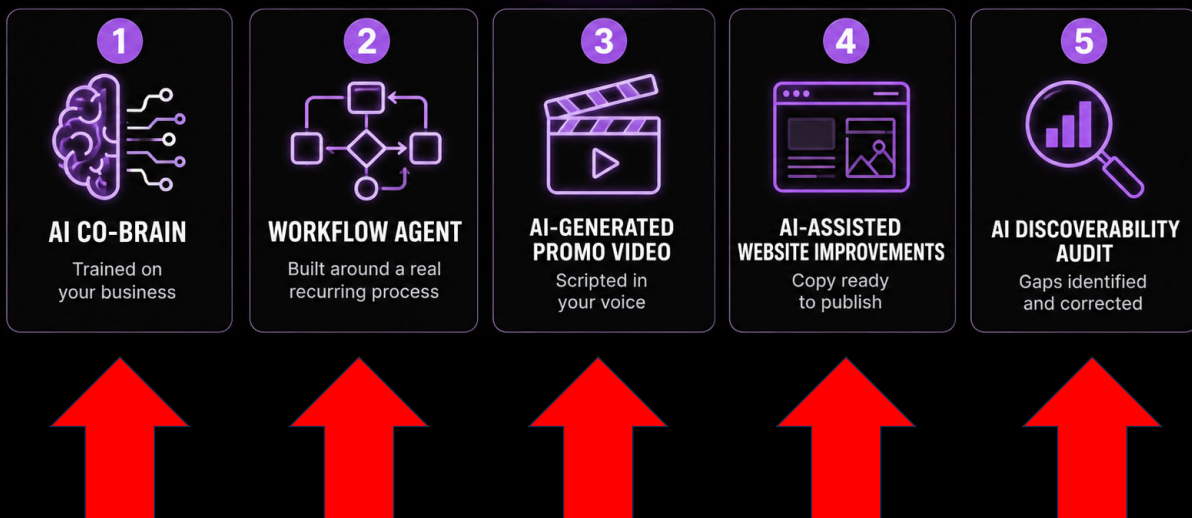


OUR GOAL: YOU LEAVE WITH REAL ASSETS AND A PLAN TO EXECUTE.



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WHAT YOU WILL BUILD IN TWO DAYS



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THINK TEACH SYSTEMIZE AUTOMATE AMPLIFY EXECUTE

You are not here to learn instruments.
You are here to **conduct.**

AI plays. You decide what music gets made.

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DAY ONE

Teach AI your business.

By 5:00 today: an AI advisor (2nd brain) that knows your business / Role — built, tested, working.

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THINK

TEACH

SYSTEMIZE

AUTOMATE

AMPLIFY

EXECUTE

EXERCISE 1.1

Your North Star – **INDEX CARD**

10 MIN · NO LAPTOP

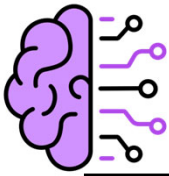
- 1 Write your **#1 revenue priority** for the next 12 months — commit to it in ink
- 2 Write the **bottleneck** that most blocks it
- 3 Write **one task you want off your plate** every single week
- 4 **Pair up** — 60 seconds each: **read your card out loud**

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The 5 SMARTEST AI PLAYS

To Improve Profitability, Productivity & Customer Experience

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1. NEVER START FROM SCRATCH AGAIN

Every first draft starts with AI.

Human judgment makes it better.

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2. RESPOND FASTER WITHOUT ADDING HEADCOUNT

**Every inquiry, estimate request,
bid opportunity, and follow-up
deserves a faster response.**

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3. REDUCE WASTE WITHOUT REDUCING PEOPLE

The goal is not fewer employees.

It's fewer wasted hours per employee.

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4. TURN YOUR DATA INTO A DECISION WEAPON

Stop waiting for reports.

Start asking better questions of
the data you already have

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5. SCALE PERSONALIZATION WITHOUT SCALING PEOPLE

Use AI to make every customer, prospect, builder, designer, or project feel more understood.

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THINK

TEACH

SYSTEMIZE

AUTOMATE

AMPLIFY

EXECUTE

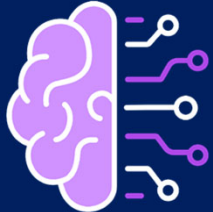
9:15 – 10:30

GUEST SESSION

Randy Gage

The AI Mindset for Business Growth

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BUSINESS GROWTH
AI SUMMIT
WITH FORD SAEKS

BREAK

10:30 – 10:50

When you sit back down: laptops open.

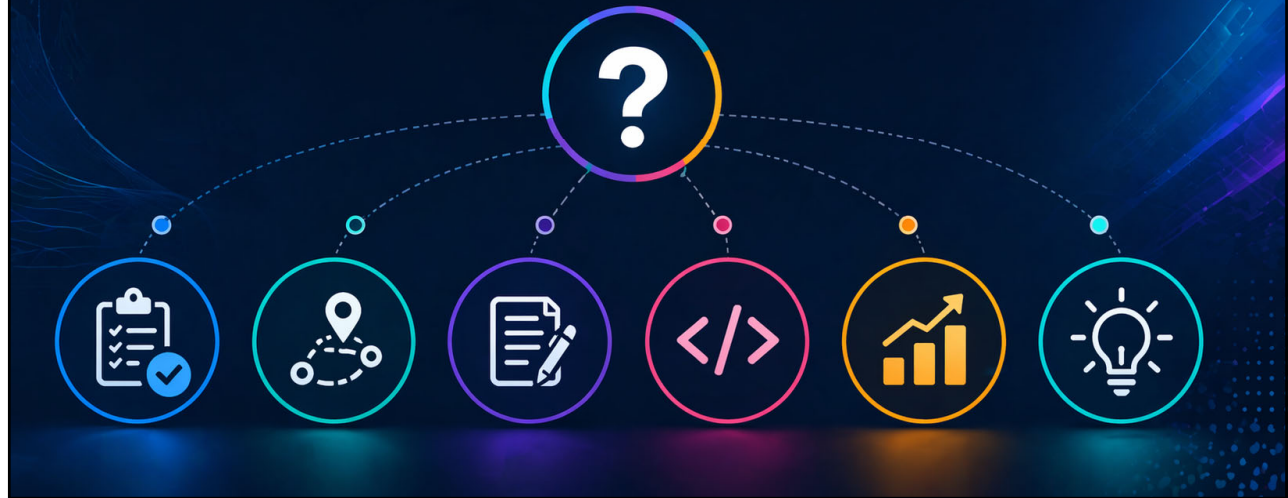
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FIVE TOOLS. THREE JOBS. THAT'S THE STACK.

THINK & RESEARCH	BUILD & SYSTEMIZE	AMPLIFY & REPURPOSE
 CHATGPT	 CLAUDE PROJECTS	 HEYGEN
 CLAUDE	 CLAUDE CWORK	 OPUS CLIP
 PERPLEXITY		
 Co-think, draft, verify with sources	 Co-Brains, agents, workflows	 Video, clips, content leverage

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WHAT OUTCOMES DO YOU WANT WITH AI?



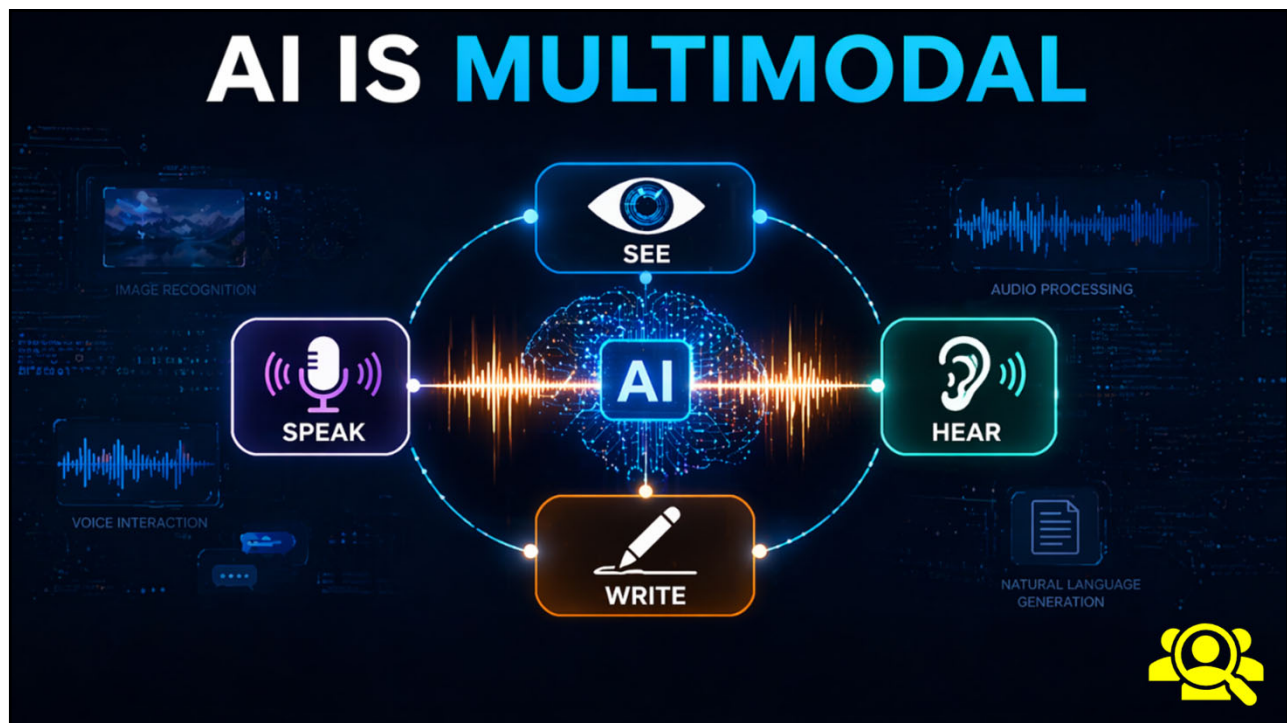
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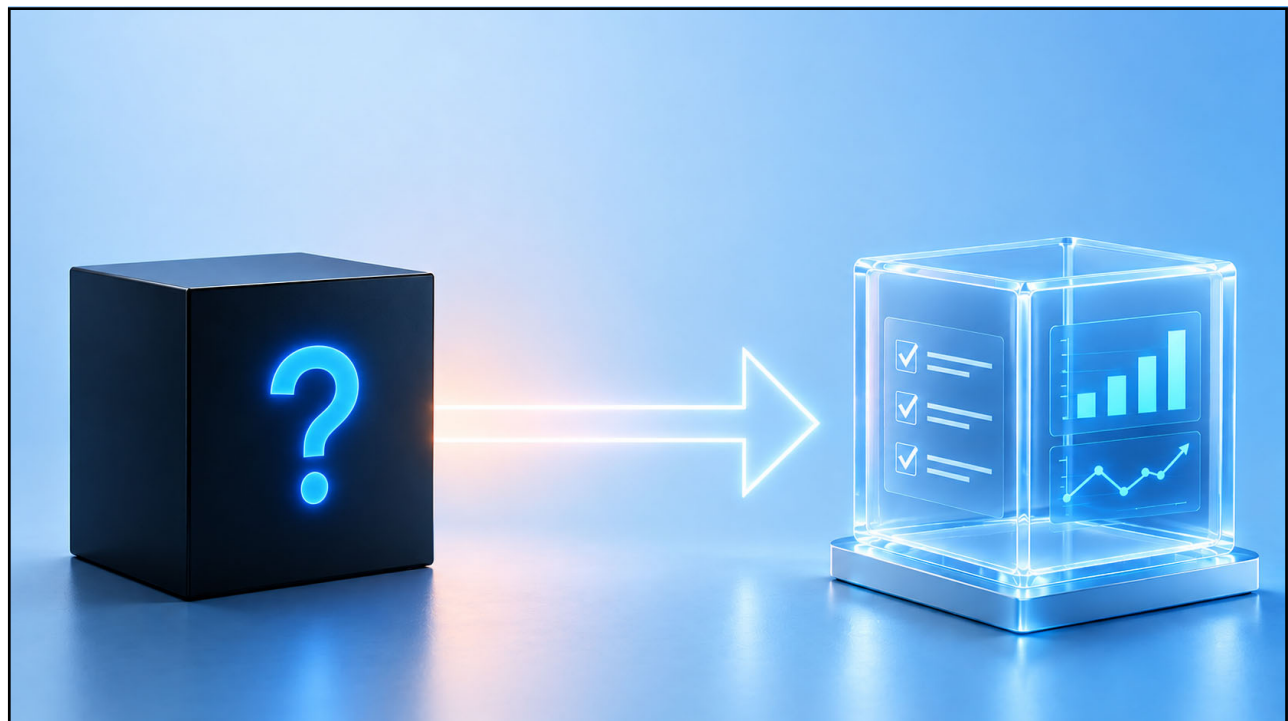
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DOWNLOAD THE AI APPS ON YOUR PHONE



GET THE APPS
Free. Easy. Essential.



PUT THEM TO WORK
Ask. Explore. Create. Solve.



GET AHEAD
AI won't replace you.
But someone using AI might.



ChatGPT
Your AI assistant



Perplexity
Search with answers



Claude
Think clearly



Microsoft Copilot
Your AI companion



Gemini
AI by Google

DOWNLOAD TODAY. LEAD TOMORROW.



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SET YOUR AI TOOL DEFAULTS

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**THE BEST AI RESULTS
COME FROM THE NEXT QUESTION.**

⊗ **DON'T SEARCH AI.**

🔍 |

↓

📄

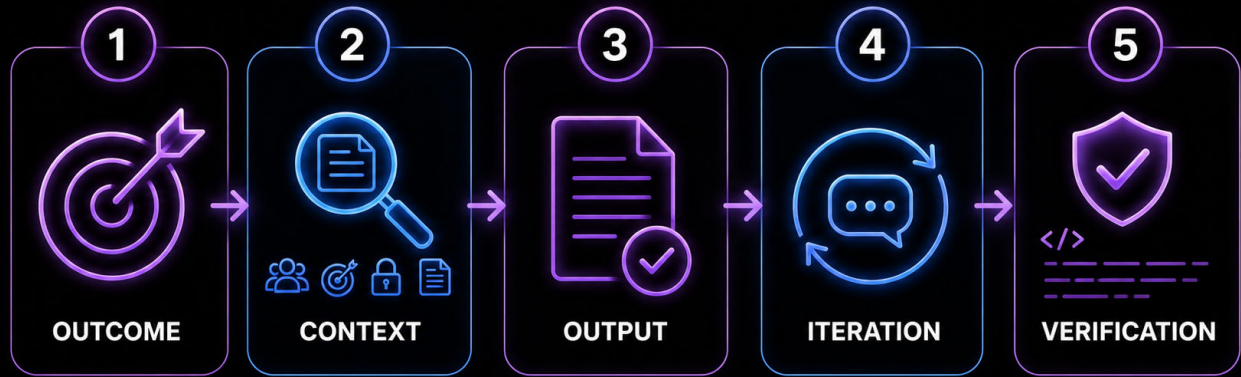
VS.

✓ **COLLABORATE WITH AI.**



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Prompt Engineering FRAMEWORK



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THE TRAFFIC LIGHT



GREEN — share freely

Public marketing content · approved messaging · FAQs · published bios



YELLOW — share with judgment

Internal drafts · SOPs · training docs · non-sensitive workflows



RED — never paste

Financials · client PII · legal records · anything under NDA

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LIVE BUILD

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EXERCISE 2.1

Your First Co-Think: the Objective Brief

- 1 Open ChatGPT or Claude — your choice, **the framework is identical**
- 2 Turn your North Star Card into a **one-page Objective Brief**: objective · who you serve · offer · obstacle · success in 90 days
- 3 Iterate **twice** — sharpen what is vague
- 4 Verify: ask **"What did you assume that I didn't tell you?"**

YOU PRODUCE: Objective Brief — first document into your Co-Brain at 2:00

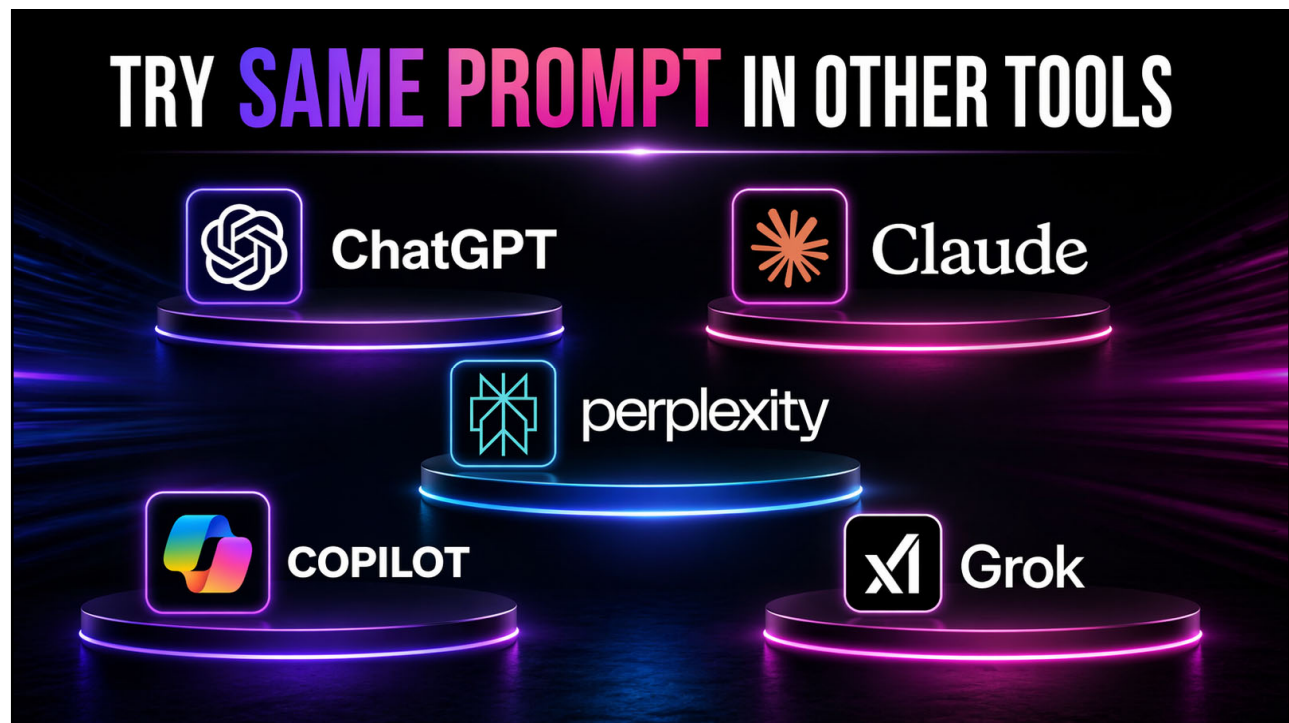
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EXERCISE 2.2

THE AI MIRROR + DISCOVERY AUDIT

- 1 Ask Perplexity and ChatGPT: "What do you know about [me / my company]?"
- 2 Then: "Would you recommend me for [my service]? Who WOULD you recommend?"
- 3 Run the audit checklist: profitrichresults.com/audit

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AI PROMPT: WRITE GOOGLE REVIEW REPLIES

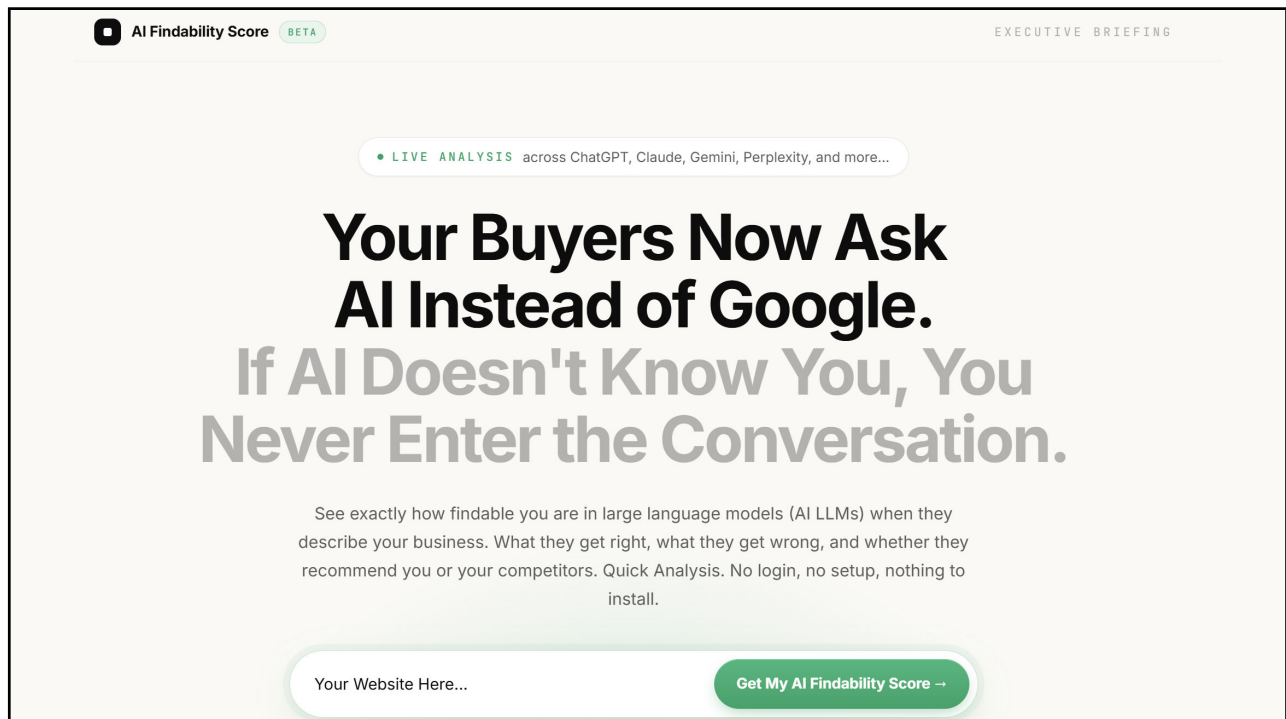


Write a professional, authentic response to this [positive/negative/neutral] Google review for our flooring business. Consider that we serve [residential/commercial/both] customers. Reference the customer's specific experience when appropriate, reinforce our commitment to quality workmanship, communication, and customer satisfaction, and avoid generic or overly polished AI language. If the review is negative, acknowledge the concern without becoming defensive and suggest an appropriate next step. Keep the response concise and human. I'll paste the reviews one at a time.

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What you're building

INSTRUCTIONS

Its job · your voice · your priorities
· its rules

+

KNOWLEDGE

Your documents · offers · proof ·
expertise

=

**YOUR
CO-BRAIN**

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The invisible coworker

isn't coming.
It's already on the payroll.

AI AGENTS
Your New Competitive Advantage

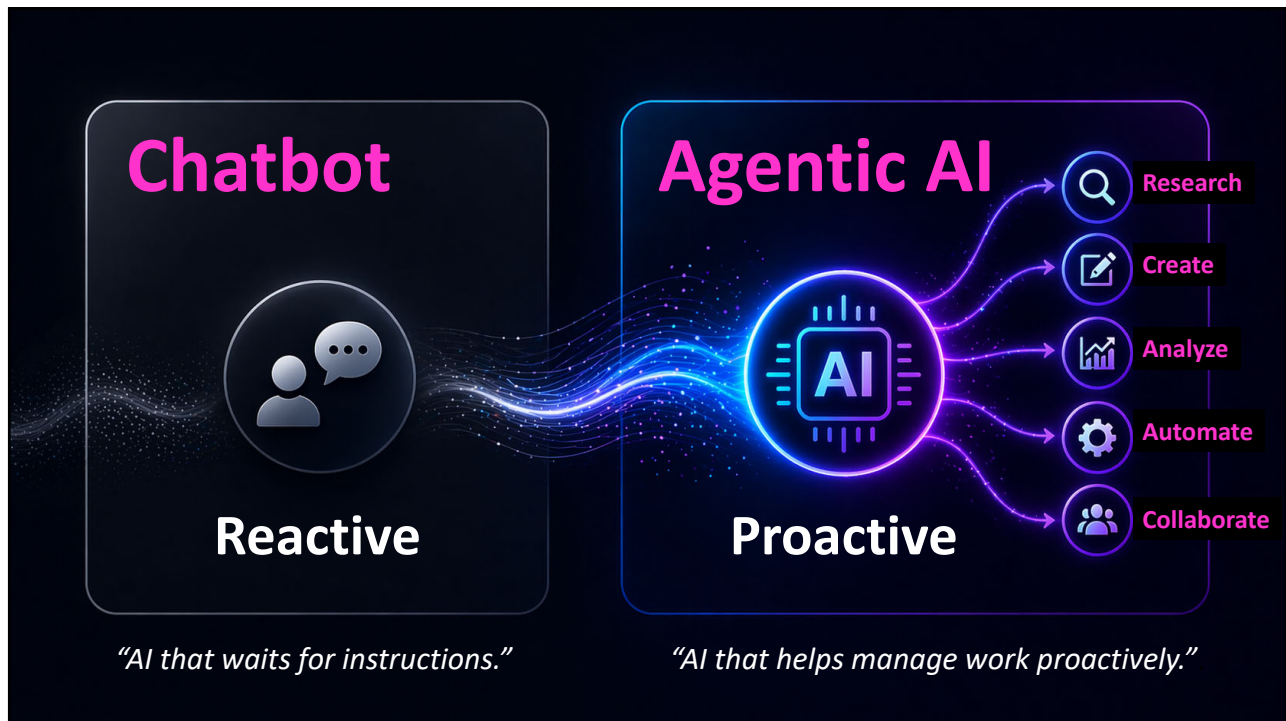
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- Always On
- Always Learning
- Always Productive
- Always Adding Value

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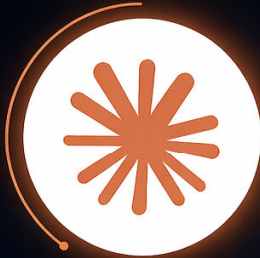


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Claude: **Think.** Collaborate. Build.



CLAUDE

Think

Get clarity, ideas, and better answers.



COWORK

Collaborate

Work together in real time and get more done.

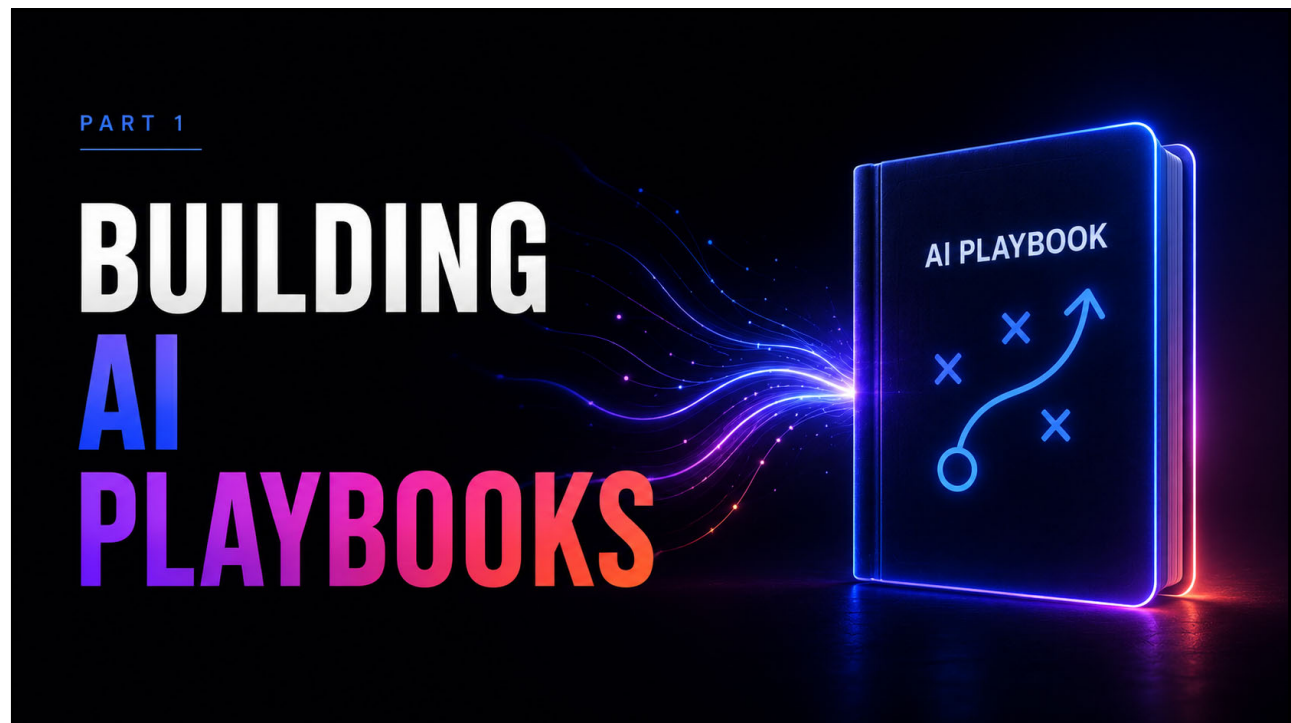


CODE

Build

Create, automate, and bring ideas to life.

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STEP 1

START WITH ONE PROCESS

Pick something you do repeatedly.

EXAMPLES:

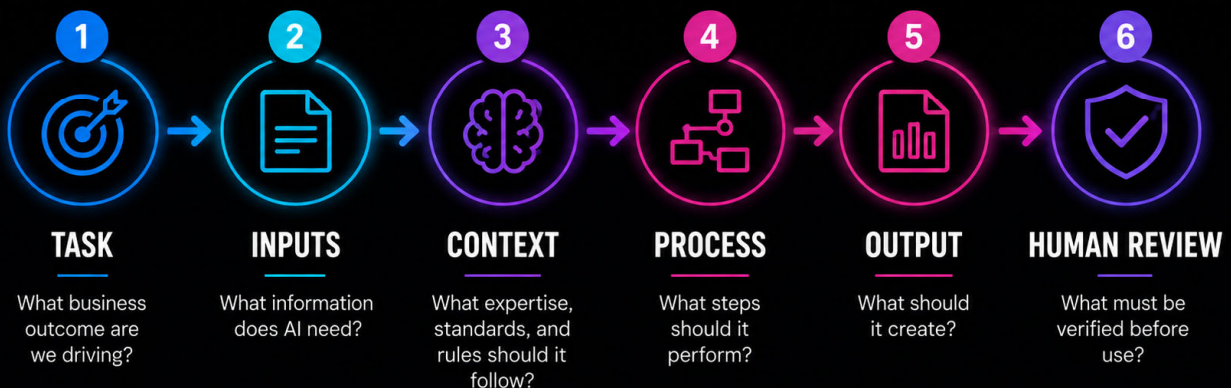
-  Estimate requests (residential)
-  Bid opportunities (commercial)
-  Customer follow-up & communication
-  Project updates & coordination
-  Reporting & performance tracking
-  Google reviews & feedback responses



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STEP 2

EVERY AI PLAYBOOK NEEDS 6 PARTS



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STEP 3

BUILD IT ONE BOX AT A TIME

Define each part for
your chosen task.



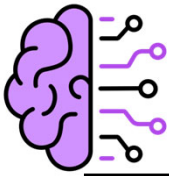
	TASK
	INPUTS
	CONTEXT
	PROCESS
	OUTPUT
	HUMAN REVIEW

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CREATE YOUR AI BUSINESS PLAYBOOK




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CREATE YOUR BUSINESS PLAYBOOK AI TRAINING DOC



1. Company Overview
2. Products/Services
3. Target Audiences
4. Brand Identity
5. Sales Process
6. Marketing Strategy & SEO
7. Competitive Landscape
8. Customer Experience
9. Technology and Tools
10. Policies and Procedures

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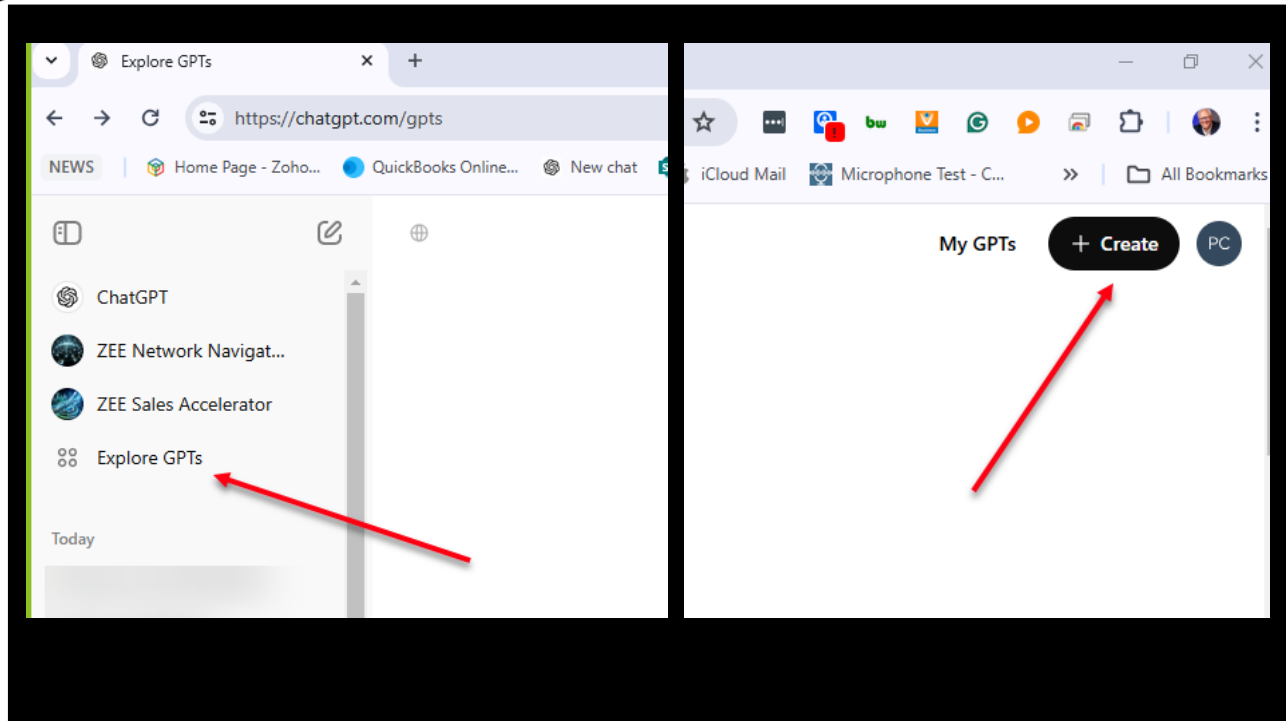


Create a single, comprehensive document that defines all essential brand, sales, and marketing information about **[Your Company Name]**.

This resource will be used to train AI models, CustomGPTs and onboard employees, ensuring consistent knowledge, messaging, and interaction standards throughout all customer touchpoints. Add all categories and whatever you think I missed



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