

AI Velocity Toolkit

Leverage AI tools to grow and thrive.

One fluent leader is a head start. Six weeks either way. Seven moves. You finish with real systems — your voice, your inbox, your data, and your decisions running on AI — not a slide deck and good intentions.

THE PROGRAM

Six weeks. Seven moves. Real systems in hand.

Two tracks share the same arc. Executives & Management runs one to one, starting where the decisions get made. Teams runs across the organization, so the tools stop living in one office. Either way you finish with working systems — not a slide deck and good intentions.

TRACK 01 • FOR EXECUTIVES & MANAGEMENT

Lead from the front. *Become fluent in six weeks.*

The fastest way to make an organization fluent is to start where the decisions get made. Six weeks, one to one, hands-on.

Real systems

Not notes to act on later. You finish with your voice, your inbox, your data, and your decisions running on AI — working systems in hand.

WHAT YOU WALK AWAY WITH

- ✓ Your own AI voice profile — every memo, email, and post sounds like you, from the first draft.
- ✓ Your know-how captured as reusable projects and skills — not locked in one person's head.
- ✓ AI as an on-call thinking partner for the decisions that actually matter.
- ✓ An inbox that sorts, drafts, and answers routine mail overnight — with you in the approval seat.
- ✓ Plain-English answers from your own data — customers, operations, and performance.
- ✓ On-brand decks, notices, and graphics in minutes.



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Bring your whole team up to speed. *In six weeks.*

Training your whole team delivers roughly ten times the return of training one person — the AI tools stop living in one office and start running across the whole organization.

10×

the impact of training one person. A fluent team is a different kind of organization.

WHAT YOU WALK AWAY WITH

- ✓ One consistent voice every employee can write in — on-brand from the first draft.
- ✓ Your organization's know-how saved as reusable projects and skills — not locked in one head.
- ✓ On-brand flyers, notices, and signage in minutes.
- ✓ An inbox that sorts, drafts, and answers routine mail overnight, within clear records and privacy guardrails.
- ✓ Plain-English answers from your own data — customers, operations, and sales.
- ✓ A written AI use policy and a plan to scale across departments.

WEEK BY WEEK

The six-week arc.

Seven moves · six weeks · + bonus: design support, woven into the brand week.

TRACK 01 • FOR EXECUTIVES & MANAGEMENT

WEEK 01

Foundations

Environment, goals, working rhythm.

WEEK 02

Your Voice

Your voice profile, captured and locked.

WEEK 03

Brand & Email

Brand voice + an AI inbox routine.

WEEK 04

Projects & Skills

Know-how saved so it stays in the building.

WEEK 05

Ask Your Data

Answers from your data + thinking partner.

WEEK 06

Fluency & Handoff

Scale the model out from the top.



The six-week arc, continued.

WEEK 01

Introductions

Kickoff, setup, working rhythm.

WEEK 02

Voice & Brand

One voice the whole team writes in.

WEEK 03

Email Routines

An inbox that sorts, drafts, answers.

WEEK 04

Projects & Skills

Know-how captured and reusable.

WEEK 05

Ask Your Data

Answers from your data + thinking partner.

WEEK 06

A Fluent Team

Scale across departments + handoff.

INVESTMENT

What it costs.

THE ENGAGEMENT • FOR EXECUTIVES & MANAGEMENT

Scoped to your organization. Ask for a proposal.

A fixed-fee, six-week program. Milestone invoices, Net 30.
Add your leadership team under the Teams track.

SIMPLE PRICING • FOR TEAMS

\$1,500 / person • 5-person minimum • \$7,500 to begin

Six weeks. Add anyone on your team for \$1,500.
Two milestone invoices, Net 30.

Built on receipts, not buzzwords.

SDP's AI email pattern is already running in production — a live deployment handling 14,700+ emails, at a fraction of the prior cost.

WHAT YOU GET, EITHER TRACK

- ✓ Six weeks, seven moves, hands-on throughout.
- ✓ Design support woven into the brand week.
- ✓ Working systems in hand at the end — not notes.
- ✓ A written plan for scaling what we build.

NEXT STEP

Ready when you are. Let's build it.

A short call. We scope the six weeks around your operation, your data, and your people.

Book at cal.com/sdpchicago.



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