

CBC

CHELSEY BLAKLEY CONSULTANTS

PRACTICAL AI. REAL IMPLEMENTATION. LASTING RESULTS.

AI-Ready Business Lab™

PROGRAM OVERVIEW

A practical, hands-on program that helps entrepreneurs and small-business owners understand, apply, and implement AI and digital tools in ways that strengthen the business.

TRANSLATE → APPLY → SYSTEMIZE™

chelseyclakley.com

THE PROGRAM AT A GLANCE

AI readiness should lead to business readiness.

The AI-Ready Business Lab™ is an applied learning experience for nontechnical entrepreneurs and small-business owners who want to use AI and digital tools in practical, sustainable ways. Instead of teaching technology in isolation, CBC connects tools directly to real business operations, customers, marketing, workflows, and growth goals.

01 UNDERSTAND Plain-language AI education for nontechnical business owners.	02 APPLY Real-world demonstrations and guided implementation exercises.	03 IMPLEMENT Step-by-step support to integrate useful tools into business operations.	04 GROW Build sustainable systems that save time, increase capacity, and support growth.
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THE GOAL

Better business owners - not AI experts.

Participants should leave understanding where AI fits, what it can realistically improve, which tools are appropriate, and what to implement next. The Lab is designed to move people from curiosity and overwhelm to clarity, confident action, and repeatable business systems.

PROGRAM OUTCOMES

Participants leave with real tools, real plans, and real momentum.

CLARITY Understand where AI and digital tools can realistically support the business - and where they are unnecessary.	CONFIDENCE Gain hands-on experience using practical tools in a guided, business-friendly environment.
IMPLEMENTATION Create a personalized action plan based on the participant's actual business needs.	CAPACITY Build stronger systems that reduce repetitive work, improve consistency, and support growth.

WHAT PARTICIPANTS CAN LEAVE WITH

- AI-readiness assessment
 - Business workflow map
 - Priority AI use-case list
 - Recommended technology stack
 - Prompt and workflow library
- Marketing/content workflow
 - Customer journey improvements
 - Automation opportunities
 - 30-, 60-, or 90-day roadmap
 - Business-specific AI action plan

KEY TOPICS INCLUDE

Relevant. Practical. Applicable.

- AI fundamentals for business owners
- What AI can - and cannot - do
- Productivity and time management
- Content creation and marketing
- Customer communication and service
- Website and digital presence
- Business systems and automation
- Operations and workflow optimization
- Tool selection and implementation
- Responsible AI use
- Building an AI-ready business plan

IDEAL FOR

The businesses and communities you serve.

- Entrepreneurs and small-business owners
- Microbusinesses and early-stage businesses
- Existing accelerator participants
- Women-owned and minority-owned businesses
- Community and economic-development programs
- Chambers and membership organizations
- Workforce and entrepreneurship initiatives
- Libraries, nonprofits, foundations, and local government programs

No technical background is required.

A practical progression from understanding to implementation.

WEEK 1	AI + BUSINESS READINESS	Understand AI fundamentals, assess current operations, and identify meaningful opportunities.
WEEK 2	PRODUCTIVITY + WORKFLOW	Use AI and digital tools to reduce repetitive work, improve organization, and strengthen everyday workflows.
WEEK 3	MARKETING + VISIBILITY	Apply AI to content development, messaging, customer communication, and digital visibility.
WEEK 4	CUSTOMER JOURNEY + EXPERIENCE	Improve inquiry, follow-up, booking, service delivery, and customer communication.
WEEK 5	SYSTEMS + AUTOMATION	Learn how tools, forms, workflows, and automation can work together to create a more efficient business.
WEEK 6	IMPLEMENTATION + NEXT STEPS	Finalize an AI-ready action plan, prioritize implementation, and determine what happens next.

CBC can customize the sequence, examples, exercises, level of technical assistance, and implementation expectations based on the organization and participant group.

PROGRAM FORMAT

Flexible delivery for greater access and impact.

IN-PERSON

Interactive workshops, trainings, and cohort experiences delivered directly to your community.

VIRTUAL

Live facilitated sessions delivered through Zoom or your organization's preferred platform.

HYBRID

A combination of in-person and virtual instruction, digital resources, and guided implementation.

CUSTOM COHORT

Structure the Lab around a specific audience, industry, community, or initiative.

THE CBC DIFFERENCE

We do not teach AI in isolation.

CBC connects AI to the systems that actually run a business. Participants are not simply shown tools and sent home to figure out the rest.

- What problem are we solving?
- What process needs improvement?
- What tool makes sense?
- How should it fit into the business?
- What needs to happen next?

TRANSLATE → APPLY → SYSTEMIZE™

Expand the support you provide without building another program from scratch.

CBC CAN PROVIDE

- Program facilitation
- Customized curriculum
- Participant workbooks and resources
- Implementation exercises
- Technical assistance and office hours
- Templates and tools
- Program reporting and feedback
- Impact documentation
- Staff training
- Curriculum licensing opportunities

CUSTOMIZED AROUND

- Organizational objectives
- Participant experience level
- Industry or business type
- Cohort size
- Geographic community
- Program length
- Delivery format
- Implementation expectations
- Reporting requirements
- Funding or procurement structure

PARTNERSHIP MODEL

CBC can support a single pilot, a recurring cohort model, technical-assistance partnership, sponsored community program, or a longer-term curriculum and licensing relationship.

Programs are scoped around audience, delivery, and outcomes.

PILOT ENGAGEMENT	STANDARD PROGRAM	EXPANDED PROGRAM	CURRICULUM + LICENSING
Starting around	Commonly	Often	Typically
\$7,500	\$15,000+	\$25,000+	\$15,000- \$50,000+
For organizations testing CBC programming with a defined audience or limited scope.	For a complete cohort, workshop, technical-assistance, or implementation engagement.	For multi-component programs, larger audiences, technical assistance, or expanded deliverables.	Depending on usage rights, audience size, delivery model, customization, and support.

Final pricing depends on scope, participant volume, customization, delivery requirements, technical assistance, licensing rights, travel, implementation support, and reporting requirements.

NEXT STEP

Bring the AI-Ready Business Lab™ to your organization.

Tell CBC about your organization, audience, goals, preferred format, anticipated timeline, participant volume, and procurement or funding process.

[START A PROGRAM INQUIRY → AI-Ready Business Lab Organization Inquiry](#)

FREQUENTLY ASKED QUESTIONS

Can the AI-Ready Business Lab™ be customized for our audience?

Yes. CBC can customize examples, activities, curriculum emphasis, delivery format, implementation support, and program length based on the agreed scope.

Does our audience need prior AI experience?

No. The Lab is designed specifically for nontechnical entrepreneurs and business owners.

Can the program be delivered virtually?

Yes. The Lab can be delivered virtually, in person, or in a hybrid format.

Can we sponsor participation for businesses?

Yes. Organizations can fund participation for a defined community, cohort, or target business population.

Can CBC provide technical assistance alongside the Lab?

Yes. Individual or small-group technical assistance can be included as part of the engagement.

Can our organization license the curriculum?

Licensing opportunities are available depending on intended use, audience, delivery model, customization, and support requirements.

Can the Lab work inside an existing entrepreneurship program?

Yes. CBC can function as a specialized AI and digital-business implementation partner within an existing program.

How do we get a proposal?

Start with the organization inquiry. CBC will review your audience, goals, desired outcomes, delivery needs, timeline, and procurement requirements before recommending a scope.

LET'S BUILD AI-READY BUSINESSES TOGETHER.

Bring the AI-Ready Business Lab™ to your organization.

Give the businesses you serve practical support to understand AI, improve their systems, and implement tools they can actually use.

START A PROGRAM INQUIRY

Chelsey Blakley Consultants | Applied AI & Digital Business Enablement