



PRIVATE · CONFIDENTIAL · 1-ON-1 EXECUTIVE AI COACHING

Ninety minutes with an operator who has done it, not a vendor selling it.

A private working session for a CEO, executive, or Executive Operating Partner: an honest read on where AI actually moves your P&L, the two or three highest-leverage places to start, and a written roadmap you can act on Monday.

WHO IS ACROSS THE TABLE

Most people who will advise you on AI have never run a P&L. I have. I scaled a company from **\$10M to \$40M+ (4x revenue)** as CEO, integrated **\$1B+** in acquisitions to 100% of their IRR and EBITDA targets, and led a Fortune 200 transformation program as a Lean Six Sigma Master Black Belt. I also build production AI myself, which is why I can tell the 5% that works from the 95% that does not. You get the strategist and the builder in one conversation.

WHAT YOU WALK AWAY WITH

- **An honest reality read** on where AI is in your operation today and where the real constraint actually is, hype stripped out.
- **The two or three highest-leverage moves** for your business, each tied to a number the CFO would sign, not a list of tools.
- **A written one-page roadmap** ("AI Reality Check: Findings and 90-Day Plan"), sent within 48 hours, self-contained enough to hand to your team.
- **Straight answers** on whatever you bring: strategy, technical and architecture, security and governance, operations, or open brainstorming.

WHY NOW

Are you ready for what is coming? Within three to five years, your workforce reorganizes around AI. About **10%** of your people, the visionaries who can plan the integration, become your AI orchestrators. They drive so much change that executing it, the change management, the customer transitions, everything that comes with it, takes another **20 to 30%** of your workforce as integrators. The rest are your support staff, and your job is to identify the top **10%** of them.

If you are not operating at that level of efficiency within three to five years, you are out of business. The leaders who win already know who their orchestrators are and have started building the structure.

HOW IT RUNS (THE SAME, EVERY TIME)

A structured 90 minutes, personalized to you.

- 1 A short intake** before we meet (about seven minutes) so we spend the full 90 on you, not on ramp-up.
- 2 Reality read:** where AI actually is in your operation, and the real bottleneck.
- 3 The core work:** your specific problem, mapped to where AI belongs, with pilot candidates and your security and governance questions pressure-tested.
- 4 Prioritize and name the owners:** the top one to three moves, and which of your people become the orchestrators who run each one, each with a rough cost and what success looks like.
- 5 Roadmap plus your orchestrator shortlist:** a 30/60/90 first step, in writing within 48 hours, with the people who will run it.

THE INVITATION

A private 90-minute session.

Bring your operation and one real decision. Leave with a clear read and a plan in writing.

Strictly confidential. Every engagement comes with a simple one-page mutual NDA to protect your privacy, so you can be candid. I protect my clients' names and will not reveal them under any circumstances, including for marketing. Serving as a reference is opt-in only: by your written approval, and I confirm with you before each individual use.

Email to arrange a session →

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Synaptic Systems installs AI-enabled operating systems that increase throughput, reduce cost, and enforce discipline. Ivan Madrigal, Founder.