

A PROGRAM BY ERAKRAFT

THE AI OPERATOR PROGRAM

For the executives leading through the biggest shift in modern work.

CHANGE IS TAKING PLACE

AI ISN'T COMING. IT'S ALREADY HERE.

"The greatest danger in times of turbulence is not the turbulence — it is to act with yesterday's logic."

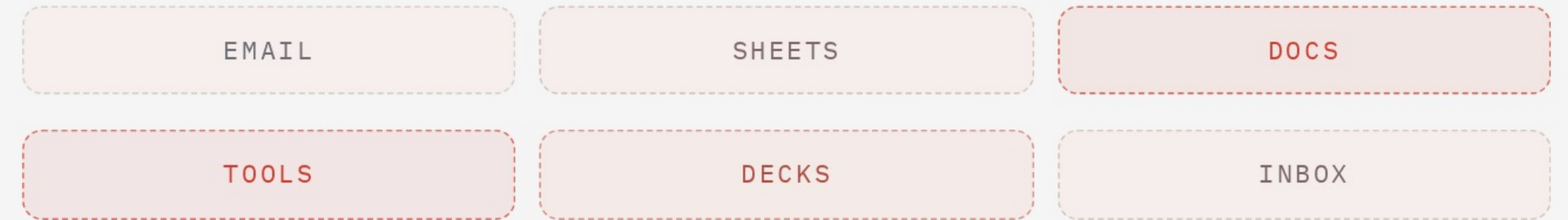
— PETER DRUCKER — MANAGEMENT CONSULTANT & AUTHOR

WELCOME TO -

THE ERA OF THE AI OPERATOR

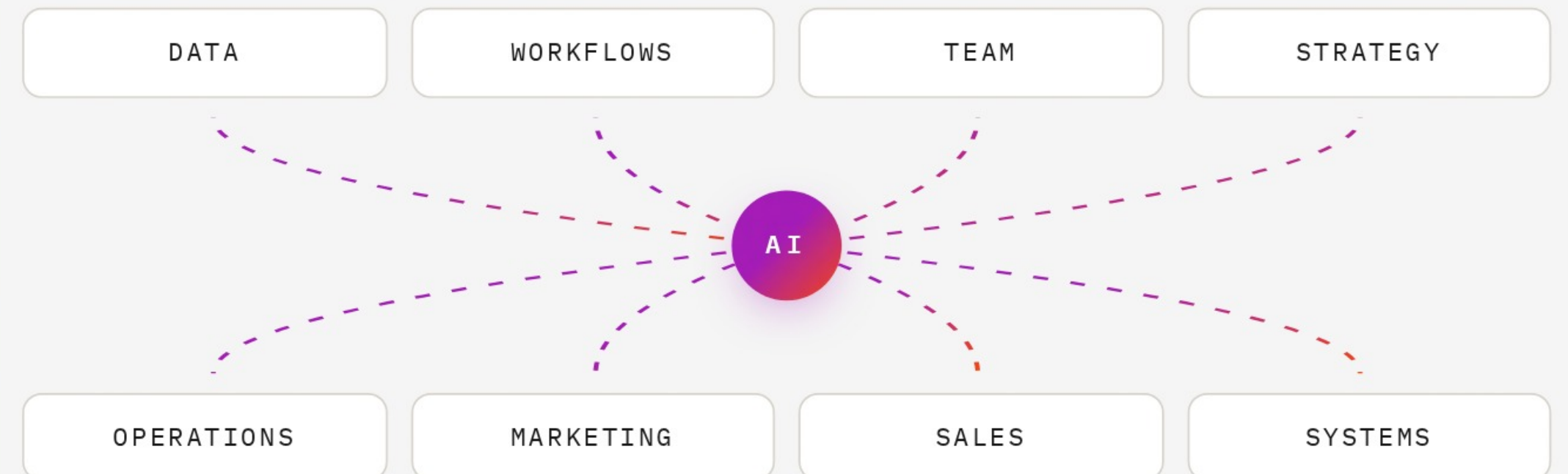
The AI Operator doesn't wait for someone to show them the way. They lead with AI built into how they operate across strategy, decisions, workflow, team. They don't look for the latest apps, they adopt a new way of working.

• OLD WAY · DISJOINTED SYSTEMS



THE SHIFT

• NEW WAY · CONNECTED · AI-POWERED · HUMAN-LED



DO YOU FEEL LEFT BEHIND?

THE LEADERS PULLING AHEAD

- Compounding first-mover advantage that widens every quarter
- Doing in hours what used to take days, multiplying output
- Commanding measurable salary premiums in their field
- Making sharper decisions with a wider analytical surface
- Becoming the bridge between domain expertise and AI capability

THE SPECTATORS FALLING BEHIND

- Quietly becoming structurally replaceable in their own roles
- Slower output, weaker proposals, longer hours than peers
- Diminished competitiveness in hiring and promotion cycles
- Relying on intuition while others synthesize faster with AI
- Watching the early-adopter window close in their niche

WHICH PATH WILL YOU CHOOSE?

↗ PATH ONE

BECOME AN AI OPERATOR

Build AI into how you operate across strategy, decisions, workflow, and team. Lead by example. Become the executive your peers come to with questions. Turn early momentum into compounding advantage.

↘ PATH TWO

WAIT. WATCH. FALL BEHIND

Keep evaluating while AI Operators deploy. Tell yourself you'll get to it next quarter. Wake up to find your team has moved on — and the gap between leaders and spectators is now unmanageable.

WILL YOU LEAD, FOLLOW OR GET OUT OF THE WAY?

If you choose to lead:

- 01 You will reach strategic clarity in minutes, not weeks.
- 02 You will get hours back every week, and know exactly where they went.
- 03 You will have your team modeling how you work, not waiting on you for answers.
- 04 You will give the board a real answer on AI, backed by the work, not an "idea".
- 05 You will stop feeling behind. You will be leading by example.
- 06 You will elevate the market value of your entire team.

NO ONE EVER GOT THERE ALONE

Every great leap was made by someone with the right people around them. Go together, and here's what becomes possible:

01 CLARITY

CUT THROUGH THE NOISE.

Stop chasing every new tool and tactic. With someone who's already walked the path beside you, you focus on the few moves that actually compound — and ignore the rest with confidence.

02 SPEED

MOVE FASTER.

What takes a solo operator a year of trial and error takes weeks with the right person in your corner. You skip the dead ends others had to learn the hard way.

03 CONFIDENCE

MAKE BIGGER BETS, SAFELY.

Hard calls get easier when you trust the technology and have someone who's built real solutions sitting across the table. You take on bolder projects because you're not lacking the confidence to start.

04 LEGACY

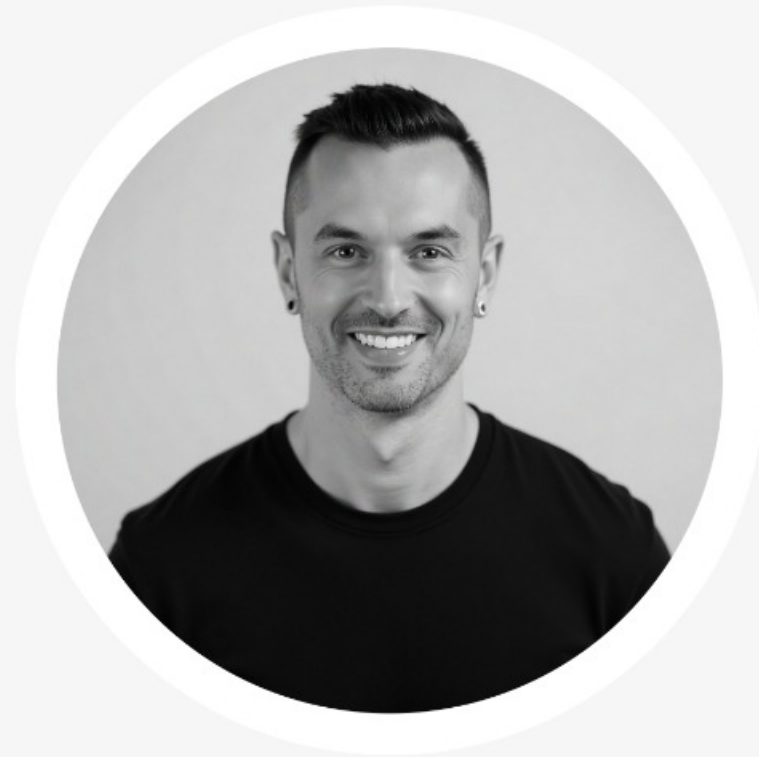
BUILD SOMETHING THAT LASTS.

Solo wins fade into the distance. The leaders who change their industries do it by leading their teams into the AI era.

ERAKRAFT

BUILT FOR LEADERS ENTERING THE AI ERA

erakraft is an AI studio that turns executives and their teams into hands-on AI Operators. Our team has been building AI solutions since 2022, so we don't sell theory or hand off slide decks, we work inside your real workflows, build the systems, and enable your team to adopt and run them.



YOUR GUIDE & FOUNDER OF ERAKRAFT

BLAIR BOUCHARD

- 20 years in sales, marketing & operations.
- 50+ brands
- 10+ industries

OPERATORS WHO'VE CHOSEN TO LEAD IN THE AI ERA

“

Working with erakraft is like a daily masterclass on AI and operations. Specific, results-driven, and knows their way around a business better than most operators I've hired. You walk away sharper every single conversation.

ANDREA JUDGE

COO • RESOLVMD

“

erakraft automated our market research and go-to-market motion end to end. Work that took my team weeks (competitor scans, retail data, channel reporting) now runs on its own. We move on insights in days, not quarters.

ZACK LISTER

CEO • DRINK ARTE

“

What sets erakraft apart is they actually listen before they build. Most AI companies show up with a pitch deck. erakraft showed up with questions, found our real bottlenecks, and solved them with tools I actually use.

MICHAEL KOVAL

NATIONAL SALES • CONTINENTAL

“

erakraft taught me more about AI in six weeks than I'd learned in two years of reading newsletters and browsing YouTube. Patient, practical, and somehow makes complex systems feel obvious. Every leader needs a partner like this in their corner.

MANDI GOSAL

COS • 223

PHASE 1 OF 3

FOUNDATION

Two weeks to build a shared, evidence-based picture of your week, your stack, and the system we'll build together.

WEEK 1

DEFINE YOUR CURRENT STATE

We map out where your time goes, your workflows, and your tool stack to set a baseline. Then surface 3–5 highest-leverage opportunities for increased efficiency.

WEEK 2

MAP OUT YOUR AI OPERATING SYSTEM

We dive deeper into your tool stack, then design a blueprint of your tools, integrations, automations, and how the AI Cockpit will integrate.

PHASE 2 OF 3

BUILD

Three weeks building the AI stack you'll actually use — hands-on, in your live tools, with you at the controls.

WEEK 3

SET UP AI-FIRST PROBLEM SOLVING ENVIRONMENTS

We leverage go-to language models to think through critical problems specific to your role and the projects you work on.

WEEK 4

AI COCKPIT PHASE 1 + NATIVE AI

We set up the AI Cockpit on your own infrastructure, connected (read-only) to your core tools. Then we activate the AI inside your existing tools.

WEEK 5

COCKPIT PHASE 2 + FINALIZE THE SYSTEM

We load your knowledge base, turn on morning briefings, and complete the remaining automations — 5-7 live by end of week.

PHASE 3 OF 3

DEPLOY

One week to document what changed, plan how it scales across your team, and earn the credential.

WEEK 6 - WE DELIVER THE FOLLOWING

OPERATOR SCORECARD

A board-ready picture of the gains — hours recovered, errors reduced, manual work eliminated.

TEAM DEPLOYMENT PLAN

A rollout map for every component: who on your team uses what, in what order, and how it's enabled.

AI OPERATOR CERTIFICATION

Formal sign-off and a credential you can add to LinkedIn — proof you can wield AI as an operator.

+ LIFETIME ACCESS TO OUR AI SLACK COMMUNITY +

BECOME A LEADER IN THE MODERN AI ERA

BOOK A DISCOVERY CALL →