



MEET ANDY BABALA AT XBS 2026

THE MINDSET IS THE BOTTLENECK

Why your AI investment isn't working

FRI OCT 16 · 3:00–3:45 PM CT · ROOM 1

ANDY BABALA, CPP · PURE EXPERTZ



SHOW OF HANDS

**RAISE YOUR HAND
IF YOU PAY FOR
AN AI TOOL.**





ANDY BABALA | PURE EXPERTZ

**THE MINDSET IS
THE BOTTLENECK.
THE TOOLS ARE EASY.**

**NOT AN
ACCESS
PROBLEM.
A LEADERSHIP
PROBLEM.**

— **THE TOOL**

An iceberg diagram with a small white peak above a dark blue water line. The larger, submerged part of the iceberg is a light blue octagon containing the text 'OWNERSHIP', 'HABITS', 'TRAINING', and 'TRUST' stacked vertically.

**OWNERSHIP
HABITS
TRAINING
TRUST**

A STORY FROM SECURITY

YOU CAN SKIP THE INCIDENT.

SKIP

CULTURE

RESISTANCE

BOX-CHECKING

~~INCIDENT~~

ONE SIMPLE FRAMEWORK

HOUSE FIRST. FURNITURE LAST.



1 OUTCOME



2 WORKFLOW



3 TOOL

MONDAY MORNING

PICK ONE TASK YOU'D HAND OFF.

🕒 Write it down. 60 seconds.



MONDAY MORNING

LET THE SYSTEM DRAFT. YOU DECIDE.

Read-only. Send nothing. One page.



MONDAY MORNING

DECIDE WHAT NEVER GOES IN.

A person reviews what comes out.



TWO VOICES

ASK BETTER QUESTIONS.

~~"Not yet."~~

"What's the smallest step this week?"

PURE EXPERTZ
EXPERTS THAT YOU CAN TRUST

TAKE-HOME SELF-ASSESSMENT

ASK BETTER QUESTIONS.

- 01 Which recurring task takes more time than it should?
- 02 What information should never enter an AI tool?
- 03 Who checks quality and approves the next action?
- 04 What can we test in one week without overcommitting?
- 05 Who should be part of the next conversation?

PURE EXPERTZ | AI IMPACT FORUM 2026

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SAY IT WITH ME

**THE MINDSET IS
THE BOTTLENECK.**
THE TOOLS ARE EASY.

THREE AGENCIES. **ONE TEAM.**



**DIGITAL
MARKETING
AGENCY**



**PR
AGENCY**



**AUTOMATION
AGENCY**

WORKFLOWS ON GOHIGHLEVEL

FIND YOUR FIT.

OPEN OFFICE HOURS

MONTHLY ENGAGEMENTS

30-DAY AI BUILD

COMMUNITY IN A BOX

THE GREEN ROOM

BRING ONE REAL QUESTION.

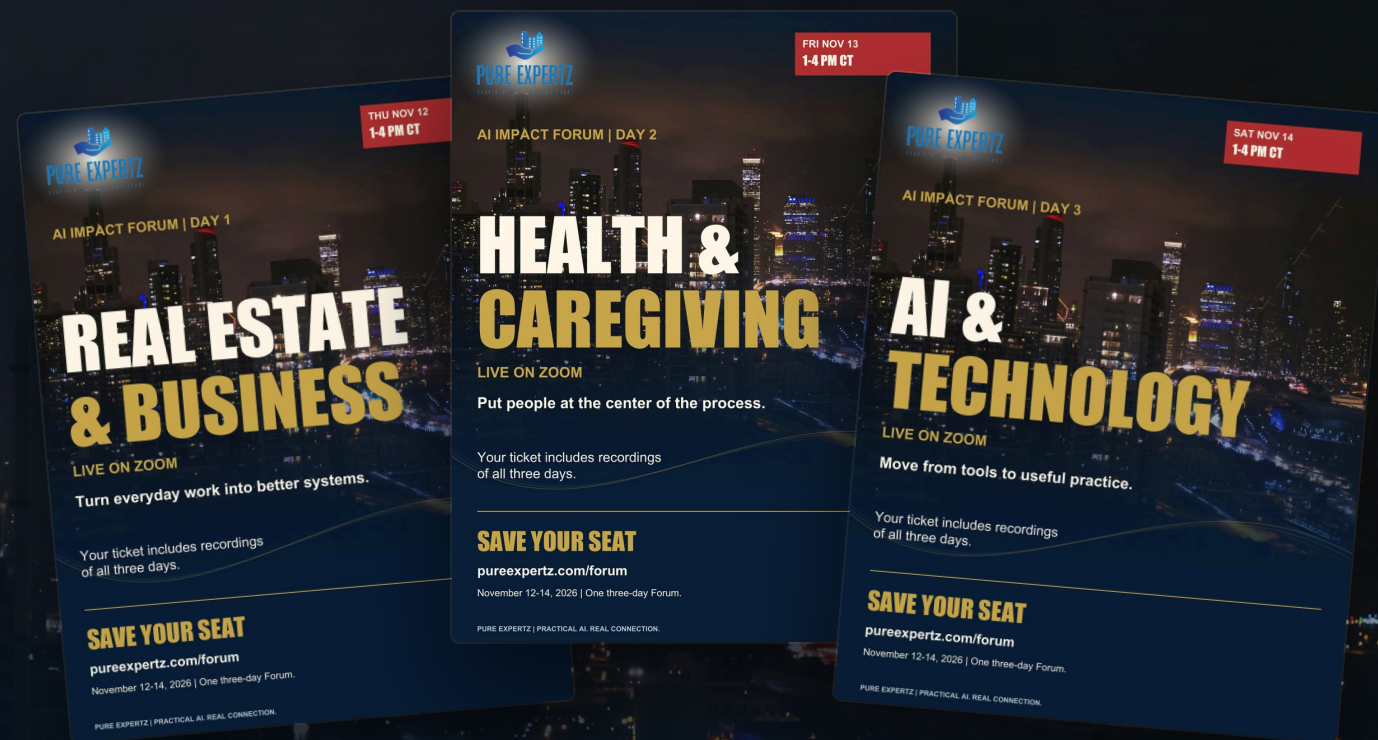
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Nov 12-14 • Live on Zoom
1-4 PM CT



AI IMPACT FORUM · NOV 12-14

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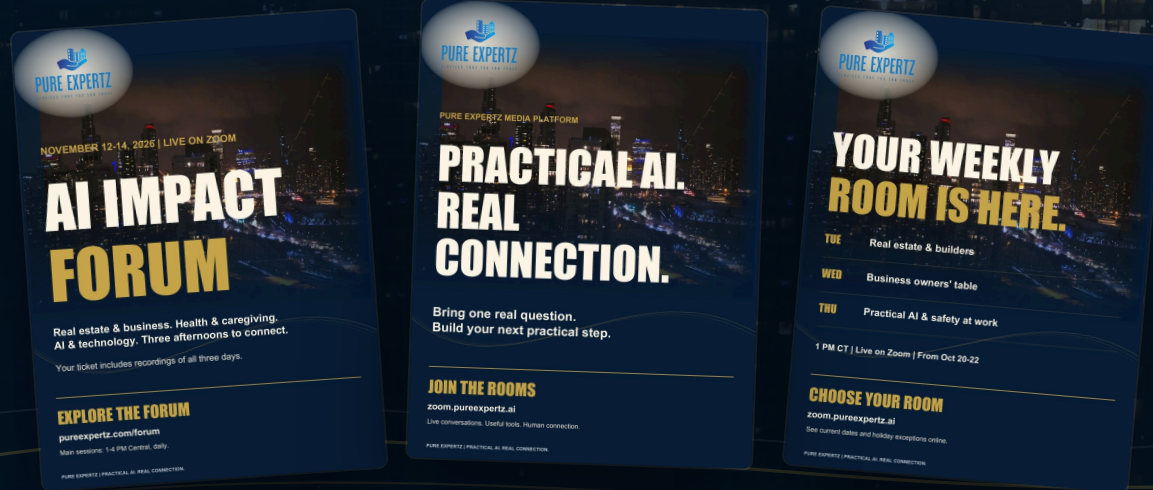


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STOP BY OUR BOOTH.

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with our media team



PICK A TIME

Photo & interview sign-up

PICK ONE **BEFORE YOU LEAVE.**



AI IMPACT FORUM

\$27 · Nov 12-14

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