PURE EXPERTZ

SERVICES THAT YOU CAN TRUST

OUR WHITE PAPER, IN STORY FORM

SMART SYSTEMS, STRONG HUMANS

The story behind Pure Expertz

Where this work came from, how the pieces fit together, and what to expect when you show up at one of our three-day events. It is possible, doable and achievable.

Andy Babala, CPP
Pure Expertz · Glenview, Illinois

THE STORY SO FAR
OCTOBER 2026 · EDITION 1.0

BEFORE YOU BEGIN

WHY A SMALL BOOK?

People come to Pure Expertz from many directions. Some find a free Zoom room on a Tuesday afternoon. Some hear about it from a friend who runs a business. Some meet us at a three-day event, and walk in not knowing what to expect.

This book is for all of them. It explains the story behind the work, the principles that hold it together, how the pieces connect, and what a three-day event actually feels like from the inside, so nothing surprises you when you show up.

It is also honest about where we are. Nothing here is a finished monument. It is **the story so far**: what has been built, what is being built, and the people we hope to build it with.

> *"We are the connectors. We are the problem solvers."*
>
> **THE PURE EXPERTZ MOTTO**

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CHAPTER 1

WHY THIS EXISTS

A life spent helping people find a better path

> *"My whole life I've been helping, or attempting to help, people on the wrong path."*
>
> **ANDY BABALA, OCTOBER 2026**

Andy Babala says it plainly, and then he adds the word that matters: *attempting*. Not every attempt worked. But the thread runs through every job he has held, and it explains why Pure Expertz looks the way it does today.

WHERE THE THREAD STARTS

Andy grew up in Poland, in a time of real scarcity. There was little choice and very little abundance. And yet people found ways to be productive, to help each other and to build something with what they had. His read of those years is simple: people are people, and they adapt. The abundance mindset he teaches today did not come from having plenty. It came from watching people make a way where there wasn't one.

He first came to the United States at 18, went home to finish his education, and came back to stay at 22.

HEALTHCARE: LEARNING WHO NOTICES FIRST

His working life began in direct patient care. He holds a four-year degree in physical therapy at the assistant level, earned in Poland, and worked in Illinois outpatient rehabilitation and workers' compensation settings, including clinic operations. He also has hands-on caregiving experience.

That is where he learned how a care team's day actually runs, and how much of anyone's safety and progress depends on the person who notices first: the one who sees that something has changed, and says so.

SECURITY: PREVENTION BEFORE THE INCIDENT

Then his path turned to security. He spent more than a decade in the field, including ten years in security management, starting with double shifts and working his way up. He is a CPP, board certified in security management.

Security taught him the lesson he still repeats in every room. When something goes wrong, there is rarely one bad moment. There is a trail: the warning sign nobody was trained to notice, the concern that had nowhere to go, the decision that belonged to no one. The job, done well, is less about reacting and more about training people, writing down routines, and making sure someone notices early.

> *"A response plan tells you who to call after something has gone wrong. A prevention plan decides, in advance, what a trained team watches for, who notices, and what happens next."*
>
> **ANDY BABALA, CPP**

That is the root of a phrase you will hear around Pure Expertz: **education over enforcement**. The best outcome is the problem that never grows, because someone was taught what to look for and offered a better path before it was too late. That is what "helping people on the wrong path" looks like in practice. Not a lecture. An early, practical alternative.

LEADERSHIP: DECADES OF PEOPLE WORK

Across his career Andy spent decades in management and leadership roles. He learned from mentors who shared their wisdom freely, and he never forgot what that did for him. Education has always been his foundation: formal education in his early years, and later, the habit of surrounding himself with people further down the road.

He is honest about what didn't come naturally. In one of his own posts, he wrote:

> *"I've never been great at selling. I'm introverted and value peace and quiet, yet I've started to see my opportunity as a leader and motivator."*
>
> **ANDY BABALA**

That is part of why the rooms at Pure Expertz feel the way they do. They are built for conversation, not for pressure.

WHY NOW: AI MULTIPLIES PREPARED PEOPLE

Then came AI. Most people hear it as a productivity story. Seen from security, it is also a story about exposure and early warning: the same tool that drafts a letter can imitate a voice. And seen from a lifetime of helping people find their footing, it is a story about who gets lifted and who gets left behind.

Andy's view is blunt. The tools multiply people who are prepared, and leave the unprepared further behind. So the work is not to sell software. The work is to prepare people: owners, teams, caregivers, people starting over, anyone willing to show up and learn.

> *"Pure Expertz is a consulting practice. It's a business advisory practice. I also treat this as alternative education."*
>
> **ANDY BABALA**

HOW THE WORK HAPPENS TODAY

Andy does it through the AI Impact Academy and the rooms around it. In plain terms, that means:

- **Free weekly rooms** on Zoom, where anyone can bring one real question
- **Education and workshops** on practical AI, safety and leadership
- **Four-week workshops**, kept deliberately affordable
- **Hiring events** that bring local people and local businesses together

- **Leadership cohorts** for people who lead others
- **Business-ownership cohorts** for people who run, or want to run, their own business
- **The mastermind:** a small group that holds each other to real commitments
- **Three-day events** that bring everyone together

THE STORY SO FAR

None of this is described as finished. Andy once wrote that he used to picture retiring at 55, and changed his mind:

> *"I don't want to retire. I want to live with purpose."*
>
> **ANDY BABALA**

That purpose is the reason for this book. What follows is how the work is organized, what it asks of the people in it, and how you can step in.

CHAPTER 2

THE PRINCIPLES

Every room, workshop, cohort and hub runs on the same ten ideas. If you remember nothing else from this book, remember these.

1 SMART SYSTEMS, STRONG HUMANS

Technology is only as good as the people running it. We build both: the system, and the person who can run it, change it or switch it off.

2 LEGAL, ETHICAL, MORAL

Three laws for every decision. Legal is the floor. Ethical is the standard. Moral asks who else is affected.

3 COMPETENT AND CARING

One filter sits over every room. Competence without care fails it. Care without competence fails it too.

4 EDUCATION OVER ENFORCEMENT

Teach people what to notice and offer a better path early, before a small problem becomes a big one.

5 SHOW UP

Showing up is essential. Consistency beats intensity. A one-hour week that keeps you in beats a perfect plan you abandon.

6 ONE REAL PROBLEM AT A TIME

Bring one real question. Fix one system. Then the next. Momentum is built in small, finished steps.

7 FACTS ONLY

Make factual claims only. If you don't know, say “I don't know, let's verify.” Nobody is promised results.

8 YOUR NAME, YOUR ACCOUNTS, YOUR DATA

What we build is yours: under your name, on accounts you own, with your members and your data.

9 CONNECT BEFORE YOU SELL

We are the connectors and the problem solvers. Proximity is power: the right introduction often matters more than the right tool.

10 BLOCK BY BLOCK

Start local and grow outward, one room, one hub and one community at a time, each running before the next one opens.

One more idea runs underneath all ten. Plans are usually drawn as straight lines, but skills with AI compound: each thing you learn makes the next one easier. That is a statement about skills and work, not about money.

CHAPTER 3

HOW THE ECOSYSTEM WORKS

One path, many doors, and you choose the pace

Pure Expertz is an education and consulting practice. Around it sit the rooms, the hubs and a free coalition. The simplest way to see it is as a path. Everyone starts at the first step, which is free, and nobody has to climb further than they want to.

STEP 1

OPEN OFFICE HOURS FREE · WEEKLY · ON ZOOM

The front door, also called the Green Room. Bring one real problem and get a straight answer. Camera optional, and nobody chases you afterward.

STEP 2

AI IMPACT ACADEMY COHORTS

Small groups who learn the tools and the principles in this book, and a train-the-trainer path for people who will teach them to others inside their own organization or community.

STEP 3

30-DAY AI BUILD FOR TEAMS

We set up an AI toolkit for your team (intake, content and workflow automations) on accounts you own, under your brand, and train your people to run it.

STEP 4

COHORTS AND BOOTCAMPS LEADERSHIP · OWNERSHIP

Four-week workshops, leadership cohorts and business-ownership cohorts. Teams come as at least two people from one organization, because two people change an organization and one rarely does.

STEP 5

THE MASTERMIND SMALL GROUP · ACCOUNTABILITY

Leaders at a table instead of in an audience: weekly commitments, hot seats on real problems, and a 90-day journey from foundations to leading a room. See the next page.

STEP 6

COMMUNITY IN A BOX YOUR OWN PROGRAM

The frameworks, systems and continuous updates to run a community program under your own name: the rooms, the rhythm, the content calendar and onboarding, on your accounts, with your members.

Every program beyond the free rooms starts with a conversation and a written scope. Details and terms are always in writing, never decided on the spot.

HUBS: WHERE IT BECOMES LOCAL

A hub is a local group of members who meet on a regular rhythm, in a room near them and on Zoom, under their own name, and stay connected to the wider network. The first ones grow out of Glenview and the towns around it, and the plan is for many hubs, all connected, coming together for three-day gatherings through the year.

THE HOST

The person with the mission. Opens the room, keeps the rhythm and makes sure everyone leaves with one next step.

THE CONNECTOR

Knows who's in the network and brings the right people to one table. An introduction is a door, never an endorsement.

SPECIALISTS

Practitioners across the five pillars who share what has worked for them, from experience, never as professional advice.

Hubs also run small **committees**, each starting with three people: media, events and networking; professional advisors; health and wellness; safety and security; strategy and operations; workshops and learning; and travel and recognition.

WHO WE'RE LOOKING FOR

Every hub begins with one person: **the guy or gal with the mission, and the smarts to connect to our network and use it for their business and their life.** Usually someone already building something they care about, respected locally, who shows up every week and is both competent and caring.

THE MASTERMIND JOURNEY: THREE MONTHS, THREE LEVELS

The scaffolding is visible to everyone, but nobody is asked to take a step that doesn't fit their life. Each month has a way in for a person on their own, a business owner, and a team from one organization.

MONTH 1

FOUNDATIONS

Show up two to three hours a week. Pick one system. Learn the guardrails.

MONTH 2

BUILD

Hold your hub's first room or event. Train your first team member.

MONTH 3

LEAD

Host, connect and mentor. Bring the five pillars into your room.

The full journey, level by level, is on the companion page "Your first 90 days: how the journey works."

THE FIVE PILLARS

For years Andy described his work in three words: health, wealth and relationships. Today the same idea is organized as five pillars. Every workshop, cohort and mastermind conversation connects back to at least one of them, and every hub looks for specialists in all five.

FINANCE

Budgets, cash flow, pricing and planning: the long-horizon work. Where AI helps real decisions, not where it pretends to.

MARKETING

Being known by the right people, in the right rooms, for the right reasons, without losing your own voice.

SALES

Outreach, follow-up and conversation. The discipline that keeps everything else going, and the one most people avoid.

OPERATIONS

Systems, routines and automation. The pillar where most small businesses live or die, and where AI does its quietest, most useful work.

HEALTH & WELLNESS

Physical, mental and family resilience, treated as seriously as the business. Everyone agrees it matters; few plan for it.

+ WELLNESS & INCENTIVE TRAVEL

Recognition and renewal. Optional trips for members, and for organizations that want to recognize their own people.

> *"Which pillar is slowing you down right now? Not the one you think you should work on. The one that's actually in the way."*
>
> **THE FIRST QUESTION IN MANY ROOMS**

A WORD ON TRAVEL

Wellness and incentive travel are part of the long-term vision because recognition and renewal matter. They are always optional. Any trip is arranged only through a licensed travel partner, who takes every booking and payment. Pure Expertz takes no travel deposits, and no trip is ever included in a program or promised as a reward.

THE ALLIANCE: BLOCK BY BLOCK

Around everything else sits the **Block by Block AI Safety and Security Alliance**: a voluntary framework for using AI responsibly, and the people and organizations who choose to hold themselves to it. It is free to join. Members acknowledge three laws and hold themselves to them, block by block.

LAW 1
LEGAL
Members follow the law where they operate. Where the law is unsettled, as much of AI law still is, we take the more careful path and write down our reasoning.

LAW 2
ETHICAL
All activity respects the professional ethics of each member's field. Following the law is necessary, but it isn't enough.

LAW 3
MORAL
All activity considers its impact on the people, families, communities and institutions it touches. No result is worth human harm.

WHY AN ALLIANCE EXISTS

No single business can give a community every answer, service or connection it needs. The Alliance exists so the people around Pure Expertz can find each other, learn together and work by the same ground rules, and so that when someone needs help, the connector has trusted people to bring to the table.

WHAT IT ASKS

- Decide your AI guardrails in advance, and name who owns them
- Train the people who would notice first
- Make factual claims only: “I don't know, let's verify”

WHAT IT DOESN'T DO

- It grades, ranks and approves no one, and awards nothing
- Nobody pays dues, and nobody is promised referrals or clients
- It is honest about its stage: in development, and currently run by Pure Expertz

> *“Name an owner. Write down the rules. Train the people who notice first. … That is how communities get safer: not all at once, but block by block.”*
>
> **FROM THE PURE EXPERTZ WHITE PAPER**

CHAPTER 4

WHAT A THREE-DAY EVENT IS LIKE

So nothing surprises you when you show up

Three times a year, the plan is to bring every room and every hub together for three days. The next one is the **AI Impact Forum: November 12–14, 2026, from 1 to 4 PM Central, live on Zoom.** Doors open at 12:45 PM. Each afternoon has its own theme.

REAL ESTATE & BUSINESS

1:00-4:00 PM CT

For owners, real estate professionals and the people who serve them: practical AI, follow-up, operations and the human side of running a business.

HEALTH & CAREGIVING

1:00-4:00 PM CT

For families, caregivers and the owners of care businesses: organizing information, safer homes, and technology that helps. Education only, never medical advice.

AI & TECHNOLOGY

1:00-4:00 PM CT

For anyone ready to put AI to work safely: the tools, the guardrails, and the habits that let a team run its own systems.

THE SHAPE OF AN AFTERNOON

Expect short keynotes from practitioners, panels where people speak from their own experience, and live questions from the room. The full program is posted at pureexpertz.com/forum as sessions are confirmed. Underneath every session sits one idea:

> *"The mindset is the bottleneck. The tools are easy."*
>
> **THE AI IMPACT FORUM**

You can come for one afternoon or all three. You might pick the day that matches your work, and then stay for the third, because AI touches everything.

NO SURPRISES: WHAT TO EXPECT

If you've never been to one of our events, you might expect a hard sell or a wall of jargon. Here is what actually happens.

1. **You'll be asked for one real question.** Not a pitch about yourself. One thing in your work or life you would like to solve.
2. **You'll hear about people before tools.** AI comes up constantly, but the conversation keeps returning to habits, teams and judgment.
3. **You'll hear the three laws early.** Legal, ethical, moral. They frame every session and every introduction.
4. **You'll see the five pillars.** Finance, marketing, sales, operations, health and wellness. Notice which one you lean toward.
5. **Your camera is your choice.** Sessions are recorded only with notice before anyone speaks. Attendees' faces, voices, names and chat are never sold.
6. **Offers are always labeled.** A speaker may briefly mention their own offer. It is always theirs, and it's never an endorsement.
7. **Nobody closes you on the spot.** Anything beyond the event starts later, with a conversation and a written scope.
8. **You'll be invited to leave with three things.** One commitment, one new connection, and one next step you chose yourself.

HOW TO GET THE MOST OUT OF THREE DAYS

BEFORE

- Visit one free Open Office Hours, so the room feels familiar
- Write down your one question
- Join the WhatsApp group and say hello

DURING AND AFTER

- Take notes by pillar, not by speaker
- Introduce yourself to one person you didn't know
- Come back to Office Hours the next week with what you tried

BETWEEN EVENTS: THE GREEN ROOM

The three-day events are the peaks. The everyday path runs through the Green Room on Zoom on weekday afternoons, Central Time: the same room as Open Office Hours, where speakers get ready and anyone can drop in with a question. Every room on the weekly schedule is its own small event, with its own link.

Education, not legal, financial or medical advice. Program details at pureexpertz.com/forum.

WHAT IT CAN LOOK LIKE

These four short stories are **illustrations**. Each is a composite, invented to show how the path works at different levels. None of them is a real client, and the names and details are made up. Nobody is promised a job, a client, income or any other result.

ILLUSTRATION · A COMPOSITE, NOT A REAL CLIENT

DANA, WHO RUNS A SMALL HOME-SERVICES BUSINESS

Dana's estimates were going out late and follow-ups weren't going out at all. A friend sent her the link to Open Office Hours. She came with one question: “How do I stop losing track of quotes?”

She chose the standard pace, two to three hours a week. In the first month she mapped how a quote moved from phone call to “yes,” and tried AI drafts of follow-ups that she checked and sent herself. In the second month she trained her office helper to run the routine. By the third month she was co-hosting a monthly room for other trades owners, and the operations specialist in her hub had become her go-to sounding board.

MONTH 1
One system: quote follow-up

MONTH 2
One person trained to run it

MONTH 3
Co-hosting a room for peers

ILLUSTRATION · A COMPOSITE, NOT A REAL CLIENT

JORDAN, 24, BETWEEN JOBS AND UNSURE OF THE NEXT STEP

Jordan had drifted through a string of short jobs and wasn't sure what came next. A neighbor brought him to a hiring event, where he met local owners and heard about the free rooms.

He started at the minimum pace: one room and one written commitment a week. His first system was personal: a calendar he actually kept. In the second month he helped set up the room for a weekly session and learned to introduce speakers. By the third month the host asked him to join the media and events committee, where his comfort with phones and video turned out to be exactly what the hub was missing.

MONTH 1
Showing up, one commitment a week

MONTH 2
Helping run the room

MONTH 3
A seat on a committee

ILLUSTRATION · A COMPOSITE, NOT A REAL CLIENT

MARCUS AND PRIYA, TWO PEOPLE FROM ONE 20-PERSON FIRM

Their firm already had AI tools in use. Nobody was sure which ones, or who had approved them. Marcus, the operations lead, and Priya, from client service, came together, because one person rarely changes an organization and two can.

In the first month they listed every tool in use, named who owns AI decisions, and agreed in writing on what never goes into an AI tool. In the second month they ran a 30-Day AI Build for one team's intake process, on the firm's own accounts, and trained a third colleague. In the third month they handed the system to an internal owner and opened a quarterly lunch-and-learn to the rest of the firm.

MONTH 1
Owners named, rules written

MONTH 2
One pilot, one more person trained

MONTH 3
Handed to an internal owner

ILLUSTRATION · A COMPOSITE, NOT A REAL CLIENT

TERESA, A FAMILY CAREGIVER WHO BECAME A HOST

Teresa was caring for her aunt at home and felt buried in appointments, notes and phone calls. She found the weekly caregivers room and came with one question: “How do I keep all of this straight?”

In the first month she organized her information with a simple system she learned in the room, using education, never medical advice. In the second month she taught her cousin to use it, so the load was shared. By the third month she was hosting a small monthly room of her own for caregivers in her area, with the health and wellness committee helping her find good speakers.

MONTH 1
One system for care information

MONTH 2
A family member trained

MONTH 3
Hosting a local room

WHAT THE FOUR HAVE IN COMMON

None of them started with a big plan. Each started with one real question, picked a pace that fit their life, and kept showing up. The level was different every time. The path was the same.

CHAPTER 6

HOW TO START

Three open doors. You don't have to buy anything to belong in the room.

Free Open Office Hours

Live on Zoom every week. Bring one real question; camera optional.

zoom.pureexpertz.ai

The WhatsApp group

Join the Pure Expertz conversation between rooms.

chat.whatsapp.com/DWK4frxd24B3grpPK0lAVE

AI Impact Forum

Nov 12–14, 1–4 PM Central, live on Zoom.

pureexpertz.com/forum

YOUR FIRST WEEK

1. Come to one Open Office Hours. Listen first if you like.
2. Join the WhatsApp group and introduce yourself in one line.
3. Write down your one real question, and the pillar it belongs to.
4. Pick your pace: one hour, two to three hours, or a full week.
5. Save November 12–14 for the AI Impact Forum.

THINKING ABOUT A HUB, A TEAM PROGRAM OR THE MASTERMIND?

Start in the free rooms anyway. Then ask for a short conversation with Andy at **andy.babala@pureexpertz.com**. Anything beyond the free rooms begins with that conversation and a written scope.

"This is possible, doable, achievable."

ANDY BABALA

THE STORY SO FAR

BLOCK BY BLOCK

This book ends where the work begins: in a room, with one real question. The rooms are open, the path is written down, and the people who will lead the next hubs are, in many cases, people who haven't shown up yet.

If something here sounded like you, come and see. Bring your question, pick your pace, and keep showing up. The rest gets built together, block by block.

We are the connectors. We are the problem solvers.

SMART SYSTEMS · STRONG HUMANS · BLOCK BY BLOCK

ABOUT PURE EXPERTZ

Pure Expertz, LLC is an education and consulting practice in Glenview, Illinois, founded by Andy Babala, CPP. It helps people put AI to work safely in their organizations, their families and their communities. It runs free Open Office Hours, live workshops and training, cohorts and the mastermind, the AI Impact Academy, the 30-Day AI Build, Community in a Box and the AI Impact Forum, and it administers the Block by Block AI Safety and Security Alliance.

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PLAIN WORDS

- Education, not legal, tax, financial, medical or security advice. Nothing here replaces your own professionals.
- No income, clients, referrals or results are promised. Programs award no title or designation.
- The four stories in Chapter 5 are invented composites, not real clients.
- Programs are not a business opportunity. Terms for any program are set out in writing before anyone joins.
- Travel is optional and arranged only through a licensed travel partner. Pure Expertz takes no travel deposits.
- Sessions are recorded only with notice. Introductions are never endorsements.
- No prices appear in this book.