A portfolio working session for your CEOs

Half a day with all of a sponsor's portfolio CEOs. Each CEO leaves with three AI opportunities for their own company, ranked by annual value, and the sponsor leaves knowing which companies are ready to move. **The fee is fixed and quoted on the call.**

The format

Half a day, in person, about four hours

Who is in the room

The CEOs — Built for six to twelve CEOs. Each can bring one operating leader, such as a COO or head of operations.

The sponsor — Will Pemble runs the session. The operating partner is in the room. The sponsor pays.

Before the day — Each CEO's leadership team takes the four-minute readiness assessment at goalboss.com/readiness, so every company arrives with its own readiness flags.

Where it runs — At the fund's annual CEO meeting, or as a day of its own.

What happens in the room

1. **Why AI stalls at companies this size.** The plan and the build are bought separately, nobody owns the number, and usage stays flat.
2. **Map the expert work.** Each CEO lists the recurring work their most experienced people do and where those hours go.
3. **Size and rank.** Hours a year times loaded cost for each piece of work, then the top three by annual value, each marked buy, build or both.
4. **The people conversation.** What managers will be asked when a system arrives, and what to say when nobody can promise a job.
5. **Commit.** Each CEO picks the one workflow to start with, names who owns it, and sets a date.

What everyone leaves with

And where it leads

Each CEO — A one-page sheet: three workflows ranked by estimated annual value, a buy, build or both call for each, the company's readiness flags, and a recommended first step. And a copy of *Judgment Day: How to Lead When AI Breaks Everything*.

The sponsor — A one-page portfolio view of which companies are ready to start, which need groundwork first, and where the largest opportunities are. A written follow-up from Will within a week.

Next — An assessment week at the companies with the clearest opportunity, usually one or two to start.

What it is not

A keynote or a lecture on the state of AI. The CEOs do work in the room and leave with a list for their own company.

Questions sponsors ask

Preparation? — The leadership team takes the readiness assessment, and each CEO brings rough figures for the functions they want to look at.

Our annual meeting? — Yes. Half a day fits most agendas, and it also works as a standalone day.

Who sees a sheet? — That CEO and the sponsor.

Who does the work

Will Pemble built and sold Web.com, one of the largest web hosts on earth. He has been a full-stack engineer since 1995 and has worked with AI and machine learning since 2018. He is the author of *Goal Boss: The Art and Science of Getting Stuff Done* and *Judgment Day: How to Lead When AI Breaks Everything*.

Best fit

Companies of 100 to 2,000 people whose product is the judgment of experienced people: professional services, insurance, healthcare administration and IT services.

To start

Book 20 minutes at goalboss.com/book, or send a note at goalboss.com/contact.

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