AI IN THE TRADES

FIELD LEADERS GUIDE TO WORKING SMARTER

"Think AI is just for desk jockeys and tech geeks? Think again. This is your toolbox upgrade, and it's about to make your workday easier, faster, and more profitable guaranteed."

So why should you care about Artificial Intelligence? Because while others get buried in paperwork, lose hours to miscommunication, or make costly mistakes, you'll be leveraging AI to spend less time chasing problems and more time solving them.

In this no-BS, 4-5 hour, interactive workshop built specifically for trade leaders, you'll learn what AI is (without the confusing jargon) and exactly how you can use it tomorrow morning on your job site.

Here's what you'll get:

- **AI Demystified:** Clear, practical explanations of AI—straight talk, no fluff.
- **Real-World Applications:** See exactly how trades pros use AI to instantly improve productivity, minimize costly errors, and streamline job-site communication.
- **Prompt Engineering 101:** Learn how to speak "AI language" to get the exact answers, solutions, and resources you need on-demand.
- **Hands-On Practice:** Jump in and use powerful AI tools like ChatGPT to tackle actual scenarios you'll encounter on-site.

You'll leave equipped with the confidence and skills to implement AI immediately, giving you a competitive edge while others are left scratching their heads.

If you're ready to swap skepticism for practical know-how and put smarter tech in your toolbox, this is the workshop you've been waiting for.

Audience: Field Leaders
Duration: Half Day

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AI IN THE TRADES
FIELD LEADERS GUIDE TO WORKING SMARTER

Workshop Breakdown:

The "Holy Shit" Opening Watch AI analyze construction drawings live, identifying conflicts and missing details that would cost $15K+ to fix in the field. This demonstration alone will pay for your time here.

Money-Saving Live Demos
- See AI identify safety concerns from job site photos
- Feed AI your project schedule and watch it identify critical path risks
- Watch it change the game on how you keep and take notes
- Witness it solve complex construction problems you thought only 20-year veterans could handle

Prompt Battle: Split into teams. One problem... best AI solutions wins!

"Stump the AI" Challenge Bring your toughest problems. We'll feed them to AI live and let you judge the solutions. Spoiler alert: You're going to be impressed.

Build an AI agent live in the workshop.

Access to our Custom GPT - Our Custom GPT is like having a construction savvy AI assistant trained specifically on industry knowledge. It already knows construction terminology, processes, and challenges, so you get better answers without having to explain the basics every time.

Take-Home Toolkit Get prompt libraries, step-by-step guides, and access to all the tools we use. No more wondering "how do I actually use this stuff?"

Half Day Workshop Fee:
$5,000 plus travel and meals. A 50% workshop deposit and a $500.00 travel deposit is required to secure a date. If multiple workshops are booked for the same trip, each workshop after the first is $3,500.

I look forward to the opportunity to speak to your group

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AI IN THE TRADES

PROJECT MANAGERS GUIDE TO WORKING SMARTER

"Think AI is just for desk jockeys and tech geeks? Think again. This is your toolbox upgrade, and it's about to make your workday easier, faster, and more profitable guaranteed."

If your PM or PE is buried in paperwork, chasing down RFIs, or stuck in tedious scope reviews, it's time to work smarter, not harder.

In just 4-5 hours, you'll learn how to use AI tools to streamline your workflow, reduce errors, improve communication, and save time across every phase of a project. No fluff. No jargon. Just practical tools and skills you can use tomorrow morning.

What You'll Learn:

- **AI Demystified:** Understand what AI actually is (and isn't), with clear examples tailored to construction roles. No buzzwords. Just real-world relevance.
- **Prompt Engineering 101:** Learn how to "talk to AI" to get precisely what you need—from schedule drafts to polished client emails.
- **Scope & Contract Review with AI:** Use AI to identify risks, vague language, and conflicting terms in contracts, scopes, and specs—saving hours of review time.
- **Job-Ready AI Tools:** Build your toolkit: Intro into ChatGPT, Claude, Notion AI, Excel AI, and more. Learn which ones to use, how to use them, and when to trust them.
- **Hands-On Scenarios:** Practice solving common PM challenges using AI. From submittals to schedule updates, you'll leave with repeatable workflows that work in the field and the office.

Start using AI to reduce stress, save time, and level up your efficiency—without needing to become a tech expert

Audience: PM & PE
Duration: Half Day

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AI IN THE TRADES
PM AND PE GUIDE TO WORKING SMARTER

Workshop Breakdown:

The "Holy Shit" Opening Watch AI analyze construction drawings live, identifying conflicts and missing details that would cost $15K+ to fix in the field. This demonstration alone will pay for your time here.

Money-Saving Live Demos
- See AI generate contract reviews in seconds
- Feed AI your project schedule and watch it identify critical path risks
- See it cross-reference specs against drawings to flag potential change orders before they bite you
- Witness it solve complex construction problems you thought only 20-year veterans could handle

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Traveling from Wichita, KS.

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CARL BRITTON, JR

Meet the guy who bridges the gap between hard hats and artificial intelligence. With 20 years of construction experience and 15 years in tech, Carl brings a rare combination of dirt-under-the-fingernails credibility and cutting-edge AI expertise that resonates with contractors who've never met a tech guru who could actually swing a hammer.

After growing up working residential concrete with his uncle (which, he jokes, kept him motivated to stay in school), Carl earned his degree in education and became a Class B General Contractor. But it was when a tornado destroyed his home in 2013 that his mission crystallized: dedicating himself to helping his community rebuild. That same spirit of practical problem-solving now drives his approach to AI education for the trades.

As a three-time published author and seasoned speaker, Carl has delivered hundreds of workshops and keynote presentations to major industry organizations including NECA National, multiple NECA chapters, SMACNA, MCA, and various professional associations across the country. His secret weapon? He's not your typical AI evangelist lecturing from an ivory tower, he's been in the trenches, knows the real challenges contractors face, and speaks fluent "construction site."

What sets his workshops apart is simple: AI nerds know AI, but Carl knows both construction AND AI. His hands-on, energetic approach makes complex technology accessible and immediately actionable. Participants consistently rave about his ability to keep things "light and not too overwhelming" while delivering practical AI applications they hadn't considered before.

Whether he's helping electrical contractors streamline project management or showing plumbers how to revolutionize their customer service, Carl transforms AI from intimidating buzzword to powerful tool, all while keeping the room engaged, entertained, and eager to implement what they've learned.

"Your talking/presentation skills are phenomenal, great job at keeping it light and not too overwhelming." — Recent workshop participant

Ready to see how AI can work as hard as you do? Carl Britton, Jr. is here to show your team exactly how to make it happen.

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