KEEN ALLIANCE
CONSULTING

2027 TRAINING AND SPEAKING MENU

AI prepares. *People decide.*

Simple, hands-on AI training for business owners and experienced professionals. Every offer and every price is in this menu.

INSIDE

Keynote
from $2,500

Team workshops
from $1,500

Online workshop
$249 per person

6-week course
$495 per person

1:1 coaching
$350 a session

keenallianceconsulting.com

Sound familiar?

Here is what business owners tell me on the first call. Check the ones that sound like you. Each one points to the offer that fixes it.

☐	**"I know I should use AI. I just don't know where to start."**	1:1 coaching page 9
☐	**"I tried ChatGPT. The answers were bland."**	6-week course page 8
☐	**"Email and admin eat up my whole week."**	Online workshop page 7
☐	**"We pay for AI tools, but hardly anyone uses them."**	Team workshop page 6
☐	**"A few of my people use AI a lot. The rest won't touch it."**	Team workshop page 6
☐	**"Our event needs a speaker who gets people excited about AI."**	Keynote page 5
☐	**"I want one-on-one help with my own business."**	1:1 coaching page 9

Checked a few? Start with the one that costs you the most time. I'll help you sort out the rest on a free 20-minute call. Page 12

The 2027 menu

Every offer and price, right up front. Pick one, or put two together.

SPEAKING — In person

What Pro Wrestling Taught Me About AI ..... from $2,500

Keynote · 45 to 60 minutes · page 5

TEAM WORKSHOPS · PAGE 6 — On-site, for your team

90 minutes ..... from $1,500

Half day ..... from $2,750

Full day ..... from $4,500

OPEN SESSIONS — Live online, per person

Get Your Week Back with AI $249

Workshop · 90 minutes · page 7

AI for Experienced Professionals NEW $495

Small-group cohort · 6 weekly classes · page 8

1:1 AI COACHING · PAGE 9 — Video call

One 60-minute session $350

Four sessions, used within 60 days $1,200

Prices are in US dollars. Workshop prices cover up to 30 people. Each extra person is $50. Travel outside Hampton Roads, Virginia, costs extra.

Training you can use on *Monday morning*

Every offer follows one rule: AI prepares, people decide. AI does the busy work. You make the final call on anything that touches a customer or money.

01 Plain English

I explain AI in everyday words. No tech talk, no jargon.

02 Built on your work

You practice on tasks like yours, so it works when you get back to your desk.

03 You try it yourself

You use the AI tools during the session. You leave with real results.

04 Catch mistakes early

AI can get facts and numbers wrong. You learn to catch them before a customer sees them.

05 Use the tools you have

ChatGPT, Claude, Gemini or Copilot. I don't sell software. I teach what fits you.

06 Something to keep

Every session ends with prompts and guides you can use again and again.

One person, start to finish

The person you meet on the first call is the person who teaches you. I plan it, I teach it, and I answer your questions after.

SIGNATURE KEYNOTE | IN PERSON | 45 TO 60 MIN

What Pro Wrestling Taught Me About AI

How to use it without getting hurt

from

$2,500

I used to get slammed for a living. In wrestling, you plan every match and practice every fall. Things still go wrong. So someone always stays in charge. AI at work needs the same rule. This talk uses true stories from the ring to show your people how to use AI, catch its mistakes and keep the final say.

YOUR AUDIENCE LEAVES WITH

1. Why the first AI answer is rarely the best one, and how to fix it fast
2. The small setup mistakes that cause the biggest problems
3. When a person must check the work, every time
4. One thing to try with AI the next morning

WHAT THE ROOM FEELS

High energy, with real stories and laughs

No tech talk and no confusing demos

A clear message for people still learning AI

Built for

Company retreats, team kickoffs, leadership meetings and business conferences

Make it a full day

Add a team workshop after the talk so people can practice right away

Travel outside Hampton Roads, Virginia, costs extra.

FOR TEAMS | ON-SITE | BUILT FOR YOUR TEAM

Team AI Workshops

Your people, your tasks, your tools

I come to your office and train your team on the work they do every week. Before the day, I build practice files that look like your real tasks. On the day, everyone uses AI on those files. They leave with prompts they can use that same afternoon.

90 MINUTES

from

$1,500

Get started

- One real task, start to finish
- How to ask AI for what you want
- How to check what AI gives back
- Starter prompt guide

HALF DAY

from

$2,750

Best value

- Everything in 90 minutes
- Two or three of your team's tasks
- Practice catching AI mistakes
- Team prompt guide

FULL DAY

from

$4,500

The full program

- Everything in the half day
- Step by step plans for different jobs
- Simple team rules for using AI safely
- A written guide your team keeps

INCLUDED EVERY TIME

- ✓ A planning call so the day fits your team
- ✓ Training on the AI tools you already pay for
- ✓ Practice files, so no private data goes into AI
- ✓ Clear rules on what a person must check

Prices cover up to 30 people. Each extra person is $50. Travel outside Hampton Roads, Virginia, costs extra.

LIVE ONLINE | 90 MIN | NO EXPERIENCE NEEDED

Get Your Week Back with AI

Less time on email, notes and busywork

$249

per person

Email, meeting notes and admin eat up your week. In this live online session, I show you how to hand that work to AI. You use the AI tools you already have, and you set each one up on your own work during the session.

01
Your inbox
Sort email and write replies that sound like you

02
Your meetings
Turn messy notes into a short summary and a to-do list

03
Your busywork
Get first drafts of reports, forms and lists

04
Your final check
A quick way to look over AI work before you send it

WHO IT'S FOR

Busy owners and professionals buried in email, meetings and admin

YOU LEAVE WITH

Prompts for your own inbox and notes, plus one task set up to save time from day one

Scheduled on request. Five or more from one team? Ask about a private session.

NEW FOR 2027 | LIVE ONLINE | 6 WEEKS | SMALL-GROUP COHORT

AI for Experienced Professionals

Six weeks to using AI every day

$495

per person

You've built a career on doing good work. This course adds AI to it, one skill a week. You learn in a small-group cohort with people like you. Between classes, you try the skill on your own work. Then you bring your questions back.

1 Get set up

Pick one AI tool and learn what it does well

2 Ask for what you want

Get useful answers the first time

3 Write like you

Emails, posts and proposals that sound like you

4 Look things up

Use AI to research, then make sure it's right

5 Catch AI mistakes

The checks to run before anything goes out

6 Make it a habit

One simple routine you'll keep using

WHO IT'S FOR

Owners and experienced professionals who feel behind on AI and want a calm, guided start

YOU FINISH WITH

Your own set of saved prompts and one AI routine you use every week

First cohort now forming. Six live online classes, one a week. Ask me to save your seat.

VIDEO CALL | 60 MIN | YOUR BUSINESS

1:1 AI Coaching

Someone in your corner while you learn

Some questions don't fit a group. I meet with you one on one and help you use AI on your real work. You stay in charge of every step. You bring the problem. I bring the plan.

ONE SESSION

$350

60 minutes on the one thing you most want fixed

FOUR SESSIONS SAVE $200

$1,200

Build skills week by week, with practice between calls

WHAT I CAN HELP WITH

- ✓ Picking the right AI tool for how you work
- ✓ Setting up ChatGPT, Claude, Gemini or Copilot so it knows your business
- ✓ Turning a task you do every week into a few saved steps
- ✓ Checking AI work before you trust it with a client
- ✓ Planning how to bring AI to your team

Use your four sessions within 60 days.

What clients say

1,100+
people trained in AI

17+
years training leaders, business owners and teams

5x
booked again by one repeat client

98
people on the largest team I've led

> **In under 90 minutes Andrew changed the way I thought about how I use AI.**
>
> **Ramona Rice** · Google review

> Andrew has a rare ability to make complex AI concepts practical and easy to apply.
>
> **Bardo Muniz** · Google review

> I have hired Andrew to speak to my audiences several times now (I think 5 times).
>
> **Justin Bateh** · Google review

WHERE I'VE SPOKEN AND TRAINED

Virginia Peninsula Chamber AI events and trainings	**SMPS Building Virginia Summit**	**Home Based Business Network (HBBN)** 2 events	**Yorktown Chamber of Commerce**
Virginia SBDC Small Business Development Center	**Hampton Roads SBDC** Small Business Development Center	**VersAbility Resources**	**Maven** AI Project Management Certification



1,100+

people trained in AI

17+ years

training leaders, business owners and teams

$65M

business I co-managed operations for

3 to 4 years

in the ring as an independent pro wrestler

Andrew Keener

AI speaker, trainer and founder of Keen Alliance Consulting

I've trained and coached people for more than 17 years, from leaders to business owners to whole teams. I've led a team of 98 people across two states. I helped run operations for a $65 million business. So I know how to help busy people change the way they work.

In my early twenties, I was a pro wrestler. I learned to plan, to adjust when the plan broke, and to protect the person across from me. I use those lessons every time I teach AI.

I co-teach Maven's AI Project Management Certification. I run Keen Alliance Consulting from Hampton Roads, Virginia.

WHAT I BELIEVE

AI prepares. *People decide.*

AI can do a lot of the work. People still need to check it and make the call.

Not sure which one fits?

That's what the first call is for.

1 **Book a free 20-minute call**

Bring the boxes you checked on page 2. I'll tell you which offer fits, or if none do.

2 **Get a written quote**

One set price from this menu, with the date and exactly what you get.

3 **Hold your date**

Pay half to book your date and half when the work is done. Then I plan the session around your people.

BOOK YOUR CALL

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@andrewkeenerai everywhere

Scan to book a call