



JWAL SOFTWARE

Executive AI Coaching: Kickstart

A two-hour working session and five weeks of 1:1 coaching. The fastest path to a working AI practice, built on your real work.

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WHO THIS IS FOR

Managing partners, CMOs, agency owners, and executives who are AI-curious but haven't started. You don't need a big commitment to get moving; you need one working week and a coach who has actually shipped this stuff at enterprise scale.

You don't need to run at this. I tell clients to walk toward automation, not sprint into it: five weeks is enough to build a real habit without blowing up your actual job in the meantime. This isn't a training day you'll forget by Friday. It's coaching: same person, same context, until the new habit is just how you work.

STRUCTURE

Week 0: two-hour kickoff. Your week mapped for AI leverage. First tools stood up live, on your actual work, not a demo.

Weeks 1–5: five weekly sessions. 60-minute 1:1 coaching, once a week, building the habit and the fluency on real tasks.

One flat engagement. Kickstart is fixed and one-time. Expand it firm-wide when you're ready.

WHAT YOU GET

- A working personal AI practice you actually use, not a slide deck you forget by Friday.
- Hands-on fluency with the tools that matter for your specific role, not generic tutorials.
- Early wins on real tasks picked from your actual week one, so the value is obvious immediately.
- A coach who has shipped AI at enterprise scale: not a course, not a software platform, a fractional Chief AI Officer.

Kickstart is the entry rung. When you're ready for the organizational picture (a firm-level use-case shortlist and a board-ready business case), step up to the AI & Technology Readiness Audit.

HOW IT WORKS

01

Discovery call

Your role, your week, and what AI could unlock. Clarity on fit, no fluff.

02

2-hour kickoff

Live and hands-on: map your week for AI leverage, stand up your first tools.

03

5 weekly sessions

Real work, real tasks, one hour a week, five weeks running.

04

Keep going

Expand coaching firm-wide, or move to a readiness audit when you're ready for the roadmap.

Engagements are flexible. No long-term contracts required.

PRICING

Contact me for pricing

One flat fee for the two-hour session plus five weekly sessions, no monthly commitment. Reach out for the current rate.

RESULTS DELIVERED

\$2M+

annual cost reduction driven at a national consumer-products company

100%

team satisfaction across six engineering teams, two years running

ABOUT JACOB KNIGHT

- 15+ years building and leading software teams across SaaS, e-commerce, and enterprise.
- Fractional CTO and AI coach to teams from multibillion-dollar enterprises to growth-stage startups.
- MBA, University of Utah · BS Physics, Utah State.

Start with a two-hour session.

jake.k@jwal.ai · jwal.ai · Layton, UT (remote-first)

The fastest way to a working AI practice.

Built on your real work, not a demo.