



FOR BUSINESS OWNERS & THEIR TEAMS

Fix the bottleneck.

Make the investment make sense.

Bring a recurring business problem. Decide what is worth changing, then test a practical improvement with your team.

01 Find the real constraint.

Use one recent example to locate the delay, repeated work or missed opportunity. Establish a baseline and who owns the decision.

02 Compare the options.

Weigh a process fix against AI: setup effort, running costs, staff time, data quality and the checks needed to keep work reliable.

03 Test the useful change.

Build the agreed first version where it fits. Keep a decision note, a usable template or workflow, and a clear owner and review measure.

AI BUSINESS EXECUTION SESSION

KSh 3,000-5,000

Initial test price per session. Scope and exact fee agreed first.

What is slowing your business down?

hello@easebrain.live / 0791 472 688



HOW WE MAKE THE DECISION

Sometimes the better answer is simpler.

Illustrative example: a print business handles 40 enquiries a week. Missing specifications cause repeated clarification. These figures are assumptions, not client results.

OPTION	MINUTES / ENQUIRY	HOURS / WEEK
Current method	12	8
Checklist + approved template	6	4
AI draft + human review	$4 + 3 = 7$	4.7

The question is not whether AI can do it.

On these assumptions, the simple template frees more staff time. Test that first. Include setup, training, subscriptions, checking and errors before choosing an AI alternative.

How the decision becomes useful work

Create the brief template and missing-information checklist. Assign an owner. Try five agreed sample enquiries, then review normal use over an agreed period. Keep or change the approach using actual time and correction data.

Time released is capacity, not cash saved. A small sample does not establish ROI. Record the full engagement cost and what the team can realistically do with any time gained.



CLEAR WORK. CLEAR OWNERSHIP.

A decision you can use. A change you can own.

Before you commit

We agree the problem, decision-maker, baseline, preparation, duration, exact fee and acceptance check. A first implementation is included only when feasible within that written scope. If the evidence favours no new tool, you keep the reasons and next steps.

What stays with your team

A short decision note, the agreed first workflow or process asset, a handover and a review measure. Use fictional or approved anonymised examples. Custom software, API integrations, ongoing implementation and tool costs need separate agreement.

Practical experience

Tony Kamau, EaseBrain Head Coach, brings an engineering background and three years of coaching and training. His work includes a two-week operational review for 001 Inn and three AI-literacy sessions for GSL. These are completed engagements, not measured AI-savings claims.

For a problem spanning several processes

Business Systems Intensive: KSh 8,000-15,000 per engagement. A bounded diagnosis, intervention map, measures and follow-up review. Payment, invoicing and cancellation terms are agreed before booking.

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