

The Strategic Edge Suite

Where Business Intelligence Meets AI!

The Strategic Edge Suite transforms how you lead, decide, and scale.



Lead with Results, Not Technology

Modern leaders don't want to learn more tech—they need clarity, capacity, and confidence. This suite is built for CEOs and business owners who are ready to turn AI curiosity into competitive advantage.

The Outcomes You Can Expect



Clarity

Make faster, higher-conviction decisions using AI-powered insights.



Productivity

Reclaim 5–15 hours per week through intelligent automation.



Visibility

Strengthen your executive presence and voice with AI-driven storytelling.



Momentum

Implement systems that scale effortlessly, without adding headcount.

Start free with your AI & Automation Assessment—then move into the program that best matches your goals.

AI & Automation Assessment (Complimentary)

Benefit: Find your hidden hours and profits before you invest a dollar.

What Happens:

- 20–30-minute diagnostic
- Identifies the top 3 use cases for AI & automation
- Quantifies potential time and cost savings

You'll Receive:

- Personalized ROI Opportunity Report (readiness score, savings potential)
- 30/60/90-day plan to act on your findings

- Result: Know exactly where to start—backed by numbers, not hype.



Build Confidence and Skill

AI for Beginners: 45 Days to Fearless (Foundation Program)

Benefit: Replace overwhelm with confidence and action.

You'll Learn To:

01

Use AI daily to save time and simplify work

02

Communicate more clearly and creatively

03

Apply proven prompt frameworks to real business tasks

Structure: Self-paced modules + 3 live coaching sessions. Templates, prompts, and weekly practice.

Results You'll See:

- Mastery of everyday AI tools
- Improved writing, presentations, and planning
- Fear replaced with fluency

Investment: \$495 (solo) | \$995 (team of up to 6)

Make Smarter, Faster Decisions

The Ultimate Edge for CEOs (Flagship Advisory)

Benefit: Finally stop making decisions in a vacuum.

You'll Gain:

- Instant access to strategic clarity—AI + Advisor in your corner
- Faster decisions, stronger narratives, and fewer blind spots
- A repeatable prompt system to apply across every executive decision

Deliverables:

- CEO Decision Briefs (options, tradeoffs, prompts)
- Executive Prompt Pack (board updates, hiring, investor memos)
- Private advisory access via email and texts between sessions

Investment: \$7,500/month (biweekly) | \$12,500/month (weekly priority access)



Systematize Your Thinking

The CEO's AI Playbook (Decision Prompts & Systems)

Benefit: Stop reinventing the wheel—run your business on proven, customized prompts.

You'll Gain:

- Tailored AI systems for communication, planning, and leadership
- Your personal AI assistant-in-a-box: built in your voice and style
- Rapid access to templates for strategy, finance, and people management

Deliverables:

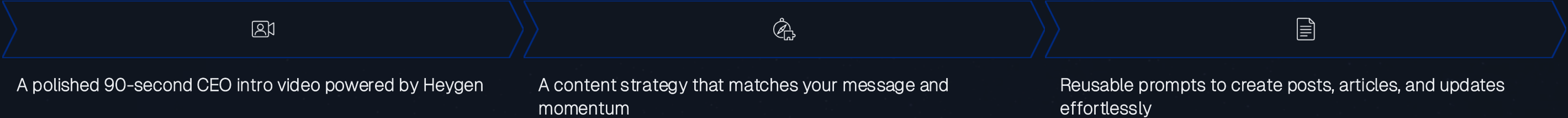
- A tailored library of 50 to 100 customized prompts
- Voice calibration guide and usage rules
- SOPs and video walkthroughs

Investment: \$2,500 (Starter) | \$4,500 (Pro)

Amplify Your Presence

AI Brand Studio (Heygen + Voice of the CEO)

Benefit: Establish an unforgettable, scalable executive presence.



Deliverables:

- Heygen CEO Video (script + editing)
- Message Map (pillars, claims, proof)
- Prompt Library for social and email content

Investment: \$2,500 (Core) | \$3,750 (Plus: adds quarterly refresh)



Capture ROI in 30 Days

AI Strategy Sprint (Implementation)

Benefit: Turn insight into action—get measurable results this quarter.

You'll Gain:

- Automated workflows that save hours weekly
- A visible before/after performance dashboard
- Documented SOPs for sustainable scaling

Structure:



Investment: \$3,500 (2 workflows) | \$4,500 (3 workflows)

Optional Continuity Plan

Managed Ops: AI Systems Care Plan

Benefit: Keep your AI systems running, evolving, and secure.

You'll Gain:

- Monthly performance tuning and updates
- Prompt improvements as your business evolves
- Priority support for new use cases

Investment: \$1,500/month (light) | \$3,000/month (pro)

How to Get Started



Start Free

Book your AI & Automation Assessment at TheEdge-AIStrategy.com



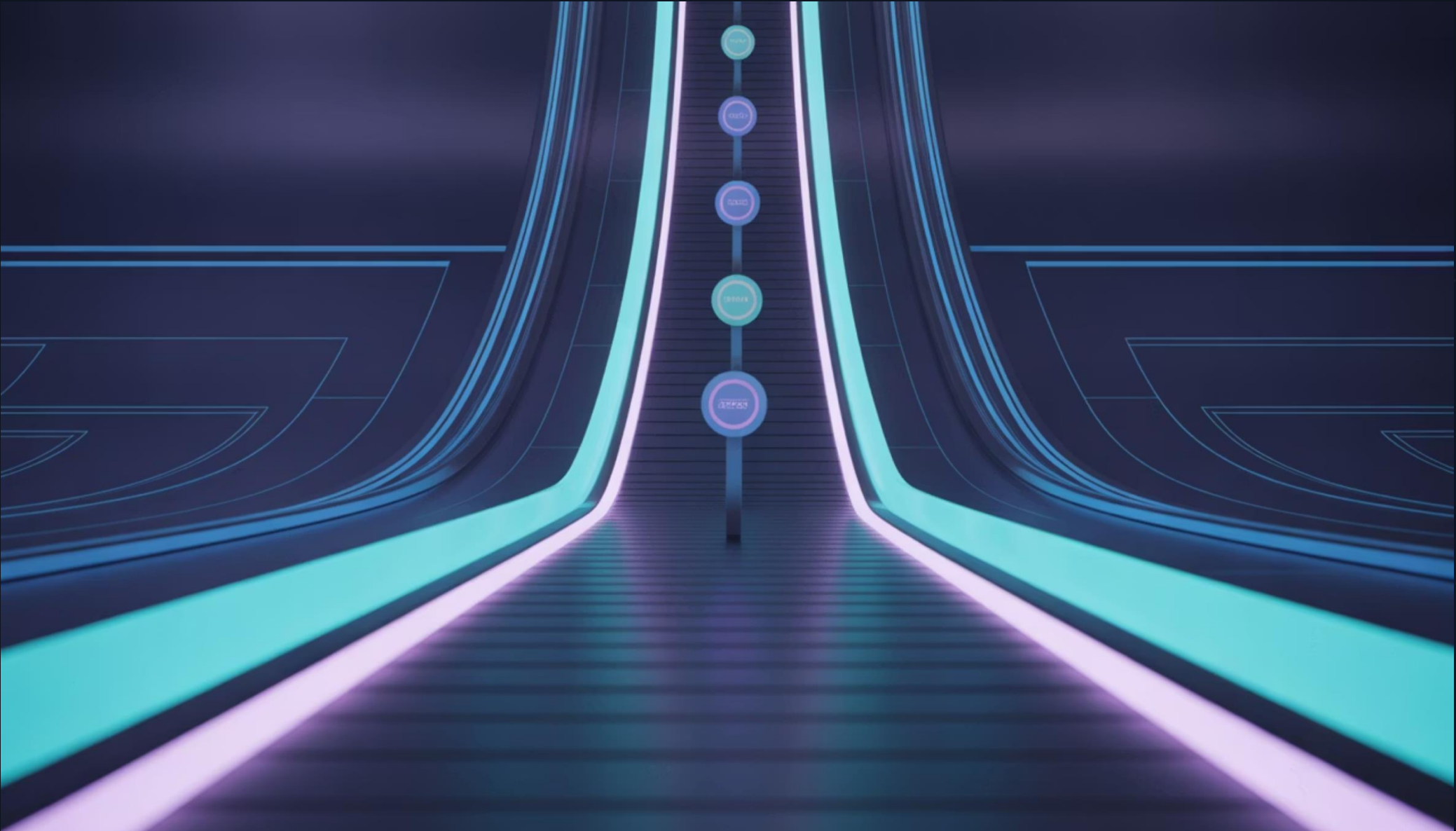
Choose Your Track

Skill, Strategy, or Systems



See Results in 30 Days or Less

Each engagement delivers a tangible artifact: report, playbook, or workflow dashboard.



Why Work with Dr. Frumi

Partnering with Dr. Frumi Rachel Barr means gaining a strategic advantage in today's AI-driven business landscape. With over two decades of experience advising founders and CEOs, Dr. Frumi brings a unique combination of business acumen, leadership expertise, and cutting-edge AI knowledge to every engagement.



Strategic Expertise That Drives Results



Proven Leadership Authority

As the author of *A CEO's Secret Weapon*, Dr. Frumi is widely recognized for her ability to bridge the gap between sophisticated business strategy and authentic human leadership. Her work has helped countless executives navigate complex organizational challenges while maintaining their core values and vision.

AI Strategy Translated

As a Certified AI Generalist, Dr. Frumi excels at translating complex technological concepts into actionable business advantages. She doesn't just explain AI—she shows you how to leverage it for competitive differentiation and sustainable growth.

Trusted Advisor

Over 20 years guiding founders and CEOs through critical business decisions and transformational growth

Proven Frameworks

Proprietary methodologies for scaling clarity, building confidence, and accelerating cash flow

Ethical AI Advocate

Focused on trust, transparency, and measurable ROI in every AI implementation