Pure Expertz

Professional practice summary · Andy Babala, Founder · August 2026

We help organizations use artificial intelligence deliberately — with written guardrails, named accountability, and training for the people who actually have to use it.

CREDENTIALS

AI consulting	**Licensed independent WSI AI Consultant** — part of a global network operating in more than 80 countries.
Security	**Board Certified Protection Professional (CPP), ASIS International.** Vice Chair, ASIS North Shore chapter.
Standards	Founder, **Block by Block AI Safety and Security Alliance** — the framework our programs are delivered under.
Real estate	Licensed Illinois Real Estate Broker. That practice operates separately through Properties Advantage.

WHAT THE PRACTICE DOES

Digital marketing	Websites, funnels, content and campaigns — built and running, not advised on.
AI automation	Workflows and AI workers that carry the repetitive load: intake, follow-up, scheduling, reporting.
Education	Live workshops, cohorts, and a credential ladder — AI Champion, AI Director, AI Consultant.
Incubator and accelerator	For organizations building something, alongside operators who have already done it.
Community	An operating community with weekly open office hours, and the Trusted Service Provider network.

WHO WE SERVE

Human resources, healthcare and care settings, and organizational leadership. Separately, high-pressure public-safety environments — policing, schools, municipalities and security teams.

We are deliberately *not* a vendor to technical companies. They do not need us. **The organizations that need this are the ones where the technology arrived before the policy did.**

WORKPLACE VIOLENCE PREVENTION — DELIVERED WITH THE CENTER FOR AGGRESSION MANAGEMENT

In partnership with **Dr. John D. Byrnes, D.Hum, FACHT**, founder of the Center for Aggression Management and author of *A Blueprint for Workplace Violence Prevention*, we deliver training built on the **Critical Aggression Prevention System (CAPS)** — thirty years of work on the observable precursors to violence.

The core distinction: **conflict resolution is a response plan, not a prevention plan.** Most organizations hold one while believing they hold the other. Aggression is **trackable and observable** — it is not unpredictable. Training is fully virtual, live, and can certify an organization's own people to deliver it internally.

HOW ORGANIZATIONS ENGAGE

Discovery	A 25-minute conversation. Everything starts here. No proposal is written before one.
Workshops	Four-week live programs, $89 per seat. Six tracks: real estate, sales, marketing, finance, operations, and family resilience.
Cohorts	**$8,995 per company**, minimum six companies. Closed group, real curriculum, private space, set schedule.
Deployments	**Business in a Box** and **Community in a Box** — one-month builds. $2,000 deposit begins the engagement.
Retainer	Sustained advisory for organizations wanting ongoing attention on a live project. Scoped individually.

THE WIDER ECOSYSTEM

The same operating system runs several working ventures, which is where the methods are tested before they are taught: **Abundance Health Systems Hubs** (multigenerational households — education and technology only), **Grow with Microgreens** (production and direct sales), **Properties Advantage** (property operations), **The CoLiving Guy**, and **Siesta Key Properties** (Sarasota development, partner).

CONTACT

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