

SOLUTION BRIEF

Crys Clear AI for GTM

Six weeks from AI-curious to AI-operational.

Yes, the pun is intentional. Crys is short for Crystal, and clarity is the whole product.

Crys Clear AI for GTM is a hands-on workshop series that takes your go-to-market team from AI-curious to AI-operational in six weeks. No hype. No fear-mongering. Your team, your tools, and something real running by the end of every single session.

PROGRAM STRUCTURE

How It Works

- **Intake calls before we start.** 30 minutes with each team lead, so every session teaches from your world instead of generic examples.
- **Six weekly 90-minute working sessions.** Teach for 30, build for 45, share for 15. Hands-on-keyboard, every week.
- **Weekly office hours.** A 60-minute drop-in after every session, so nobody stalls out between classes.

OUTCOMES

What Your Team Leaves With

- A shared Business Brain your whole team works from
- Documented, repeatable AI workflows for every GTM function
- A working tool each person built themselves
- A 90-day AI roadmap your leadership can measure against
- Every template, prompt, and framework stays with you

WHO IT'S FOR

Qualified Audience

GTM teams at small businesses and growth-stage companies. Tool-agnostic: we build in the AI tools you already pay for (Claude, ChatGPT, or Gemini). No technical background needed. Curiosity and a willingness to iterate required.

ABOUT CRYs

Program Lead

Crys Black is a fractional CMO and AI strategist based in Colorado. A programmer before she was a marketer, she helps companies cut through AI hype, build real marketing foundations, and operationalize AI so their teams can grow. She teaches AI in GTM for Pavilion's GTM School and leads hands-on AI workshops across the country.

Let's talk: crys@crysblack.com | crysblack.com | linkedin.com/in/crystalblack

CURRICULUM

Six-Week Program

PHASE 1 Foggy · See Your Business Clearly First

Week 1, The Fog Check.

Map your GTM motion, find where the hours actually go, and pick your three highest-friction targets. Most AI failures are strategy failures. This week is the fix.

Week 2, The Business Brain.

Build a shared context pack, your positioning, personas, voice, and offers, inside the AI tools you already use. The week that makes every later week work.

PHASE 2 Focused · Build the Engine

Week 3, Function Builds I.

Working sessions by function. Sales and partnerships build account planning and research workflows. Ops builds automation and reporting.

Week 4, Function Builds II.

Each function turns last week's build into a documented, repeatable workflow the whole team can run without them.

Week 5, Vibe Week.

The signature week. Everyone builds a real internal tool with AI, no code background needed. First builds are imperfect. Iterating is the skill.

PHASE 3 Crystal Clear · Make It Stick

Week 6, Operationalize.

Quality-control habits, an AI operating rhythm for the team, and a 90-day roadmap. We close with a lightning wins round: two minutes each to show one thing that now runs without you.

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