

EVALU8 + GROW WITH AI

A Strategic 8-Part Series for Small Business Owners, Leaders, and Teams

Brought to you by Sara Phelan, Author of AI-Driven Success and Creator of the Evalu8 Framework™

What It Is:

Evalu8 + Grow with AI is a practical **8-part series that helps small business owners, leaders, and teams understand where AI fits in their business and where it does not.**

Participants explore how AI can support leadership, revenue, operations, team adoption, customer experience, marketing, financial visibility, and strategic growth.

This is not a tool-focused training series. It is about helping business owners use AI with clearer priorities, simple guardrails, and practical next steps. AI requires clean data and goals.

Participants leave with practical prompts, clearer AI use cases, and simple actions they can apply right away.



- Leadership
- Revenue
- Operations
- Team
- Customer Experience
- Marketing
- Financials
- Strategy

Delivered as a series within 2 formats: Lunch and Learn (30 Min Training, Q+A) or 3-Hour Workshops.

For Partners:

- Co-branded slide deck + promo assets
- Delivered by expert facilitator
- Supports grant program awareness + digital adoption
- Optional impact reporting + follow-up session

Hi, I'm Sara

AI Strategist
Small Business Growth Advisor
Speaker

Connect With Me



"Sara made AI and strategy feel simple and actionable - it made sense."

- Beth Crowell, Swagshop.ca

About Sara

AI Strategist, Small Business Growth Advisor, Entrepreneur, and former Business Broker.

Sara has built, scaled, and sold multiple businesses and now advises leaders across Canada and internationally on how to adopt AI.

She's trusted by chambers, accelerators, and government-funded programs to make AI practical, strategic, and human-first.

Book a call: [Let's bring this conversation to your Business Community](#)

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Participants shared that the series made AI easier to understand, less overwhelming, and more practical for real business use.

Clearer Understanding

"Visual aids, clear and concise information, and Sara was a great speaker."

Practical Examples

"The workflow example is very helpful and well laid out."

Better Business Conversations

"Breaks down the topic into manageable pieces to comprehend."

Practical Takeaways

"The information is more relevant and less theoretical."

Why this series works

Business owners do not need more AI noise.

They need structure, simple language, and practical next steps.

This series helps participants:

- Understand where AI fits
- Identify useful business use cases
- Set better guardrails
- Ask stronger questions
- Leave with prompts and tools they can use

Best fit for:

- Small business support organizations
- Innovation centres
- Chambers of commerce
- Business advisory programs
- Entrepreneur training programs
- Member-based organizations

Interested in bringing this learning to your organization?

Sara Phelan

Evalu8-Evolve

AI Strategy, Business Diagnostics and Practical Growth Planning

Why Organizations Choose This Series:

- This series helps make AI more practical, understandable, and relevant for small business audiences.
- Clear and approachable delivery
- Business-focused examples
- Practical takeaways participants can use
- A structured introduction to AI without the hype

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What Partners Are Saying



I would highly recommend Sara to any organization looking for a knowledgeable AI strategist, facilitator, or advisor who can bridge the gap between emerging technology and practical business application.

"Working with Sara on our eight-part Evalu8 + Grow with AI Lunch & Learn series has been an great experience. She brought a thoughtful, **practical delivery** that made AI approachable for business leaders, regardless of their level of experience. Her presentations were engaging, well organized, and packed with actionable insights that participants could immediately apply in their own organizations.

The series attracted **strong attendance** from businesses across our regions and was consistently well received. Participants valued Sara's ability to explain complex concepts in a clear, business-focused way, and the interactive format encouraged meaningful discussion and real engagement.

Beyond being an exceptional presenter, Sara was a **true partner** throughout the project. She collaborated closely on communications, promotional materials, session planning, and participant engagement, always looking for ways to improve the experience. Her commitment to helping businesses succeed made this series a tremendous success."

JAMES SAVARD

IGNITE AI PROGRAM LEAD

IION, INNOVATION INITIATIVES ONTARIO NORTH



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