AI Agents: Join the Club

You walk in with a Windows laptop. You walk out with an AI workstation -- and the skills to use it.

Who This Is For

You run a business. You've used ChatGPT, Gemini, or similar tools. You got decent results -- a passable email, a rough summary, some brainstorming ideas.

Then you went back to doing everything the old way.

The gap between "write me a poem" and "run part of my business" felt too wide. So AI stayed in the toy box.

This course closes that gap. In two days you'll have a fully configured AI workstation on your laptop -- reading your files, processing your data, and producing finished work. Proposals, Word documents, Excel spreadsheets, PowerPoint decks, emails, training manuals. Real documents you can use on Monday morning.

This is for business owners who:

- Spend hours each week on work that should be faster
- Want tools installed and working, not just knowledge
- Are not programmers and don't want to become one

This is not for:

- People who want slides and theory -- this is hands-on from the first hour
- Anyone expecting a magic button -- AI does the heavy lifting, you still review the output

What You'll Learn

Over two in-person days, you work through real business scenarios using a fictional company (Mountain Pine Coffee Roasters) so you learn the patterns on safe practice data before applying them to your own work.

Every scenario below is powered by Claude, an AI assistant built by Anthropic. The Director is the desktop app we built on top of Claude to make it practical for business owners. Claude does the thinking. The Director manages the workflow.

The Bookkeeper -- Take a pile of bank statements, invoices, and receipt photos. Claude reads everything, extracts every transaction, categorizes it, and produces a finished Excel file matching your accountant's format. In the course this takes about 45 minutes. How long does it take you today?

The Proposal Writer -- 20 past proposals, 12 won, 8 lost. Claude identifies what made the winners work, then generates a new proposal in your winning style. Output: a professional PDF you could send to a client. Start to finish, about 30 minutes.

The Wholesale Outreach Campaign -- A prospect list of local businesses. Claude researches each one's website, writes a personalized email for each, and queues everything for your approval. Nothing sends without your sign-off. 10+ personalized emails in 20 minutes.

The Training Video -- A 15-minute rambling video about equipment calibration. Claude transcribes it, organizes the chaos, and produces a full training manual plus a one-page checklist you could laminate and hang on the wall.

The Tool Showcase -- A guided tour of the Director and its 10 core productivity tools, plus 3 advanced tools. Claude demonstrates each one, then chains them together: YouTube transcript to summary to professional PDF -- in one command.

You also learn advanced patterns: persistent AI instructions tuned to your business, running multiple AI sessions simultaneously, email integration, and desktop automation.

The Format

The format is designed around how adults actually learn and retain skills.

Days 1 & 2: In-Person Intensive (9:00 - 4:00)

Two full days at Spaces Liberty Village, Toronto. Maximum 8 people. Catered lunch in the boardroom -- computers closed, conversation open. Every session produces tangible output: PDFs, spreadsheets, emails, manuals.

By the end of Day 2, you have a working AI workstation and the skills to use it. Your homework: use the Director on 3 real tasks from your own business over the next week.

Follow-Up Day: Implementation Morning (1 Week Later, 9:00 - 12:00 + Lunch)

You come back after a week of real usage. This is where the course pays off.

- **Win Circle** -- Share what you accomplished. Celebrate the wins.
- **Troubleshooting** -- What didn't work? What confused you? Real problems from real usage, solved on the spot by the person who built the tools.

- **Build Your Playbook** -- The most important exercise in the entire course. After a week of hands-on experience, you identify YOUR top workflows and write the prompts to automate them. This isn't speculation -- it's informed by what you actually tried.

Ends with a catered lunch where the real community connections happen.

Virtual Session (~2 Weeks After Day 1, 60-90 Minutes)

Final check-in over Teams. Lingering questions, advanced tips, and orientation to The Breakfast Club. Clean ending. You're no longer a student -- you're a member.

Total time away from your business: 2 full days + 1 morning.

What You Leave With

This is not a course where you take notes and hope you remember.

Real documents you produced -- Word documents, Excel spreadsheets, PowerPoint decks, PDFs, emails, training manuals. Proof that these tools work on your problems.

Your personal AI profile -- A set of persistent instructions tuned to your business. Every time you open the Director, it already knows who you are, your writing style, and your key facts. No repeating yourself.

Your automation playbook -- 3+ workflows specific to YOUR business, written after a week of real usage. Not hypothetical. Tested.

Included With Every Seat

Bonus: The Director -- free, yours to keep. A desktop app that runs your AI sessions and 20+ productivity tools. Transcription, PDF generation, email, web research, image generation -- all managed from one screen. Installed on your laptop during the course, ready for Monday morning. No subscription, no expiration. The only ongoing cost is Claude Max ($100/month, paid directly to Anthropic -- not to us). That's the AI engine. The Director is how you put it to work.

Bonus: The Breakfast Club. Workshop graduates join a bi-weekly morning meetup (every other Wednesday, 9-10 AM) where members share wins, troubleshoot, and keep pushing each other forward. You are not on your own after the workshop. Membership is ongoing and included with your seat.

Bonus: The Members Chat. A private online group where you can ask questions between meetings. Stuck on something at 2 PM on a Thursday? Post it. Get help from Soren and other members who've solved the same problem.

The Guarantee

If your AI workstation is not fully operational after the course, I will personally work with you until it is. The Breakfast Club, the Members Chat, and direct access to me -- you have every channel you need to get unstuck. This is not a course where you're on your own after the last session. I built these tools. I will make sure they work for you.

About Your Instructor

Soren Frederiksen didn't buy a curriculum. He built the tools, then built the course around them.

The Director, all its tools, every business scenario, the workbook. Built from scratch, refined with feedback from real business owners doing real work.

30+ years building enterprise technology platforms. Two successful exits. CTO and Co-Founder of mindzie. Working with AI since 1995 -- neural networks, facial recognition, process intelligence. Using Claude daily since its launch in February 2025.

When he teaches this course, he can answer any question about how the tools work -- because he wrote every line of code. When something doesn't work on your machine, he fixes it on the spot -- because he built the system.

Upcoming Sessions

Session 1 -- March 2026

Day	Date	Time	Format
Day 1	Monday, March 16	9:00 AM - 4:00 PM	In-person
Day 2	Tuesday, March 17	9:00 AM - 4:00 PM	In-person
Follow-Up	Monday, March 23	9:00 AM - 12:00 PM + Lunch	In-person
Virtual	Monday, March 30	11:00 AM - 12:30 PM	Teams

Session 2 -- April 2026

Day	Date	Time	Format
Day 1	Tuesday, April 21	9:00 AM - 4:00 PM	In-person
Day 2	Wednesday, April 22	9:00 AM - 4:00 PM	In-person
Follow-Up	Tuesday, April 28	9:00 AM - 12:00 PM + Lunch	In-person
Virtual	Tuesday, May 5	11:00 AM - 12:30 PM	Teams

Investment

Price	$2,950 per person
Format	2 days in-person + follow-up morning + virtual session
Location	Spaces Liberty Village, Toronto
Class Size	Maximum 8
What to Bring	Windows laptop (see below)
Pre-Work	30 minutes of software installation (guide provided)
Included	Printed workbook, all course materials, scenario pack, 3 catered lunches, Breakfast Club membership
Course software	The Director and all its tools -- free, yours to keep
AI subscription	Claude Max: $100/month (paid to Anthropic, not to us)
Experience Required	None. We start from zero.

Built for Windows. Most business productivity tools ship Mac-first and treat Windows as an afterthought. We went the other way. Every tool in this course was built natively for Windows -- because that's what 73% of small business owners actually use.

The interface isn't a Mac app squeezed into a Windows frame. It's Windows-native from day one.

A Mac version is coming. If you're a Mac user, email soren@centerconsulting.com to get on the waiting list.

Cancellation: Full refund up to 14 days before. 50% up to 7 days. Transfer your spot to someone else anytime.

How to Enroll

8 seats per cohort. When they're full, they're full.

Register: sorenfrederiksen.com/training

Questions? soren@centerconsulting.com

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