karsh hagan
madden

shiftos

SHIFTOS · NORTHEAST ONLINE COHORT

Build Your AI Operating System

Build the capacity and capability to meet your destination's expanding mandate with AI.

Begins November 4, 2026

Wednesday classes · 10–11:30 a.m. Eastern

Final session: March 17, 2027

AI, WORKING WITH YOU

More capacity. Greater capability. A practical path.

01 An AI partner shaped around your role

02 A working system built through practice

03 Skills you can bring back to your DMO

Led by Matt Clement

LIVE ONLINE LEARNING · 2026–2027

01 · THE CHALLENGE

The mandate keeps growing. Capacity has to grow with it.

The modern DMO needs a sustainable way to meet a growing mandate with resources that rarely keep pace.

The challenge is finding room for that work alongside everything already on your desk.

AI can help with research, planning, communication and follow-through. The opportunity extends well beyond producing another first draft.

Real value comes when you know how to use it consistently in the responsibilities that matter.

THE GAP SHIFTOS ADDRESSES

Trying AI is easy. Building a dependable way to work takes practice.

Disconnected chats lose context. Generic answers miss your destination's reality. Unchecked output creates more work to fix.

A useful AI partner needs your knowledge, clear methods and your judgment.

01 · THE OPPORTUNITY

More capacity. Stronger capability.

ShiftOS helps you develop both: room to handle more and the skill to take on more demanding work.

01 Make room for higher-value work.

Use AI to reduce repetitive preparation and coordination, so more of your attention can go to priorities that need you.

02 Strengthen your decisions.

Explore options, connect information and challenge assumptions before making a recommendation.

03 Reuse your destination knowledge.

Make your destination knowledge and lessons learned easier to use again, instead of starting from scratch.

04 Bring stronger capability to your DMO.

Develop practical skills and tested ways of working that can inform your organization's next steps with AI.

02 · THE SHIFTOS APPROACH

A unified AI environment, built around you.

Build your personal AI partner in Claude or ChatGPT, with knowledge, methods and controls behind it.

YOUR PLUS 1

A personal AI chief of staff.

One starting point to think through decisions, organize priorities, develop work and coordinate the next steps.

Shaped around your role, goals and way of working.

Your knowledge

The context you provide and the lessons you keep. We call that reusable knowledge **Signal**.

Repeatable methods

Useful instructions and saved work, so good results are easier to repeat and improve.

Your judgment and controls

Clear boundaries, quality checks and decisions about what AI can do and what needs your review.

02 · YOUR PATH THROUGH THE PROGRAM

Build it. Use it. Make it part of your work.

Each stage leaves you with something practical to use and keep developing.

GUIDED KICKOFF

01

Make AI useful to you.

Set up your Plus 1 around your responsibilities. Complete, check and save a first real task in your workspace.

A personal starting point you can reopen.

SESSIONS 1–6

02

Build dependable working habits.

Keep useful knowledge, delegate a defined job, prove a repeatable workflow and build your first specialist.

Reusable knowledge and methods that fit your work.

SESSIONS 7–8

03

Use your system on projects and decisions.

Run a new project through your system, then test your thinking on a real decision and choose a 30-day focus.

A working system and a clear next priority.

SESSIONS 9–12

04

Apply it to your DMO.

Map the work, choose a hold-up and complete a manageable result within your authority. Use the evidence to build a 90-day plan.

Reviewed work and a plan to take forward.

03 · THE COHORT EXPERIENCE

A structured program that fits around your work.

Live online learning with Matt Clement and up to 30 DMO professionals.

3 hours

Guided online kickoff

A full hour to build your working profile, followed by guided practice with your Plus 1.

12 sessions

90 minutes each

Clear explanations, demonstrations and guided work, including three application labs.

21 hours

Scheduled live teaching

Sessions normally run weekly, with breaks built into your regional calendar.

> You apply what you learn to work you recognize, with time between sessions to practice. Allow additional time for setup, preparation and unfinished exercises.

03 · SUPPORT BEYOND THE SESSION

Support as you build and use your AI operating system.

Shared questions, useful resources and time to keep developing your approach.

DURING THE PROGRAM

Optional group Q&A

Six 60-minute windows after Sessions 2, 4, 6, 8, 10 and 12, held when requested and booked.

Bring questions, learn from the group and work through common sticking points.

THROUGH 90 DAYS AFTER THE FINAL SESSION

Materials and replays

Revisit the course resources and available teaching recordings as you apply what you have learned.

Keep your own work and permitted downloaded templates.

THROUGH SIX MONTHS AFTER THE FINAL SESSION

Forum access and questions

Continue asking course questions in the group forum, including after the course library closes.

Matt reviews it twice each working week, aiming for an initial response within three business days.*

*Response target excludes weekends, U.S. federal holidays and announced breaks. Support is shared; private coaching is not included.

03 · YOUR FACILITATOR

Led by someone who understands destination work.

Matt Clement, CDME · Executive Vice President, KHM · Designer and lead facilitator, ShiftOS

DESTINATION STRATEGY MEETS PRACTICAL AI

The work comes first.

Matt brings destination strategy, business intelligence and practical AI experience to the program.

He leads the cohort through clear explanations, demonstrations and guided application, connecting the ideas to the responsibilities DMO professionals already carry.

You learn alongside peers while building a system around your own role and priorities.

THE AIM

The confidence to use AI well—and keep improving.

Know how to give it useful direction, assess the result and carry what you learn into the next assignment.

Your judgment remains central.

04 · ENROLLMENT

Invest in capability you can keep building.

Tuition in USD, with a group rate for colleagues from the same organization.

1–2 PARTICIPANTS

$5,500

per person

One seat: **$5,500**
Two seats: **$11,000**

3 OR MORE PARTICIPANTS

$4,500

per person, for every seat

Three seats: **$13,500**
No further volume discount.

INCLUDED WITH EVERY SEAT

The complete cohort program

Online kickoff and twelve live sessions.

Participant resources, teaching replays, forum access and six optional requested group Q&A windows.

Payment is due 30 days from contract signing. Participants pay for their own AI subscriptions. Materials and replays: 90 days after the final session; forum access and questions: six months.

04 · YOUR CALENDAR

Your Northeast cohort calendar.

Regular sessions: Wednesdays · 10–11:30 a.m. Eastern

MEETING	DATE
Kickoff · 3h	Nov 4, 2026
Session 1	Nov 18, 2026
Session 2	Dec 2, 2026
Session 3	**Dec 16, 2026**
Session 4	Jan 6, 2027
Session 5	Jan 13, 2027
Session 6	Jan 27, 2027

MEETING	DATE
Session 7	Feb 3, 2027
Session 8	**Feb 10, 2027**
Session 9	Feb 24, 2027
Session 10	Mar 3, 2027
Session 11	**Mar 10, 2027**
Session 12	Mar 17, 2027

Kickoff: 10 a.m.–1 p.m. Eastern
Later sessions are 90 minutes.
Group Q&A is arranged separately.

All meetings are online. Times follow the named regional time zone, including daylight-saving changes.

04 · BEFORE YOU JOIN

Answers to common questions.

A few practical details to help you plan.

Can I join on my own?

Yes. Join individually or with colleagues. The program is designed around your role and the work you can undertake.

Where will I use my Plus 1?

In a supported Claude or ChatGPT account your organization permits you to use. Account requirements are checked before enrollment; you cover the subscription.

Can I use my organization's work?

Yes, where your organization permits it. A supplied practice case is available when you cannot use your own material.

What if I miss a session?

Available teaching replays and materials help you catch up. Private replacement sessions are not included.

Will discussions be recorded?

Teaching and demos may be recorded; identifiable contributions need express consent. An unrecorded participation option is available. Sensitive discussion and Q&A stay unrecorded by default.

Is this a full-team implementation?

The cohort develops individual capability. For organization-wide implementation or tailored team support, we can discuss a separate private DMO engagement.

Recordings are for registered participants; no unauthorized recording, downloading of replays or redistribution.

SHIFTOS · NORTHEAST COHORT

Let's build your AI future together.

Matt Clement, CDME
Executive Vice President, KHM · ShiftOS
mclement@khm.agency