

Beyond ChatGPT: The AI Shift Shows Business Owners How to Build an AI Workforce

New podcast and workshop series moves beyond AI theory to show business owners how hybrid AI workforces are being implemented inside real companies.

FORT LAUDERDALE, FL, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [Guided Business Growth](#), the AI workforce and business systems [division of OKNO Investments](#), has launched The AI Shift and its companion Break Your Business workshop series to help small and mid-sized business owners move beyond experimenting with AI tools and begin developing a practical AI roadmap for their companies.



The AI Shift & Break Your Business Workshop Launch — Jason Dzamba, Luis and Gilbert Marcano

Both series are available through [Guided Business Growth on YouTube](#) and LinkedIn, where business leaders can learn how AI agents, automation, CRM systems, company knowledge, data and employees can work together as part of a modern AI-enabled organization.

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The initiative addresses a question Guided Business Growth increasingly hears from business owners: “We're already using AI. What do we do next?”

Employees may already use ChatGPT, Microsoft Copilot, Claude or AI features inside their existing platforms. While these tools can increase individual productivity, Guided Business Growth believes there is an important difference

between using AI and operating a business with AI.

From AI Tools to an AI Workforce

Hosted by OKNO Investments founder Gilbert Marcano, The AI Shift explores the next stage of business AI adoption, including AI agents, business systems, CRM, automation, company knowledge, human-in-the-loop processes and hybrid AI workforces.

More importantly, the series goes beyond AI theory by sharing real case studies and lessons from AI workforce projects being developed through Guided Business Growth.

Business owners will see what AI implementation can actually look like inside a company: where agents can save time, where implementations can fail, what knowledge and infrastructure agents need, and how companies can measure AI ROI.

“The AI Shift is about helping business owners move from AI experimentation to a real roadmap,” said Gilbert Marcano, founder of OKNO Investments and host of The AI Shift. “We’re sharing what we’re learning from actually developing AI workforces for businesses—the successes, the mistakes, the infrastructure required and the opportunities we see. The goal isn’t to use more AI. It’s to understand where AI can actually improve the business.”

Break Your Business Before You Automate It

The companion Break Your Business workshops begin with the business problem rather than the technology.

Owners are encouraged to identify repetitive work, disconnected systems, owner dependency, undocumented knowledge, slow decision-making and other operational bottlenecks before deciding where AI belongs.

The methodology is simple:

Audit the business □ Find the gaps □ Prioritize opportunities □ Deploy agents and systems □ Measure outcomes.

Instead of asking, “Which AI agent should we build?”, leaders first ask: “Where is work breaking down inside our company?”

What Does an AI Workforce Look Like?

An AI workforce does not necessarily mean replacing employees with AI.

Guided Business Growth advocates a hybrid model where specialized AI agents handle appropriate repetitive, data-intensive and process-driven tasks while people remain responsible for leadership, creativity, relationships, expertise and judgment.

Agents can gather information, monitor workflows, prepare reports, update systems, execute defined processes and escalate exceptions to employees.

The opportunity is to move owners and employees away from hundreds of repetitive micro-tasks and toward reviewing outputs, making decisions and performing higher-value work.

AI Workforce Packages for SMBs

For companies ready to move from education to implementation, Guided Business Growth offers AI Workforce Development and Managed Solutions for small and mid-sized businesses.

Solutions can include business and systems audits, AI roadmap development, custom AI agents, CRM and operational infrastructure, AI workflow integration, knowledge ecosystems, process automation, team enablement and ongoing monitoring.

The objective is to move companies from:

“We know we need AI.”

to:

“We know where AI belongs, what we're building first and how we'll measure the results.”

Business owners, CEOs and operations leaders can watch The AI Shift and Break Your Business through Guided Business Growth on YouTube and LinkedIn.

To explore AI workforce packages, evaluate your current systems or begin developing an AI roadmap, visit GuidedBizGrowth.com.

About Guided Business Growth

Guided Business Growth, a division of OKNO Investments, helps SMBs evaluate, design, implement and manage AI-enabled business infrastructure. Its solutions bring together AI agents, automation, CRM, company knowledge, business systems and human teams to help organizations operate and scale more effectively.

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