

**Empowering
Professionals
With**



Practical Tools & Techniques for Exceptional Results

By

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CRAFTing Insights



DIGITAL RESOURCES

A one-stop hub for tools, links, and resources to maximize your AI learning journey.



bit.ly/4iA88mz

Tips for Getting Started

1. Bookmark this page for quick access.
2. Save the link in your favorite browser, notes app or resource folder.
3. Refer back to these resources as needed.

Favorite 8 Everyday AI Use-Cases

1. Talk with Data

- ❑ Summarize survey, performance, or feedback results
- ❑ Spot trends in spreadsheets, dashboards, or reports
- ❑ Pull key insights to guide decisions or next steps



2. Streamline Tasks

- ❑ Turn messy notes, transcripts, or sticky notes into structured text
- ❑ Clean up meeting notes or transcripts effortlessly
- ❑ Create checklists, templates, or polished summaries



3. Organize Thinking

- ❑ Turn scattered thoughts into bullet points or a game plan
- ❑ Structure ideas for projects, sessions, or proposals
- ❑ Map out priorities and next steps from a brainstorm



4. Skill Practice

- ❑ Role-play difficult conversations or scenarios
- ❑ Rehearse giving feedback, presenting, or facilitating
- ❑ Try different ways of saying something to improve clarity



Favorite 8 Everyday AI Use-Cases

5. Deep Research

- ❑ Summarize information from many sources quickly
- ❑ Explore best practices, tools, or examples
- ❑ Ask follow-up questions to dig deeper without tab overload



6. Generate Creative Ideas

- ❑ Brainstorm new ways to say or show something
- ❑ Use metaphors, analogies, or visuals to make ideas stick.
- ❑ Shake loose fresh angles when you're stuck



7. Draft Authentic Content

- ❑ Draft presentations, proposals, or communications
- ❑ Repurpose past writing to draft new content efficiently
- ❑ Personalize content for different people or settings



8. Get Better Feedback

- ❑ Ask what's missing or unclear in a draft or plan
- ❑ Spot weak spots before presenting or sharing
- ❑ Anticipate questions or pushback and adjust ahead of time



THE 9 BIGGEST AI MISTAKES

Use AI responsibly by avoiding common mistakes. Understand AI's capabilities and limitations to prevent errors that jeopardize privacy, trust, or credibility.



1. Disregarding Institutional Guidance

Solution: Follow your organization's AI guidelines. Tools like Microsoft Copilot Enterprise protect your data, don't store information long-term, and don't use your inputs to train AI models, ensuring safer usage.

2. Sharing Private Information

Solution: Never share personally identifiable, legally protected, sensitive, or proprietary information. Use anonymized data to safeguard privacy.

3. Blindly Trusting AI Outputs

Solution: When accuracy matters, always double-check AI outputs. AI sometimes "hallucinates," meaning it confidently provides incorrect information.

4. Copying & Pasting AI Content "As Is"

Solution: Don't use AI-generated content as-is. You are the expert—you know your audience best. Always refine, filter, and shape the content to match your objectives and audience needs.

5. Using AI for only Low-Level Tasks

Solution: AI is more than just a writing assistant. Use it strategically for analyzing data, brainstorming, identifying trends, decision-making, roleplaying scenarios, and simulating feedback.

THE 9 BIGGEST AI MISTAKES

6. Stopping Too Soon

Solution: If you're not happy with AI results, don't settle - keep refining your prompts. Ask follow-up questions, clarify your needs, and push the AI further until you're satisfied with the quality.

7. Resisting & Waiting it out

Solution: Don't wait to embrace AI. Today's AI is the worst it'll ever be; it improves every day. The sooner you dive in, the quicker you benefit from evolving strengths.

8. Poor Prompting Techniques

Solution: Effective prompting isn't about tech expertise. Clearly state your goal, provide detailed context, and be specific. Better prompts yield better, more effective AI outputs.

9. Treating Generative AI Like the Internet

Solution: Generative AI doesn't just retrieve facts like a search engine. Instead, it synthesizes ideas, analyzes concepts, and generates creative outputs. Provide clear instructions and context to maximize its potential.

PROMPT CRAFTING INGREDIENTS

How to Communicate with AI

Template



C - Context

Act as an expert _____ specializing in _____.



R - Request

Your task is _____ + [EXPLAIN REQUEST].



A - Audience

This will assist _____ + [EXPLAIN GOAL].



F - Format

Show in _____.



T - Tone

Be _____.

CRAFT Your Own

Context: Act as an expert _____ specializing in _____

Request: Your task is _____

Audience: This will assist _____ with a goal of _____

Format: Show in _____.

Tone: Be _____.

CRAFT PROMPT EXAMPLES

Below are practical examples demonstrating how to communicate with AI using **The CRAFTing Framework**. Unlike the prompts you construct, these examples include [BRACKETS & ALL CAPS] as a placeholder for the user to customize. It is also optional to include terms like context, request, or audience in your prompts, but they are shown here for clarity.



Scan here for 10+ digital examples

Idea Generation 🧠

Context: Act as an expert in creative thinking specializing in idea generation.

Request: Your task is to generate a list of creative ideas for [EXPLAIN TOPIC].

Audience: This will assist [TARGET AUDIENCE], who need fresh ideas for [PURPOSE OR PROJECT].

Format: Show in a table, tell me your favorite and why.

Tone: Be creative and practical.

Brainstorm Solutions to Challenges 💡

Context: Act as an expert problem solver specializing in generating helpful (& novel) solutions.

Request: Your task is to brainstorm creative solutions to address [DETAILS ABOUT THE CONTEXT AND THE CHALLENGE]. Ask me any questions you need to understand better.

Audience: This will assist [TARGET AUDIENCE & GOAL].

Format: Show 10 options in a list. Share your thinking behind each idea.

Tone: Be innovative, encouraging, and solution-based.

Clarify Thinking 🤔

Context: Act as an expert thought partner and strategic advisor.

Request: Your task is to help clarify my thinking. Right now, I'm thinking about [DETAILED EXPLANATION]. Ask probing questions to dig deeper and clarify my thinking. Then, only after you have a solid understanding of my thinking, organize my thoughts clearly.

Audience: This will assist me in organizing my thoughts & ideas.

Format: Share in whichever format you think is most helpful.

Tone: Be inventive, collaborative, and clear.



Explore the Appendix for a curated collection of bonus tools and resources to deepen your understanding and support your AI learning journey.

R - Request ?

Research

- **Summarize information** from documents, websites, videos, articles, or books into concise action points
- **Compare and contrast [concepts, arguments, or sources]** to highlight differences
- **Explore alternative perspectives on [topic or issue]** to broaden understanding
- **Provide historical context for [event, trend, or topic]**
- **Extract key insights** from documents, presentations/articles to inform [goals]
- **Highlight major trends or recurring themes** in [research/discussions/report]
- **Develop an executive summary** from [detailed material].
- **Break complex topics into clear, step-by-step explanations** for better understanding
- **Suggest related resources** (articles, books, or videos) to deepen learning.
- **Summarize key takeaways** from multiple sources into cohesive overview

Collecting Insights

Data

- **Analyze data** for patterns, trends, and outliers
- **Highlight anomalies in [data set]** for further investigation
- **Create clear data visualizations** to communicate findings effectively
- **Generate dashboards** for monitoring key indicators and tracking progress
- **Develop actionable insights** based on [data or reports] to inform decisions
- **Forecast trends** using [data analysis or predictive tools]
- **Generate detailed reports** to summarize key metrics and results
- **Identify strengths and weaknesses** in [processes, operations, or outcomes]
- **Suggest next steps or solutions** based on [data insights or findings]
- **Combine and compare data from multiple sources** to draw broader conc.
- **Analyze existing datasets to highlight missing or incomplete information** for more robust decision-making.

Gathering Feedback

- **Write survey questions** to measure [satisfaction, performance, or outcomes]
- **Draft open-ended questions** to explore opinions about [project]
- **Design a mix of quantitative (rating scales) and qualitative (open text) questions** to collect well-rounded feedback on [specific issue]
- **Design short, real-time polls** for meetings to capture immediate reactions on [ideas/decisions].

- **Plan targeted focus group sessions** to gather in-depth perspectives on [issue].
- **Create email templates** inviting [stakeholders or participants] to share their feedback
- **Draft interview scripts for one-on-one feedback sessions** about [specific issue or experience].
- **Brainstorm incentives or reminders to increase participation** in [feedback efforts]

R - Request ?

Writing

- **Compose a first draft** of [project/document] to jumpstart work
- **Draft your unfiltered perspective** on [topic], and transform it into a polite and professional response.
- **Emulate or copy the writing style** of [author/expert/source]
- **Generate 10 engaging titles or headlines** for [campaign/project].
- **Draft outlines** for [email/meeting/presentation] to organize ideas clearly
- **Create persuasive copy** to address objections or inspire action
- **Write opening hooks** for [speech/document/email] that captivate attention
- **Transform technical jargon** into accessible language for [audience]
- **Rewrite existing content** to better align with [specific audience or goal]
- **Craft engaging narratives or stories** to convey [message]
- **Generate analogies or metaphors** to explain [complex concept].
- **Draft a brief summary** of [longer content] tailored for [new purpose].

Writing

Editing

- **Proofread for grammar, punctuation, and consistency** in [draft/document]
- **Rephrase long or complex sentences** to improve clarity and flow
- **Suggest 5 stylistic improvements** for enhancing tone or readability
- **Rewrite text with a specific tone**, such as formal, empathetic, or humorous
- **Highlight redundant phrases** and suggest concise alternatives
- **Adjust language to be more inclusive** and culturally sensitive
- **Provide alternatives for repetitive words or phrases** in [draft]
- **Suggest 10 varied expressions** for [key idea or sentence]
- **Optimize transitions** between sections to improve the flow of [document]
- **Vary sentence length** for variety
- **Analyze text to ensure alignment** with [brand/style guide].
- **Suggest ways to make [content] more concise** without losing meaning.

Creative Variations

- **Generate 5 different ways to structure this sentence:** [sentence]
- **Rewrite [paragraph/idea] in 3 distinct styles** (e.g., motivational, professional)
- **Develop 10 alternative titles** for [article/presentation/project]
- **Provide multiple closing statements** for [presentation/document].
- **Explore unconventional or bold variations** of [solution or concept]
- **Rewrite with alternate perspectives** to describe [event/concept]
- **Propose alternative storytelling approaches** for [narrative].
- **Generate speculative or imaginative variations** of [proposal/idea].
- **Develop several “elevator pitches”** for [concept or idea].
- **Create a simplified version** of [complex idea] for a younger audience.

R - Request ?

Clear up Confusion

- **Identify gaps** in [plan/document] and suggest ways to strengthen weak areas.
- **Highlight confusing points** in [presentation/argument] and provide clarifications.
- **Rewrite complex ideas** for better clarity and accessibility.
- **Simplify jargon** in [technical content] to make it easier for laypeople to understand.
- **Generate analogies or metaphors** to explain [concept] in simple terms.
- **Rephrase for tone:** Adjust the tone of [writing/document] to make it more persuasive, formal, or friendly.
- **Identify structural flaws:** Highlight sections where the structure of [content] is unclear or inconsistent.
- **Create summaries:** Generate concise summaries of [document/content] for better comprehension.

Outside Perspective

Audience Feedback

- **Simulate feedback** from an expert, beginner, or stakeholder on [topic].
- **Predict objections** that [specific audience] might raise about [proposal/argument].
- **Test alignment between [different groups]** (e.g., parents vs. teachers) regarding [policy].
- **Highlight cultural sensitivities** in [policy/idea] to ensure inclusivity.
- **Generate FAQs** based on likely audience questions about [concept].
- **Test accessibility:** Identify barriers that might prevent [specific audience] from engaging with [content].
- **Gauge audience reactions:** Simulate how [specific group] might emotionally respond to [idea/message].
- **Generate tailored versions:** Rewrite [idea/proposal] to suit a professional, casual, or academic audience.

Discover Blind Spots

- **Evaluate logical flaws** or inconsistencies in [argument/plan].
- **Adopt the voice of a skeptical critic** to challenge [project/plan].
- **Explore worst-case scenarios** for [decision/plan] to identify risks.
- **Suggest counterarguments** to challenge and refine [position/idea].
- **Reveal blind spots** in [project/work] that might need further exploration.
- **Identify overlooked stakeholders:** Highlight groups or individuals who might be impacted but aren't addressed.

Fresh Ideas

- **Reframe [concept]** to appeal to a specific audience or demographic.
- **Brainstorm alternative solutions** to [problem/issue].
- **Simulate a dialogue between two opposing viewpoints** on [topic].
- **Suggest alternative explanations** for [conclusion] to broaden perspectives.
- **Suggest creative enhancements** to make [proposal/idea] more innovative.
- **Suggest unexpected connections:** Find links between [two unrelated ideas] to spark innovation.

R - Request ?

Idea Generation

- **Generate creative solutions** for [challenge/problem/goal]
- **Identify unique perspectives** on [topic/issue]
- **Develop unconventional ideas** for [need]
- **Explore “what if” scenarios** to address [specific challenge].
- **Generate alternatives** to [current approach]
- **Create a mix of practical and creative solutions** for [problem]
- **Suggest ways to repurpose [existing resources]** for new purposes
- **Generate 50 bold and unique ideas** for [project/topic]
- **Combine two unrelated ideas** to generate a fresh concept for [problem]
- **Explore the opposite perspective** to reframe [challenge/idea]
- **Provide a list of potential risks and opportunities** for [concept]
- **Combine elements from [different approaches/fields]** into a new solution.

Expand Thinking

Idea Development

- **Organize my messy thinking** about [initial ideas/task/challenge/problem]
- **Transform this vague idea: [initial idea]** into actionable steps.
- **Create variations of [concept]** tailored to different audiences or goals.
- **Develop [rough idea]** into actionable steps with examples.
- **Identify gaps or missing elements** in [concept/plan] and suggest improvements.
- **Create connections between [separate concepts]** to enhance [idea/strategy].
- **Generate real-world applications** for [abstract concept].
- **Suggest next steps** for refining [initial thought].
- **Enhance and strengthen [current idea]** for better alignment with [objective].
- **Draft a roadmap** for implementing [concept/strategy].
- **Provide a range of alternative uses** for [solution/tool].

Decision-Making

- **Provide decision trees or flowcharts** for [complex scenarios]
- **Create a list of pros and cons** for [decision/approach]
- **Generate potential objections** to [plan] and ways to address them
- **Suggest scenarios where [decision] could succeed or fail**
- **Predict potential unintended consequences** of [choice]
- **Draft questions to ask during decision-making** to clarify [options]
- **Suggest frameworks** for comparing [choices]
- **Identify the best criteria for evaluating** [options/choices]
- **Reframe [dilemma] with a new perspective** to uncover overlooked solutions
- **Generate a checklist** to assess whether [decision] aligns with [values/goals]
- **Highlight blind spots in [current plan]** and suggest areas to further explore

R - Request ?

Skill Practice



Role-Playing & Simulations

- **Conflict Resolution:** Roleplay as a mediator helping two colleagues resolve a disagreement about [work/project decision].
- **Customer Experience:** Act as a difficult customer raising concerns about [product/service], and suggest ways to address the feedback effectively.
- **Leadership Challenge:** Play the role of a team leader explaining a major organizational change to a skeptical group of employees.
- **Stakeholder Meeting:** Simulate a high-stakes meeting with stakeholders discussing the pros and cons of [new initiative/project].
- **Mock Interview:** Roleplay as an interviewer asking tough but realistic questions for [specific job/role].
- **Public Speaking Practice:** Simulate delivering a speech to an audience that is [friendly/neutral/hostile] about [specific topic].
- **Teach to Understand:** Roleplay as someone teaching a complex topic (e.g., artificial intelligence, climate change, or financial planning) to a beginner, focusing on simplifying the explanation while maintaining accuracy.
- **Parent-Teacher Conference:** Act as a teacher explaining a student's academic or behavioral challenges to concerned parents.
- **Student Coaching Session:** Play the role of a school counselor guiding a struggling student toward setting achievable academic and personal goals.
- **Challenging Student:** Roleplay as a student who is struggling with [specific issue], and create a plan for engaging and supporting them.

- **Team Collaboration:** Roleplay as a team member brainstorming innovative solutions to a shared challenge during a collaborative session.
- **Feedback Delivery:** Act as a manager providing constructive feedback to an employee about [specific issue/performance].
- **Peer Role Reversal:** Act as a colleague who is resistant to adopting a new tool or method, and allow the user to practice convincing them of its value while addressing concerns.
- **Negotiation Scenario:** Simulate a negotiation where one party is trying to secure funding or resources for [project/idea].
- **Sales Pitch Practice:** Act as a salesperson presenting a product or service to a skeptical client, focusing on addressing objections and highlighting benefits.
- **Creative Consultant:** Pretend to be a creative consultant assisting in generating innovative ideas for [topic].
- **Crisis Management:** Act as a spokesperson addressing public concerns during a crisis involving [specific incident/issue].
- **Empathy Building:** Roleplay as someone from an underrepresented group explaining their perspective on [specific issue or workplace policy].
- **Crisis Escalation:** Simulate a situation where an unexpected problem arises during [event/launch], and work through a real-time solutions.
- **Difficult Supervisor:** Act as a demanding supervisor providing overly critical feedback, helping the user practice responding diplomatically and advocating for themselves.

R - Request ?

◆ Strategic Planning

- **Develop improvement plans** addressing [priority areas]
- **Draft strategic planning meetings** and establish clear objectives
- **Simulate outcomes of strategic decisions** to anticipate potential challenges
- **Identify and mitigate risks** in [plans/initiatives]
- **Conduct SWOT analyses** to identify strengths, weaknesses, opportunities, and threats
- **Generate implementation timelines** for [strategic actions]
- **Design success metrics** to evaluate progress toward goals
- **Develop budget scenarios** for varying funding levels and identify cost-effective alternatives
- **Align resource allocation** with strategic priorities through predictive analytics
- **Create documentation systems** ensuring compliance with [organizational standards]
- **Forecast future trends** and identify how they might impact [goals]

Leadership

☀ Continuous Improvement

- **Design needs assessments** for evaluating [programs/processes]
- **Generate progress monitoring tools** to track [implementation/improvement]
- **Evaluate the success of initiatives** and suggest adjustments to [goals/strategies]
- **Develop quality indicators** measuring the effectiveness of [projects/interventions]
- **Draft data collection systems** to gather actionable insights from [initiatives]
- **Generate intervention strategies** to address [improvement gaps]
- **Produce executive summaries and progress reports** for [key stakeholders].
- **Draft analysis narratives** offering actionable recommendations from [data findings]
- **Identify bottlenecks in [workflow/process]** and suggest ways to increase efficiency
- **Generate feedback loops** for continuous input from [team, stakeholders/customers] on [processes/goals]

🔄 Change Management

- **Strategize change management plans** addressing [new initiatives]
- **Draft communication strategies** to align stakeholders with [goals/changes]
- **Identify and address resistance** to organizational change
- **Develop systems to monitor change implementation** and progress indicators

- **Create support systems** to help teams adapt to [transitions/new policies]
- **Develop training modules** to guide teams through [specific organizational changes]
- **Evaluate long-term sustainability** of changes and recommend follow-up actions

R - Request ?

Mission & Vision

- **Align organizational activities** with mission and vision
- **Integrate mission and vision into daily operations** and decision-making
- **Articulate the organization's mission** to [stakeholders, employees, customers]
- **Create a compelling vision statement** that inspires [teams, partners, communities]
- **Communicate mission and vision** to [key audiences] effectively
- **Update mission and vision statements** to reflect [new goals or priorities]
- **Develop strategies to cascade the mission** throughout [departments or teams]
- **Facilitate workshops to refine mission and vision** collaboratively with [stakeholders]

Leadership

Values

- **Identify and define core organizational values**
- **Develop collective commitments** tied to [values or goals]
- **Promote the adoption of core values** through [training, storytelling, or campaigns]
- **Embed organizational values** into [onboarding, policies, or workflows]
- **Recognize employees** who exemplify [specific organizational values]
- **Update values documentation** to reflect [organizational changes or initiatives]
- **Develop values alignment assessments** for [teams, projects, or processes].
- **Create values-driven recognition programs** celebrating [achievements or alignment]

Culture & Community

- **Develop culture building strategies** that align with [team goals, policies initiatives, & organizational values]
- **Foster psychological safety** by creating [team norms, safe spaces, or feedback protocols] that encourage open and respectful communication.
- **Build trust within teams** by implementing [consistent communication practices, transparent decision-making, or shared leadership roles, etc.]
- **Promote belonging** by designing [inclusive activities, recognition programs, or collaborative practices] that reflect diverse perspectives and experiences
- **Address sensitive topics** by crafting [clear communication plans, empathetic messages, or structured dialogues] to ensure understanding and reduce conflict
- **Design team-building activities** that foster [collaboration, creativity, or interpersonal connections] to strengthen relationships
- **Promote initiatives** that encourage [innovation, collaboration, or morale-building] across teams and departments
- **Develop strategies for work-life balance** that support [employee mental health, flexibility, or sustainable productivity]

R - Request ?



Hiring & Talent Management

- **Develop strategies to attract top talent** by showcasing [company strengths or values]
- **Draft job descriptions** aligned with role expectations and values
- **Generate screening protocols** for evaluating [candidate skills/attributes]
- **Draft customized interview questions** to assess [specific competencies]
- **Develop evaluation rubrics** to ensure consistent hiring decisions
- **Design onboarding materials** introducing [company culture, values, and resources]
- **Generate retention strategies** to keep key talent
- **Design career pathway frameworks** to support employee growth
- **Develop mentoring systems** to aid [role development]
- **Draft exit interview questions** to identify [causes of turnover]

Human Resources



Performance Monitoring

- **Create performance evaluation frameworks** for [specific roles]
- **Design professional growth plans** addressing [development needs]
- **Generate performance improvement plans** for employees [struggling in specific areas]
- **Generate support systems** to help employees with [challenges or roadblocks]
- **Draft performance feedback** that's specific, actionable, and growth-focused
- **Identify improvement areas** by analyzing trends in [employee reviews]
- **Draft conflict resolution protocols** for [addressing team challenges]
- **Role play difficult conversations** to prepare managers for [sensitive disc.]
- **Develop recognition programs** celebrating achievements
- **Analyze key performance metrics** to uncover trends in [team/individual productivity]



Crisis Management & Safety

- **Create emergency response protocols** tailored to [specific crisis scenarios]
- **Design communication templates** for use during [emergencies]
- **Generate recovery plans** for [post-crisis scenarios or incidents]
- **Conduct safety audits** to ensure compliance with [standards]
- **Draft threat assessment procedures** for [high-risk situations]
- **Develop risk assessment protocols** for evaluating [project vulnerabilities]



Compliance Documentation

- **Create compliance checklists** for ensuring adherence to [regulations]
- **Generate policy updates** reflecting the latest [industry requirements]
- **Develop documentation systems** for maintaining organized company records
- **Create training materials** that explain [compliance requirements] clearly
- **Design monitoring systems** for tracking [policy adherence]
- **Draft corrective action plans** to address compliance [issues or violations]

I - INTERACT WITH ITERATIONS

**Con conversationally
refine with further
directions**

Expanding Ideas

- ☐ "Give me ten variations, then tell me your favorite and why."
- ☐ "What's a less conventional or unexpected answer?"
- ☐ "Walk me through how to do this step-by-step"
- ☐ "What might I be missing here?"
- ☐ "Expand on your answer in much more detail,"
- ☐ "Suggest three additional ways this could be applied in different contexts."
- ☐ "What would happen if this idea failed? How could it be improved?"

Iterative Improvement

- ☐ "Sound less AI and more human."
- ☐ "Which of these options is strongest, and why?"
- ☐ "Transform your answer into a table."
- ☐ "Combine the best elements into one improved version."
- ☐ "Rephrase this explanation to make it more concise and clear."
- ☐ "Simplify this to a one-sentence summary."
- ☐ "Rewrite this as an elevator pitch."
- ☐ "Rewrite this for an audience of [e.g., teachers, executives, or 5th graders]."
- ☐ "Provide five fresh variations of this response."

Iterating on Feedback

- ☐ "I like [specific part of the response]; expand on that idea further."
- ☐ "I don't like [specific part]; suggest a different approach to improve it."
- ☐ "Give yourself feedback and improve your response based on that feedback."
- ☐ "Add a specific example or case study to support this idea."
- ☐ "Keep the structure of this response but refine it to be more practical."

CRAFTing Insights



THANK YOU!

Thank you for taking part in this training! I'd love to hear your thoughts, feedback, or ideas for improvement. Please don't hesitate to contact me. Your insights make a big difference in shaping future workshops, and I truly appreciate your input.

Contact me if you have any questions, insights, or feedback.



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