

TEAM TRAINING CASE STUDY

Youth and Earth

YOUTH&EARTH

Two-day training: **14 tools demoed on day one**, then an internal **Facebook and Instagram ad generator** built on day two for on-brand drafts.

INDUSTRY

Supplements and wellness, online and wholesale

TEAM

About 15 people across 12 departments

FORMAT

Two days, in person in London

DATE

October 2026

01 The starting point

Stock lived in spreadsheets, invoices were chased by hand and returns took hours each week. Company knowledge and marketing data were scattered across apps.

AT A GLANCE

14 tools demoed on day one
1-2h a week estimated saved by one report

02 What the team built

OPERATIONS AND INVENTORY

- **Stock tools** forecasting dashboard and sample-product ordering hub prototype.
- **Returns automation** demonstrated matching and tagging returns; helpdesk connection is next.
- **Invoice tracker** one view of what is due, overdue, approved and paid.

SALES AND REPORTING

- **Ads and wholesale dashboards** campaign performance, wholesale sales, products and customers.
- **Weekly SKU report** net sales and units per product over 12 weeks, updated automatically.

MARKETING, CONTENT AND BRAND

- **Day-two ad generation machine** creates on-brand Facebook and Instagram ad drafts, reviewed with brand scorecards.
- **Trending content engine** **PROTOTYPE** weekly trending concepts, hooks, hashtags and captions.
- **Creator pipeline manager** every creator from outreach to contract to payment.
- **AI search visibility engine** **PROTOTYPE** finds content gaps against competitors and drafts articles.
- **Brand tools** **PROTOTYPES** design briefs and an editable web guide.

FOR A SISTER BUSINESS

- **Compliance bot** ISO 13485 checks and an audit trail.
- **B2B opportunity quiz** scores and captures leads.

SET UP BEFORE THE TRAINING

Claude Team plan, founder as admin
 Onboarding call to connect systems and set permissions
 About 30 connectors, with payments blocked or approval-only

CONNECTED TO CLAUDE

Shopify Slack Microsoft 365 OneDrive
 Google Calendar Triple Whale Air
 Warehouse system Meta Ads Notion Figma

Dashed: next to connect

Next: Connect remaining systems and create a shared design system.

“

Monday will forever be known as life before Nick Sarafa, and Tuesday as life after Nick Sarafa.

Edward van Harmelen, Owner/Founder
 October 7, 2026

“

We really appreciate the resources, and we got a huge amount of value from the workshop. We're now going to spend the next few weeks putting what you've shown us into practice, so we're very excited.

Edward van Harmelen, Owner/Founder
 October 7, 2026

Want results like these for your team? **Let's talk.**

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