

Days: 1

Prerequisites: While no prior Claude or coding experience is required, an Active Claude.ai account (Pro or Team) and a laptop with a web browser are recommended.

Audience: This class is intended for: Business professionals and knowledge workers; managers and team leads; sales, marketing, and operations professionals; analysts and project managers; and anyone evaluating AI for daily business use.

Description: Put AI to work on your actual job — no code, no IT tickets, no waiting. Claude for Business is a hands-on, one-day intensive designed for professionals who want immediate, practical results from AI. Participants configure Claude for their own role and workflows in the morning, then apply it in the afternoon to real business tasks like data analysis, document creation, competitive research, and executive communication. Every lab produces a usable deliverable you can take back to work the next day.

Course Objectives: In this course, you will build:

- A personalized Claude workspace with custom preferences
- A configured Project with role-specific instructions
- Data analysis with verified, reliable outputs
- Competitive battle cards and sales talk tracks
- Professional reports, briefs, and presentation outlines
- A reusable Skill built from your best prompt
- A board-ready executive briefing (capstone deliverable)

OUTLINE:

CLAUDE FOUNDATIONS FOR BUSINESS: CONFIGURATION, PROMPTING, AND CORE WORKFLOWS

- Understanding the Claude model family and when to use each
- Navigating the Claude interface, settings, and privacy controls
- Creating Personal Preferences and Projects
- Prompt engineering using the GOLDEN framework
- Working with files, documents, and artifact
- Hands-On Labs: Configure your AI workspace and create professional documents from real data

APPLIED BUSINESS USE CASES: DATA, DOCUMENTS, AND EXECUTIVE DELIVERABLES

- Using Claude in Excel for formulas and data analysis
- Analyzing spreadsheets, PDFs, and documents
- Creating competitive intelligence and battle cards
- Building reusable Skills from proven prompts
- Role-specific workflows for sales, marketing, and operations
- Hands-On Labs: Analyze data, build a Skill, and produce executive-ready outputs

CAPSTONE: EXECUTIVE BRIEFING CHALLENGE

- Turn raw data into a clear, board-ready executive briefing

Claude for Business

- Structure insights, risks, and recommendations
- Deliver bottom-line-up-front communication

KEY LEARNING OUTCOMES

- Configure Claude for individual and team use
- Write effective prompts that produce usable outputs on the first pass
- Use Claude safely with business data and documents
- Analyze data and create reports with confidence
- Build reusable Skills to save time every week
- Produce executive-level communication with AI support