

ARTIFICIAL INTELLIGENCE

BEGINNER

2 DAYS

Claude for Business Teams

Take teams from casual chatbot use to Claude as a genuine working partner. Covers structured prompting, Projects and Artifacts, reusable Skills, document and data workflows, and a customisable applied track for your function. No technical background required.

Why Claude for Business Teams?

Beyond the chatbot

Move from one-off questions to repeatable, structured working practice.

Reusable team assets

Build shared Projects and Skills your team keeps using after the course.

Tailored to your function

Applied track adapts to project delivery, analysis, support, content or leadership.

Judgement, not just tooling

Understand where the model is strong, where it is weak, and what to verify.

What you'll be able to do

- ✓ Understand Claude's capabilities, limitations and appropriate use cases
- ✓ Apply structured prompting techniques to produce reliable, consistent output
- ✓ Use Projects and Artifacts to build persistent working context
- ✓ Create reusable Skills that encode team standards and templates
- ✓ Apply Claude to document analysis, summarisation and data interpretation
- ✓ Evaluate output critically and identify what requires human verification
- ✓ Establish safe and responsible practice within organisational policy

Who this is for

- Business professionals and knowledge workers
- Project managers and delivery leads
- Analysts, marketing and customer-facing teams
- Managers and senior leaders

Curriculum

01 How Claude Works: Capabilities, Limits and Failure Modes

- What Claude is good at (and where casual chatbot use falls short)
- Limitations, hallucinations and common failure modes in business work
- Choosing tasks that create leverage versus tasks that create risk
- Setting expectations with stakeholders for AI-assisted deliverables
- **Hands-on:** Lab: Audit five of your real tasks and classify them as automate, assist or avoid

02 Structured Prompting for Consistent Business Output

- Structured prompting with context, examples, format and constraints
- Turning vague requests into briefs Claude can execute reliably
- Templates for emails, briefs, plans, summaries and decision memos
- Common prompt mistakes that produce fluffy or off-brief answers
- **Hands-on:** Lab: Convert three messy work requests into structured prompts with reusable templates

03 Iteration, Critique and Output Quality Control

- Iterating and refining rather than accepting the first answer
- Critique prompts that force specificity, evidence and alternatives
- Comparing versions and selecting what to keep, rewrite or discard
- Building a personal quality bar for AI-assisted work
- **Hands-on:** Lab: Take a first-draft output through two critique cycles to a stakeholder-ready version

04 Projects, Artifacts and Reusable Skills

- Projects and Artifacts for persistent working context
- Loading role, company and process knowledge without oversharing
- Creating reusable Skills that encode team standards and templates
- Sharing Projects and Skills so the team benefits beyond one power user
- **Hands-on:** Lab: Build a working Project for your role and package one Skill your team can reuse

05 Document, Data and Spreadsheet Workflows

- Document analysis, long-form summarisation and synthesis
- Working with spreadsheets, tables and structured output
- Turning meeting notes and source packs into decisions and actions
- Keeping source fidelity when Claude compresses or rewrites content
- **Hands-on:** Lab: Produce a decision brief from a document pack plus a structured table of findings

06 Applied Track, Verification Habits and Responsible Practice

- Applied track options: project delivery, analysis, support, content or leadership
- Verification habits and knowing what still needs human judgement
- Confidentiality, data handling and organisational policy in daily use
- Documenting a repeatable team workflow others can adopt
- **Hands-on:** Lab: Build and document a repeatable team workflow for your chosen applied track