



CLAUDE TRACK • LEVEL 1 OF 3

# Claude Unlocked

Chat Smarter, Collaborate, Build

WORKSHOP KIT

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April 15, 2026 | 3:00 PM | 60 Minutes

*Prompts ready to paste. Templates ready to use. Hands-on the whole way.*

**BEFORE WE START**

## Pre-Session Setup

1. Open your laptop and go to [claude.ai](https://claude.ai)
2. Log in to your account (Pro recommended for full features)
3. Confirm you see the chat interface with the message box at the bottom

**ACCOUNT NOTE**

A free account works for most of today's exercises.

Pro (\$20/month) gives you: more messages, Extended Thinking, Projects, and priority access.

If you don't have Pro, you can still follow along — some features may be limited.

## 1 Chat Smarter

*The difference between asking a question and giving Claude a mission.*

### THE PROMPT FRAMEWORK

Four elements. Every time. This is how you get 10x better output from the same AI.

Element	What It Does	Example
<b>Role</b>	Tell Claude who it is	<i>"You are a B2B marketing strategist..."</i>
<b>Context</b>	Give the situation + constraints	<i>"Our conversion rate is 2.3%..."</i>
<b>Task</b>	Be specific about what you want	<i>"Analyze three strategies to increase to 5%..."</i>
<b>Format</b>	Tell Claude how to deliver	<i>"Format as a comparison table with costs."</i>

### BAD PROMPT VS GOOD PROMPT

#### THE VAGUE PROMPT

"Help me with marketing."

Result: Generic, surface-level advice you could find on any blog.

#### THE STRUCTURED PROMPT

"You are a B2B marketing strategist for a consulting firm with a 2.3% conversion rate. Analyze three strategies to increase conversion to 5% within 6 months. Format as a comparison table with estimated costs, timelines, and expected ROI for each."

Result: Specific, actionable strategies with costs, timelines, and metrics.

**The difference isn't Claude — it's the prompt.**

#### YOUR TURN:

Think about a real question from your work. Write it using the Role / Context / Task / Format framework:

Your structured prompt:

## EXTENDED THINKING

Claude can think before it answers. Toggle on Extended Thinking for complex analysis.

### EXTENDED THINKING PROMPT — PASTE THIS

“We’re a 12-person consulting firm generating \$2M annually. We’re considering hiring two junior consultants (\$65K each) versus investing \$130K in AI tools. Use extended thinking to analyze both options across: cost over 3 years, scalability, risk factors, revenue impact, and team dynamics. Give me a recommendation.”

*Extended thinking works best for: multi-variable analysis, strategic decisions, complex reasoning, and anything where you’d want a consultant to think deeply before answering.*

## 2 Collaborate

*Claude as a persistent workspace that remembers your context.*

### REGULAR CHAT VS CLAUDE PROJECTS

Regular Chat	Claude Projects
Every conversation starts from zero	<b>Persistent instructions across all conversations</b>
No memory of your business	<b>Upload documents — your real business data</b>
Like asking a stranger each time	<b>Like having a specialist on your team</b>
No integrations	<b>Connect Google Drive, Gmail, Slack</b>

### CREATE YOUR PROJECT

1. Click **Projects** in the left sidebar
2. Click **Create Project**
3. Name it (your business area or use case)
4. Write 2–3 sentences of Project Instructions
5. Upload a document (your real data, or the sample provided)
6. Start a conversation and ask it something grounded in the uploaded data

#### PROJECT INSTRUCTIONS TEMPLATE — PASTE AND CUSTOMIZE

“You are [role] for [company/team]. You specialize in [domain].  
 When answering, reference the uploaded documents.  
 Be [tone]. If you’re not sure about something, say so.  
 Format responses as [preferred format].”

Your Project name:

Your Project Instructions (2–3 sentences):

## 3 Build

*Claude produces deliverables, not just answers. This is Artifacts.*

When you ask Claude to create something substantial — a document, a table, a calculator, a dashboard — it appears as an Artifact: a standalone, editable, downloadable piece of work.

### ARTIFACT PROMPT TEMPLATES — PASTE THESE

#### EXECUTIVE SUMMARY

“Based on the data in this project, create an executive summary for [audience].  
Include: key findings (3–5 bullet points), recommendations, and next steps.  
Tone: professional, concise. Length: one page maximum.”

#### COMPARISON TABLE

“Create a comparison table of [Option A] vs [Option B] vs [Option C].  
Compare across: cost, timeline, risk, scalability, and team impact.  
Format as a clean table with a recommendation row at the bottom.”

#### INTERACTIVE CALCULATOR

“Build an interactive ROI calculator for [use case].  
Inputs: [list variables]. Outputs: [list calculations].  
Include a visual chart showing the 3-year projection.”

### YOUR TURN:

**Ask Claude to build something you’d actually use. Don’t ask for something simple — ask for something you’d normally spend 30 minutes building. Give Claude 30 seconds.**

What artifact will you build? What prompt will you use?

## WHAT YOU UNLOCKED

## Session Recap

#	Block	What You Learned
1	<b>Chat Smarter</b>	Role / Context / Task / Format + Extended Thinking = 10x better output
2	<b>Collaborate</b>	Claude Projects with persistent instructions + uploaded documents
3	<b>Build</b>	Artifacts turn Claude from an assistant into a production tool

**That's Claude at Level 1. Most professionals never get past this point. You just did.**

## THE CLAUDE TRACK CONTINUES

**Level 2: Agent Mode Activated** — Thursday 11:00 AM

Build AI workflows with Cowork. Claude executes multi-step tasks autonomously.

**Level 3: Claude at Scale** — Thursday 1:30 PM

Multi-agent architectures, APIs, production AI with Managed Agents.

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