



CLAUDE TRACK • LEVEL 2 OF 3

Agent Mode Activated

Build AI Workflows, Ship Use Cases

WORKSHOP KIT

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Build a real, tested, benchmarked AI Skill in Cowork. Ship it to your own Claude account. Use it forever.

BEFORE WE START

Pre-Session Setup

1. You have a Claude Pro or Max plan signed in
2. Cowork is installed on your laptop (Claude Desktop app)
3. Cowork is open with a fresh conversation
4. You're comfortable with Claude from Level 1 (or you have prompting basics down)

IF YOU'RE NEW TO COWORK

Cowork is Claude's desktop app. Unlike chat, Cowork can autonomously touch files, run code, use tools, and produce deliverables on your computer — all while you watch.

Think of Cowork as Claude with hands. Claude Chat tells you what to do. Cowork does it.

Today we teach Cowork a reusable WORKFLOW called a Skill. Once built, the Skill triggers whenever you need it — automatically, every time.

WHAT YOU'LL BUILD

A Tested, Benchmarked Claude Skill

By the end of this session, you will have built a real Claude Skill in Cowork — named, described, benchmarked, tested, and saved to your Claude account. The Skill will trigger whenever you need it and run its full workflow autonomously.

A SKILL IS:

A named, reusable workflow. You build it once, run it forever.

A folder containing instructions Claude follows when triggered.

Portable — works in Cowork, Claude.ai, and Claude Code.

Benchmarkable — Cowork tests your Skill against a baseline and shows you the pass rate.

Yours — saved to your account, shareable with teammates.

TODAY'S CHOICE

Vote on What We Build

Four options. All “messy input, clean deliverable” skills. All universally useful across roles and company sizes. The mechanics of building are identical — the winning option determines the inputs and outputs.

A

Research → Executive Brief

Turn messy research into a one-pager your leadership will actually read.

For anyone who translates information into decisions. Consultants, strategy advisors, founders, innovation leaders.

Input: Pasted research notes, web clippings, or document

Output: A polished one-page executive brief in markdown

B

Customer Feedback → Themes & Insights

Surface what your customers are really saying — themes, sentiment, actions.

For product leaders, consultants, founders — anyone whose work depends on customer voice.

Input: Unstructured feedback (tickets, reviews, survey open-ends)

Output: Categorized themes + sentiment breakdown + recommended actions

C

Sales Call Notes → CRM Summary

Your sales calls become structured summaries and follow-up drafts in one pass.

For founders, advisors, consultants, business development — anyone who sells.

Input: Pasted call notes or transcript

Output: Structured CRM summary + drafted follow-up email

D

Raw Data → Insights Deck

The most complete end-to-end workflow we can build today. Upload a CSV, get cleaned data, deep analysis, and a polished PowerPoint deck in one pass.

For leaders, analysts, consultants, product teams — anyone who reports to someone.

Input: CSV file (survey, feedback, customer data — any structure)

Output: Cleaned CSV + polished .pptx deck + JSON summary

HOW WE BUILD

The Build-Along Flow

We build together. Follow along in Cowork. Skill-creator handles the heavy lifting — you answer its questions in plain English.

STEP 1 — INVOKE SKILL-CREATOR

In Cowork, with a fresh conversation, type this exact phrase:

PASTE THIS INTO COWORK

“Let’s create a skill together using your skill-creator skill. First ask me what the skill should do.”

Skill-creator activates and shows a picker with five options: Automate a workflow, Create content, Research & analyze, Transform data, Something else.

STEP 2 — SELECT “AUTOMATE A WORKFLOW”

That’s option 1 in the picker. Select it. (Use keyboard arrows + Enter, or click.)

STEP 3 — ANSWER THREE SCOPING QUESTIONS

The skill-creator asks three questions in plain language. Answer in plain English. Don’t overthink.

Question 1: What steps does it involve?

Question 2: What kind of inputs does it work with? (files, URLs, text, data from an app)

Question 3: What does the final output look like?

Jot your answers here (we’ll fill them in together based on the vote winner):

STEP 4 — LET COWORK BUILD

Watch the Progress panel on the right. Cowork runs 8 phases automatically:

- Capture intent and interview user
- Read reference files for context
- Draft the SKILL.md file
- Write test prompts and create evals.json
- Run test cases WITH-skill and baseline via subagents
- Create evals JSON and generate the review viewer
- Iterate based on feedback
- Package the final skill

This takes 15-20 minutes. Cowork is doing real work — writing code, spawning subagents, running comparisons. Let it cook.

STEP 5 — REVIEW THE EVALS

When Cowork finishes, it presents a benchmark report: pass rate WITH your Skill vs WITHOUT, side-by-side output comparisons, and a viewer for each test case. This is the proof your Skill works.

STEP 6 — SAVE TO CLAUDE

At the end, Cowork shows a package screen with your .skill file. Two buttons:

Save skill — installs the skill to your Claude account automatically. Use this.

Show in Folder — opens the file in Finder/Explorer if you want to share it, upload to GitHub, or install manually.

After saving, check Settings → Capabilities → Skills. Your Skill appears in the list, toggled on, with its description visible.

STEP 7 — TEST YOUR SKILL

Two ways to invoke a Skill in Cowork:

Slash command: Type /[your-skill-name] and ask what it can do.

Natural trigger: Mention something that matches the Skill's trigger words (e.g., “analyze this survey data”).

Try both. Upload a real input. Watch Cowork run YOUR Skill.

WHAT YOU UNLOCKED

Session Recap

What	Why It Matters
Cowork is agent mode	Claude runs on your machine autonomously — reading files, running tools, producing deliverables.
Skills are the automation unit	A Skill is a named, reusable workflow. Build once, run forever.
skill-creator does the heavy lifting	You answer three questions. Cowork interviews, drafts, benchmarks, and packages — autonomously.
Your Skill is tested before you ship	Cowork runs subagent evals WITH-skill vs baseline. You see the pass rate. That's Level 2 rigor.
Skills are portable	Same .skill file works in Cowork, Claude.ai, and Claude Code. One build, every surface.

DESIGN YOUR NEXT SKILL

What Will You Automate Next?

You just built one Skill. Here's how to sketch your next one — for a real process in your work.

The repeatable process I want to automate:

The input (what I usually start with):

The output (what I usually produce):

The steps in between (what I currently do manually):

Next step: Open Cowork. Type the invocation phrase. Select 'Automate a workflow.' Answer the three questions based on what you wrote above. You'll have your second Skill in 20 - 30 minutes.

THE CLAUDE TRACK CONTINUES

Level 3: Claude at Scale — Today 1:30 PM

Multi-agent architectures, the Claude API, and Managed Agents. Your Skills run autonomously in production as infrastructure. For builders ready to scale.