CLAUDE AI: WORKFLOW AUTOMATION MASTERCLASS

Build, Automate and Deploy Your AI Assistant in 2 Days

Format	2-Day Physical Class
Delivery Mode	Physical Training Room (Participants Need to Bring Laptop)
Audience	Malaysia business owners, managers, executives and professionals new to AI
Approach	20% Theory · 80% Hands-on Practice
Includes	Certificate of Completion + Claude Business Prompt Library

Overview

Most Malaysia businesses still treat AI like a search bar — type a quick question, take the first answer, start over when it isn't quite right. The gap between a casual user and a power user isn't talent, it's briefing: giving Claude a role, context, a clear task and a format, then refining in the same conversation instead of restarting.

This masterclass is built around Claude specifically, and built for how Malaysia businesses actually work — quotations, SOPs, WhatsApp Business replies, Excel reports and month-end admin. Across two days, participants move from prompting foundations through Claude Projects (a lasting business memory), Artifacts (chat into ready deliverables), Skills (a workflow that repeats perfectly every time) and Cowork (delegating real multi-step work) — closing with a live look at Vibe Coding, building a real business tool without writing a line of code.

Every exercise uses the participant's own business context — their own documents, their own customers, their own admin backlog — so what's built in the room is still useful the Monday after.

Claude's Business Superpowers

- Reads long, real documents in full — a 40-page report or contract, no skimming required
- Reasons through messy, multi-step business problems instead of one-shot answers
- Writes in a natural, professional voice that sounds like your business, not a template
- Remembers your business permanently through Projects, instead of re-explaining it each chat
- Turns any conversation into a ready-to-use deliverable — a document, sheet, or simple app
- Says when it's unsure rather than guessing, so outputs stay trustworthy

Claude Products in This Masterclass

Claude Product	What It Does For Your Business
Claude Chat	Draft proposals, emails, reports and SOPs in natural business language
Claude Projects	Give Claude permanent memory of your business, brand and rules
Claude Artifacts	Turn any conversation into a ready document, spreadsheet, or mini app
Claude Skills	Save a repeated workflow so it runs identically every time, for anyone on the team
Claude Cowork	Delegate multi-step work while staying in control of the decisions that matter

Malaysia Business in Focus

Every hands-on exercise is built around scenarios Malaysia businesses actually run into — not generic, one-size-fits-all examples:

- Retail & F&B: menu updates, promo captions, WhatsApp Business order replies, stock reports
- Professional services: proposals, quotations, client emails, meeting summaries
- Back-office & operations: SOPs, supplier correspondence, monthly reports from raw data
- Sales & marketing: follow-up sequences, social captions, campaign briefs
- Finance & admin: expense summaries, vendor correspondence, month-end reporting

Key Outcomes

Participants leave with a working Claude Business Prompt Library, a live Claude Project holding their own business context, a saved Skill, a delegated Cowork task completed, and a deployed one-page business tool — ready to use in their own business from Day 3 onward.

Objectives

- To build confident, practical fluency with Claude for real Malaysia Business tasks, not just theory
- To develop the prompting and delegation skills that separate casual users from power users
- To equip participants with reusable business tools — a prompt library, a Project, a Skill and a deployed app — ready the moment the course ends
- To help participants build a workflow they can apply across any department — HR, finance, marketing, sales, or operations
- To give participants an honest picture of where AI genuinely saves time — and where a human check still matters

Learning Outcomes

By the end of the course, participants will be able to:

- Apply the 4-Part Prompt Formula (Role, Context, Task, Format) to get sharper answers on the first try
- Choose the right AI tool for the job — Claude, ChatGPT or Gemini — instead of defaulting to one
- Set up a Claude Project so it remembers their business, brand and rules across every chat
- Turn a conversation into a ready-to-use Artifact — a document, dashboard, or simple app
- Save a repeated workflow as a Skill so it runs the same way every time, for anyone on the team
- Delegate a real multi-step task to Cowork and stay in control of the calls that matter
- Read a PDF or photographed invoice and have Claude build the data into Excel automatically
- Build and deploy a one-page Malaysia business landing page using Vibe Coding
- Judge when an AI output is ready to send, and when it still needs a human check

Who Should Attend?

- Malaysia business owners, managers and executives who want to improve productivity through AI
- Anyone who drafts proposals, reports or emails, or analyses data as part of their role
- HR, finance, marketing and operations professionals at Malaysia businesses
- Team leads who want a shared AI workflow their whole department can follow
- Beginners with no prior coding or technical background

Prerequisite

- Basic computer and smartphone knowledge
- A laptop (required for hands-on sessions) and paid subscription to Claude Pro account (less than RM90).
- An existing business task or document you'd like to bring and automate — a report, SOP, or spreadsheet
- No prior AI or coding experience needed — the course starts from zero

Methodology

- Theoretical walkthroughs, kept short
- Live demonstrations
- Hands-on practical work
- Guided exercises using participants' own Malaysia Business context

Training Approach

- 20% Theory — essential concepts and best practices, kept brief
- 80% Hands-on Practice — participants build, automate and apply Claude to their own workplace scenarios

Why This Programme

Area	Before	After This Masterclass
Long documents	Skimming or manually summarising	**Fed the whole document, reads all of it in one pass**
Business writing	Hours drafting and editing tone	**Professional-sounding draft on the first try**
Business knowledge	Re-explaining the business in every new chat	**A Project remembers it permanently**
Excel & data	Hours of manual formulas and back-and-forth	**AI-analysed insights and dashboards in minutes**
Repeated workflows	Redone slightly differently each time	**A Skill saves the exact way of working, every time**
Multi-step tasks	Done one step at a time, by hand	**Delegated to Cowork, with you approving what matters**
Business apps	Weeks waiting on developers and IT	**Built and deployed in an afternoon with Vibe Coding**

Course Outline

Session	Module & Key Topics	Activity
Day 1 · Morning	**Module 1: Why Claude for Malaysia Business** Claude vs ChatGPT vs Gemini · what Claude Pro actually buys a business · setting up Claude Pro and customising your workspace	*Hands-on: Claude Pro workspace setup*
Day 1 · Morning	**Module 2: The 4-Part Prompt Formula** Role, Context, Task, Format · weak prompt vs strong prompt · level-up techniques: examples, negative instructions, step-by-step thinking	*Hands-on: Build your Business Prompt Library (10 prompts)*
Day 1 · Afternoon	**Module 3: Claude Projects** Building a Malaysia Business knowledge base — SOPs, supplier info, brand voice and company rules that persist across every chat	*Hands-on: Set up your own Claude Project*
Day 1 · Afternoon	**Module 4: Automating Communication** Emails, reports, WhatsApp Business replies and SOPs · generating weekly reports from raw data and notes	*Hands-on: Messy brief → client-ready report*
Day 1 · Afternoon	**Module 5: Hands-On Lab & Wrap-Up** Group review of outputs · what worked, what to refine · Day 1 reflection	*Share outputs + group feedback*
Day 2 · Morning	**Module 6: Claude Artifacts** Turning a chat into a real deliverable — documents, dashboards, simple mini apps for proposals and finance snapshots	*Hands-on: Photographed invoice → Excel automatically*
Day 2 · Morning	**Module 7: Claude Skills** Built-in vs custom Skills · Skills by department — HR, Sales, Finance, Marketing, Operations	*Hands-on: Build a quotation or SOP-generator Skill*
Day 2 · Morning	**Module 8: Claude Cowork** Handing off multi-step work · running live AI-facilitated brainstorms · staying in control of the calls that matter	*Hands-on: Delegate a research or planning task to Cowork*
Day 2 · Afternoon	**Module 9 (Bonus): Vibe Coding** Live demo: building and deploying a one-page business landing page, no coding required	*Exercise: Build your own business landing page*
Day 2 · Afternoon	**Module 10: Your AI-Integrated Workday** Designing a full daily workflow: morning briefing → tasks → EOD summary · calculating productivity ROI for your role	*Hands-on: Map your personal AI Workday Blueprint*
Day 2 · Afternoon	**Module 11: Capstone Workshop & Closing** Select a real business challenge · apply Claude end-to-end · responsible AI use and governance in the workplace	*Present your solution + Final Q&A + Certification*

Sample Prompts From Your Business Prompt Library

Business Task	Example Prompt From Your Library
Client follow-up (WhatsApp)	*"You are a sales admin at a Malaysia trading company. Draft a polite WhatsApp follow-up to a client who requested a quote 5 days ago and hasn't replied. Under 60 words, friendly but professional."*
Weekly report	*"You are an operations manager. Turn these raw notes into a one-page weekly report for management, grouped by Wins, Issues, and Next Steps."*
SOP draft	*"Turn this messy process description into a numbered, step-by-step SOP with clear section headers, written for a new hire with zero context."*
Client proposal	*"Using the scope notes below, write a one-page service proposal with Objective, Scope, Timeline, and Investment sections."*
Meeting summary	*"Summarise this meeting transcript into: Decisions Made, Action Items (with owner), and Open Questions."*

Training Materials Provided

- Claude Business Prompt Library (For your own business)

- Claude AI Colleague Starter Prompt
- Sample AI-Generated Business Proposal & Dashboard
- Claude Project & Skill Setup Templates
- Certificate of Completion

Participants stay connected in a dedicated WhatsApp group for three months after the masterclass — for troubleshooting, sharing wins, and getting unstuck on their own AI Workday Blueprint.
