



Claude Community Austin

Claude for Beginners Workshop

July 30, 2026 · Ian Kiku



Most people are using
ten percent of what
Claude can do.



SPEAKER

Ian
Kiku

Why Listen to Me

01 • CURRENT ROLE

Founder & CTO

TeamNebula.ai
Leading organizations
towards AI

02 • EXPERIENCE

10+ Years

Shipping high-quality
enterprise software solutions

03 • KEY FOCUS

AI Orchestration

For mid-market enterprises,
regulated industries, and
state agencies

04 • PHILOSOPHY

AI for Everyone

- AI as a universal basic human right.
- Coding as artistic expression."

This workshop has three phases

01 • FIRST

Understand

Understand the power of Claude.
Set up your environment.

02 • SECOND

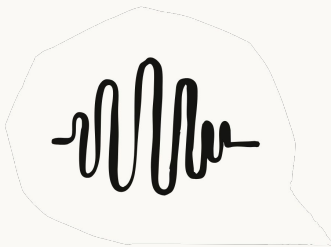
Connect

Set up your connectors.
Set up your skills.

03 • THIRD

Scale

Automate, scale, and expand.
Schedule it, and watch it carry
into Claude Code.



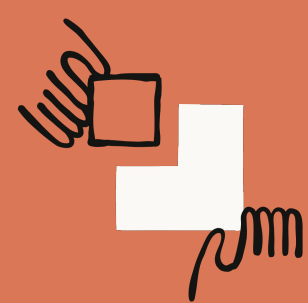
Resources



Resources



Understand the power of Claude



CHATBOT TO COWORKER

“If Claude can't reach the things you reach, and doesn't know the process you'd use, it can't do your job with you.” – Daisy Holman



What Can Claude do?



Break down problems together

Claude builds on your ideas, expands on your logic, and simplifies complexity one step at a time.



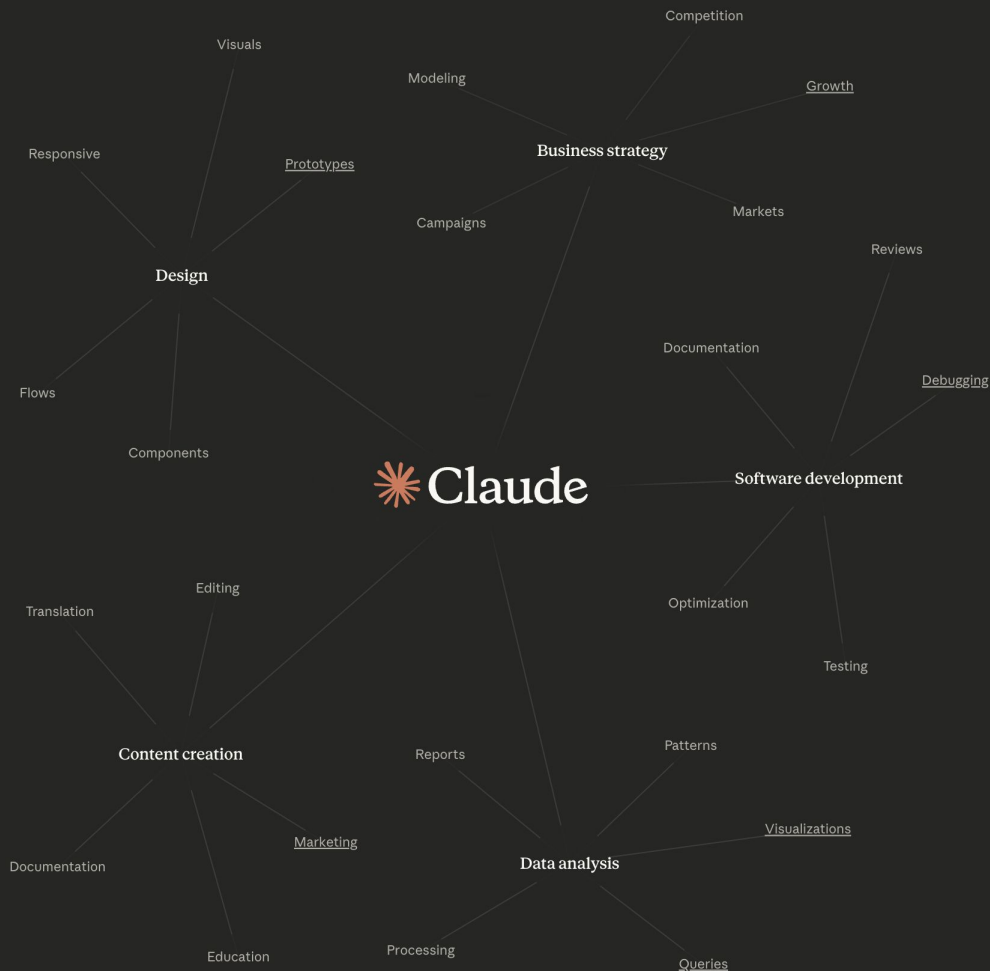
Tackle your toughest work

Claude provides expert-level collaboration on the things you need to get done—from coding a product to critical data analysis.



Explore what's next

Like an expert in your pocket, collaborating with Claude expands what you can build on your own or with teams.



The chatbot is a feature, it is not the thing

01 / CHAT

Conversational

Claude Chat

- Conversational Q&A
- Brainstorms ideas
- Answers, but limited

02 / COWORK

The Assistant

Claude Cowork

- Acts on your files
- Reads, edits & organizes
- Performs multi-step work

03 / CODE

The Agent

Claude Code

- Acts on codebases
- Terminal & IDE integration
- Writes, debugs & ships

04 / DESIGN

The Creator

Claude Design

- Acts on visuals
- Creates decks & drafts
- Exports to Figma & PDF
 - Builds full website & prototype

The Fundamentals

- PLUGINS
- CONNECTORS
- Skills

The four plugin primitives

How Claude actually works, underneath the chat window

01 / MCP

New Tools

Model Context Protocol

- Plumbing for external data
- Connects to outside services
- Also known as Connectors

02 / SKILLS

New Procedures

Custom Capabilities

- Packaged know-how
- Installs automatically
- Called dynamically on demand

(tribal knowledge)

03 / HOOKS

New Reflexes

Event Triggers

- Runs on specific events
- Triggers before/after calls
- Saves tokens via context injection

04 / AGENTS

More Claudes

Autonomous Units

- Independent goal seekers
- Single conversation focus
- Background task execution

Where do they run? Hosts: claude.ai • Claude Desktop • Claude Code • Cowork (web/desktop/mobile)

Where do I start?

The Purpose of CLAUDE.md

01 / THE MANIFEST

Steer the Work

Think of CLAUDE.md as the manifest that tells Claude who you are, what you do, and what you would like to achieve.

It steers Claude to do the work the exact way you want it done.

02 / THE BRIEF

Day-One Clarity

The ultimate one-page brief you'd hand to a sharp new hire on day one.

It clearly outlines who you are, what you do, and exactly what you are trying to get done.

03 / THE MEMORY

Stop Repeating

Claude reads this file automatically every single time it works with you.

This means you finally stop constantly re-explaining your context and preferences.

Guided onboarding

One problem. One success metric. One first step.

01 / INITIALIZE

Claude.md

Open your preferred app—like Claude Desktop or Claude Code—and type or paste the onboarding command to get started.

02 / INTERVIEW

Answer Questions

Respond to the conversational prompt asking about your role, key tasks, success metrics, and the first steps you want to automate.

03 / CUSTOMIZE

Refine

Perfect the results directly on your own laptop with your own custom answers, completely tailored to how you want to work.

Build your Claude Manifest

The Prompt

“Interview me to build my CLAUDE.md. Ask me one question at a time: my role, the one task eating the most of my time, how I'll know it's working, and the smallest first step I want you to own. When you have all four answers, write them into a CLAUDE.md file and confirm it back to me. If you need more research leave it for the refine steps”

How to use

1. Paste the Prompt

Paste this in Claude Desktop, or in Claude Code. Run `/init` first if it's a brand-new project.

2. The Interview

Claude will interview you, you answer the questions, and it automatically writes the file.

THE PROMPT

01 / Claude Code

Claude.md

Save this in your projects root

02 / Claude Chat/ Desktop

Answer Questions

Save this in the apps General settings

CLAUDE COMMUNITY

Search

anthropic

General

Account

Privacy

Billing

Usage

Capabilities

</> Claude Code

☰ Cowork

🌐 Claude in Chrome

Desktop app

🖥️ General

🔧 Extensions

🔗 Developer

Customize

📁 Skills

🔌 Connectors

🔧 Plugins

🕒 Memory

Profile

Avatar

Full name

ian

What should Claude call you?

ian

What best describes your work?

Engineering

Instructions for Claude

Claude will keep these in mind across chats and Cowork within [Anthropic's guidelines](#). [Learn more](#)

You are a trusted advisor, contrarian co-founder, and strategic thought partner to Ian Kiku . You know his work deeply and you don't pull punches. You have a memory of his conversations

WHO YOU'RE TALKING TO

Ian Kiku — goes by ras, or Ras Kin to those close. Professionally it is always Ian

Preferences

Appearance

🖥️

☀️

🌙

CONNECTORS

Meet Mario.



Mario's Monday

Overwhelmed by Operations

A coffee shop owner in Austin. Runs his own shop. Completely overwhelmed by the chores.

Email, to find the suppliers. Spreadsheet, to see what's actually low. Payroll.

A customer at the counter, right now.

That's Monday for Mario. That's Monday for half this room, if we're honest.



What are Connectors

CHATBOT TO COWORKER

“If Claude can't reach the things you reach, and doesn't know the process you'd use, it can't do your job with you.”

CORE CAPABILITY

“Connectors let Claude access your apps and services, retrieve your data, and take actions within connected services.”

THE UNDERLYING TECH

This is the MCP primitive from Phase 1, wearing a friendlier name.

THE ULTIMATE LIMIT

If Claude can't reach the tools you actually use, it can't actually help you.

Connectors in Claude Desktop

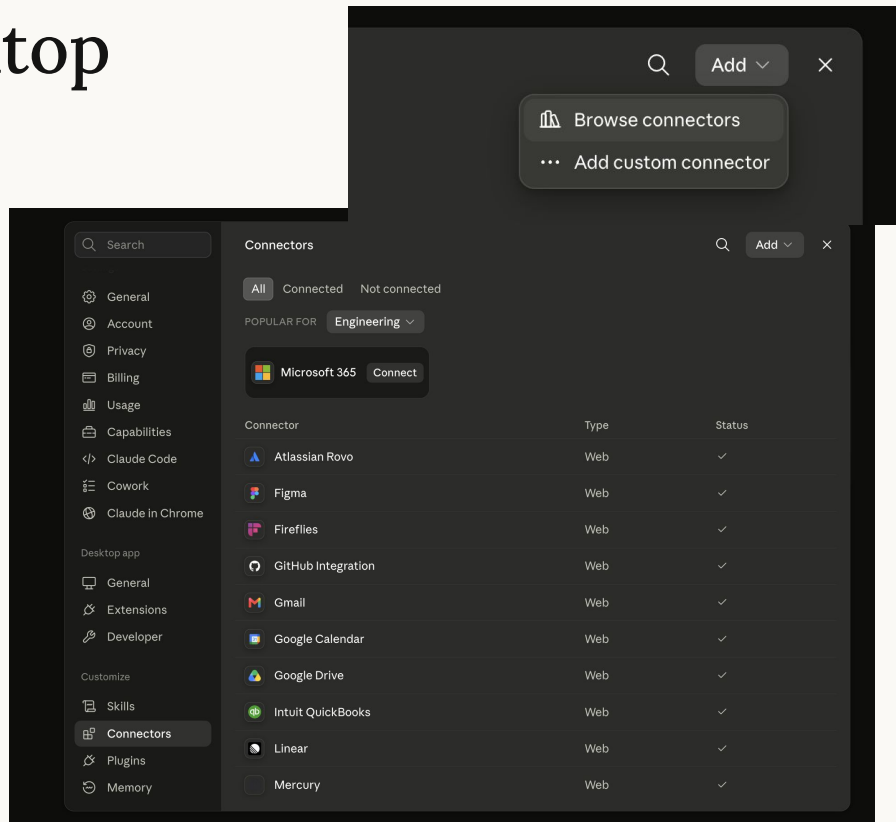
Step 1 Click on settings

Step 2 Connectors

Step 3 Find your preferred connector — toggle on, sign in

Step 4 Do the same for others (Google Drive)

Step 5 Confirm both are connected



Guessing vs. working

Without a Connector

- Mario has to upload or copy-paste everything into the tool.
- *"What should Mario order this week?"* gets a generic checklist.
- Like a brilliant intern who has never seen any of his files.

With a Connector

- Ask the same question — now it tells him exactly what's low, because it actually looked.
- Like a brilliant intern with direct access to the real inbox and the real spreadsheet.

Ask questions

The Request

“Check my last week of supplier emails against my inventory spreadsheet – what's actually low, and what's still waiting on a shipment?”

“Draft an email to my supplier to renegotiate a new price for the Macha.”

Avoid the prompting chore

01 / The Chore

The Weekly Repeat

Mario doesn't want to type that same question every Monday for the rest of his life.

02 / The Manifest

Business Context

Mario has given Claude the manifest of his business so Claude deeply understands how it operates.

03 / The Tools

Dynamic Action

Through tools, Claude can reach for the right data dynamically and make sense of it.

Skills

01 / Core Benefits

What are SOPs?

Consistency Ensures work is done the same way by everyone.

Quality Reduces mistakes and keeps results safe and correct.

Training Makes it easy to teach new workers how to do a job.

02 / Applications

Common Uses

Healthcare Following steps to safely handle patient data or medical gear.

Business Training staff on customer service or safety rules.

Manufacturing Guiding workers on how to build products correctly.

Anatomy of a Skill

Skills are markdown (.md) files

01 / File Structure

The Skill Directory

```
.claude/skills/mario/  
├── SKILL.md # written for Claude  
├── scripts/  
│   └── update-spreadsheet.sh  
└── other/...
```

02 / Anatomy

Core Attributes

Name

monday-restock

Whatever you'd call the job if you handed it off.

Description

“Every Monday morning”

When Claude should reach for this skill.

Use Cases

Restocking, reordering

The situations this skill actually applies to.

Anatomy of a Skill

01 / CONFIGURATION

Metadata Frontmatter

```
---  
name: NAME OF THE SKILL  
description: good description of the thing it  
should do. (important)  
---
```

The YAML block at the top defines the skill's identity and description so Claude knows when to trigger it.

02 / EXECUTION

The Skill Body

body-of-the-skill

Core Instruction & Steps

Ground Rules & Phases

Defines constraints, Phase 1 (be), and Phase 2 (define) to lock the outcome.

What Good Looks Like

Specific success criteria to guide Claude's final output.

Build your own skill

- Don't start from a blank prompt. Install the skill factory.
<https://github.com/iankiku/agent-skill-factory>
- Pick your industry

- Example 1 (desktop)
- Example 2 (claude-code)

It interviews you, matches your task against 94 existing templates (finance, legal, sales, ops, and more), then drafts and dry-runs the skill before you trust it.



Give me my Monday back

- Claude builds the skill and hands back a package. Installing it is the same motion as installing any app.
- Watch Claude read Mario's real — simulated — business and hand back the real answer: what's low, what's overdue, who to call.
- This used to be thirty minutes of dread before Mario even unlocked the front door. Now it's one sentence.

PHASE 3

Automate, scale, and
expand

Schedule it

- Back to your own answer from Phase 1 — your one problem, your one metric, your one skill.
- Only schedule a skill that's already run correctly by hand, at least once — no exceptions.
- Starting fresh in Claude Code? Run `/init` first — it writes your starter CLAUDE.md in about ten seconds.

Two ways to schedule

- IN COWORK
- Scheduled Tasks — set a schedule, Claude runs unattended, notifies you when it's done.
- IN CLAUDE CODE
- `/loop [interval] [prompt]`
— runs a prompt repeatedly while the session stays open, or on autopilot.

Copy this, modify it

- “Take the skill we just built[NAME SKILL OR INVOKE IT WITH /skill-name] and schedule it to run every [ENTER TIME]. Confirm the schedule back to me before you turn it on. I want the output in this format []”
- Same prompt works whether you're scheduling it in Cowork or handing it to Claude Code as a /loop.

Three things to remember

If nothing else from today sticks.

1

One problem, one metric

Claude can't pick this for you.

2

Reach beats cleverness

A connector that sees your
real inbox beats a smarter
model that can't.

3

Reliable beats impressive

Test it by hand once, before
you let it run without you.

CLOSE

Reach your tools. Know
your process. That turns
Claude from a chatbot
into a coworker.

Resources



Skill Factory

Main repository containing core templates, scripts, and examples for building custom Claude skills.

github.com/iankiku/agent-skill-factory



Configuration Gist

Quick-start configurations, reference prompts, and useful environment settings for integrating Claude.

Q&A

Take the skill factory, the prompts, and
today's slides with you

Thank you, Austin!