

Women in AI

◆ SHARE, LEARN AND BUILD ◆

◆ THE KEY INSIGHT FROM TODAY

*When women use AI to create, they sometimes worry it isn't really them. Here's the reframe: AI might do **70% of the work** — but the **30% you bring to select, shape, and direct it** is your irreplaceable expertise. That curation is the valuable IP. It always was.*

01 Getting Started with Claude Desktop

Download at claude.ai/download. Three modes — each for a different kind of work.

CHAT

Chat Mode

Your everyday AI thinking partner — draft, brainstorm, analyse, ask anything.

◆ Use **Projects** to create focused agents: brand voice, campaign briefs, comms reviews.

COWORK

CoWork Mode

Claude works on your computer — creates PowerPoint, Excel files, and more from a shared folder.

◆ Best for generating branded assets without switching tools.

CLAUDE CODE

Claude Code

Build apps, websites, tools — no coding background needed. You can now make software, not just use it.

◆ Think: you are no longer just a user. With Claude Code, you can **build**.

02 Skills — Teaching Claude Your Standards

Build once, apply forever. Skills encode your brand so Claude produces on-brand outputs every time — no re-explaining.

◆ HOW IT WORKS

Create a Skill file with your brand guidelines, tone of voice, and formatting rules. Attach it to a Project. Claude now knows your standards and applies them to every one-pager, brief, or document you create.

Without Skills

Re-explain your brand every session. Inconsistent outputs. You become the QA layer.

With Skills ◆

Claude knows your standards. Outputs are on-brand by default. Focus on what to make, not how to format it.

✦ THE REFRAME THAT MATTERS

70%

AI handles generation — drafting, formatting, researching, structuring.

30%

You do the curation — selecting, shaping, directing, applying judgment. That's the high-value work.

"The brief you write, the angle you choose, the instinct that says 'not quite' — that's the IP. AI amplifies it. It doesn't replace it."

Three things before next week.

01

Download Claude Desktop

claude.ai/download — try it on one real task from your week.

02

Create a Project

Set up one focused agent — brand voice, campaign briefs, or comms. Feed it your guidelines.

03

Try CoWork

Point it at a folder and ask it to build something — a deck, a one-pager, a doc.