COMMVIEW

Welcome

Beyond the chat box.

Getting real work done with AI, in one hour.

WHY I'M DOING THIS

This year was hard.
The job market is brutal.
I hope you learn something that you can use.

Told I was being made redundant in January.

Nine months and 500+ applications, every CV tailored by AI, then made human by me.

I've started my own thing providing support to business and CMO's as an execution layer.

WHO'S IN THE ROOM

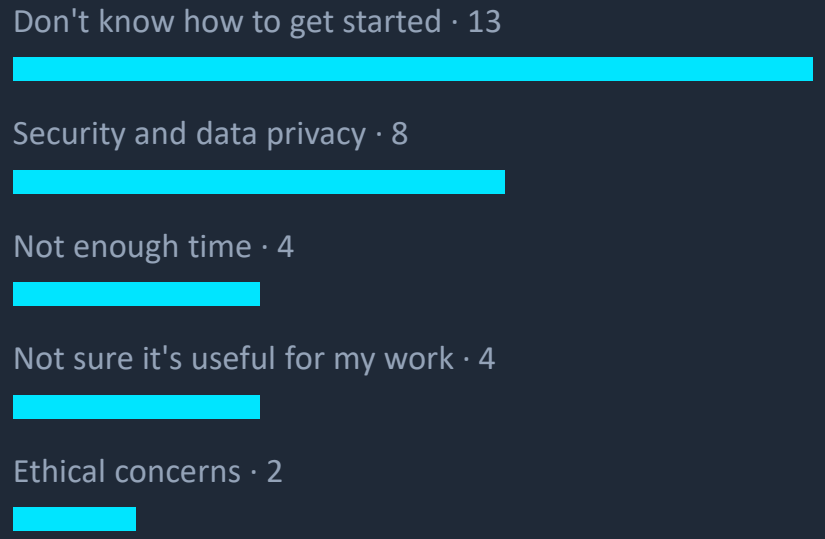
51 people signed up. Here's what you said...

38 use AI daily as a chat tool

12 use it occasionally

1 builds software with it

What's holding you back



Pre-session survey, 51 people. 26 named a barrier, and some ticked more than one.

You already use AI every day.

Today is about getting it to do work, not just answer questions.

THE HOUR

Mostly live, things might break. A little theory.

1	Why, and who's here	5	Privacy, before you paste
2	Getting started for free	6	Spreadsheet to dashboard
3	Better prompts	7	Where to go next
4	Projects	8	Questions



GETTING STARTED

All three big assistants have a free plan.

Assistant	Sign up at	Made by	Free plan
Claude	claude.ai	Anthropic	Yes
ChatGPT	chatgpt.com	OpenAI	Yes
Gemini	gemini.google.com	Google	Yes

I'll demo Claude today. Most of what you'll see has an equivalent in the other two.



BETTER PROMPTS

Brief it like a new colleague.

1

Context

Who you are, who it's for, and what it's for.

2

An example

Paste one you like. It copies the shape.

3

What good looks like

Length, tone and format. Say it out loud.

Six ways to prompt.

Type	What it is	Example
Zero-shot	A clear instruction, no examples. For quick, general tasks.	"Summarise this article in five bullet points."
Few-shot	Paste examples you like. Claude copies the structure and tone.	"Here are two of our best LinkedIn posts. Write a third in the same style about our new case study."
Instructional	Lead with a verb (write, compare, rewrite) and add the limits.	"Write an executive summary of this memo. Under 100 words, for the leadership team."
Role-based	Give Claude a persona. Good for critique and specialist angles.	"You're a sceptical CFO. List three questions you'd ask before signing off this campaign budget."
Contextual	Set the scene: who it's for, where it appears, what it must do.	"This is for small business owners new to payroll software. Rewrite it in plain English."
Standing instructions	Rules applied before you type anything. In Claude, they live in a Project.	"Always use British English. No emoji. If you're unsure of a fact, say so rather than guess."

Source: https://mitsloanedtech.mit.edu/ai/basics/effective-prompts/

BETTER PROMPTS

Same task, two briefs.

TYPICAL

"Write a LinkedIn post promoting a payroll webinar."

BRIEFED

"I run marketing at Brightfield, a UK payroll software company. Write a LinkedIn post inviting finance managers at businesses with 20 to 500 staff to our free webinar, 'Year-end payroll without the panic', on Thursday 26 November, 12:30 to 1pm. Plain, confident tone, British English, no emoji, under 120 words. End with: Register now."

- Context: who you are
- Task
- Audience
- Key facts
- What good looks like

PROJECTS

A Project is a colleague you brief once.

Instructions

How to write, who for, what format

Files

Brand guide, KPI definitions, past reports



Your Project

One workspace per job



Every chat

starts already briefed

Free plan: up to 5 Projects. Paid plans: more.

LIVE DEMO

Build a monthly reporting Project.

1. Create a Project called "Monthly marketing report"
2. Add instructions: audience, tone, structure
3. Upload KPI definitions and the brand guide
4. New chat: "Draft this month's summary from these numbers"

SAMPLE INSTRUCTIONS

You write monthly marketing reports for our leadership team. Plain English, no jargon. Lead with three headline numbers, then what changed and why, then next month's priorities. Under 400 words.

PROJECTS

Same idea, different buttons.

Claude	ChatGPT	Gemini
Projects	Projects	Gems

Each one saves your instructions and files, so you can reuse them. Learn the idea once and it works wherever your employer lets you.

Names, limits and free-plan access change. Check each tool's help pages.

PRIVACY

Before you paste anything.

Keep it out

Client names, personal data, anything under NDA or not yet public.

Check your settings

Find the setting for whether your chats help train models, and choose not to.

Anonymise first

"Client A", not the name. Strip emails. Round sensitive figures.

HOW I USED IT IN MY JOB SEARCH

My own data

My CV and career history. Mine to share, so I chose to.

Other people's data

My LinkedIn connections. Theirs, not mine, so only what I needed: name, role, company.

My client's data

Only in the work account my client provides. Never my personal one.

> Check your company's AI policy.

LIVE DEMO

From spreadsheet to dashboard.

1
Upload
A CSV or Excel file

2
Ask
One plain sentence

3
Tweak
Ask for changes

4
Share
Publish a link

THE PROMPT

"Turn this into an interactive dashboard for our marketing team: monthly spend, leads and cost per lead by channel."

Made-up data. Works on the free plan.

EXTENSIONS AND PLUGINS

Where to go next.



Connectors

Bring Gmail, Google Drive or your calendar into the chat.



Claude in Chrome

Claude reads, clicks and types on pages in your browser. Paid plans.



Skills and plugins

Save a way of working once, like a house style, and reuse it.

YOUR HOMEWORK

Your next steps.

- Sign up free at claude.ai
- Create one Project for a task you repeat every month
- Add instructions and one document
- Use it for that task this week

COMMVIEW

Questions?

Thank you for giving up an hour. I really hope it was of value.
Slides and the setup checklist follow by email.

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CLARITY. MOMENTUM. IMPACT.