

**HUMAN  
INTERFACE**

AI VALUE CREATION WORKSHOP · PART I

# Claude Skills *101*.

*Build it. Save it. Use it today.*

PRESENTER

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**Revenue  
Reimagined**



#BFBFBF

**SYSTEM DATA**

# The Anchor

**AI usage is a ladder.**

*Skills*

*Cowork*

*Project*

*Chat*



# The 3-Conversation Rule

*"If you've typed the same instructions to AI three times, that's a Skill begging to be built."*



# The Four Rungs

*One job per rung.*

## **Skill**

Fires automatically the moment the situation matches.

## **Cowork**

*Where* Claude reaches into your actual files. Reads. Writes. Edits.

## **Project**

Write the instructions once; every chat inside remembers.

## **Chat**

Write the instructions every time.





# Claude Prompt vs. Project vs. Skills

Same AI. Three levels of setup. Here's how to pick.

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	<b>Prompt</b>	<b>Projects:</b>	<b>Skills:</b>
<b>The gist:</b>	You type instructions every time. Claude does the task. You repeat yourself next time.	You upload files and write instructions once. Claude remembers them in every chat inside that Project.	You teach Claude a process once. It fires automatically when it recognizes the task. No prompt needed.
<b>Where it lives:</b>	Any Claude chat or Cowork session	Claude.ai (browser) or Cowork (desktop app)	Cowork only. Installed via Settings → Capabilities → Skills.
<b>First time setup:</b>	Zero. You just type.	~5 min. Create a Project, upload files, write instructions.	~15 min. Use the skill-creator. Answer an Interview. Save the file.

The real difference

**Prompt:**  
**The skill you need:** Writing clear, detailed instructions  
**Output quality:** generic unless you prompt very well  
**The vibe:** telling a stranger how to do your job every morning

**Projects**  
**The skill you need:** picking the right files and clear instructions  
**Output quality:** consistent. Claude knows your style and context.  
**The vibe:** giving a new hire a binder on day one. They read it before every task.

**Skills:**  
**The skill you need:** Being specific during the interview. "I write reports" is useless. "I write reports that always start with the headline metric" is a Skill.  
**Output quality:** consistent AND automatic. Same quality every time.  
**The vibe:** training an employee once. They follow forever.

What it can do:	<b>Prompt</b>	<b>Projects</b>	<b>Skills</b>
Activates automatically	No. You write the instructions every time.	No. You have to open the right Project first.	Yes. Claude recognizes the task and activates the right Skill on its own.
Handles your tone of voice	Only if you explain it in the prompt.	Yes, if you uploaded a voice file or examples.	No. Skills handle process, not voice. Your voice file in the folder handles tone. They stack.
Handles your workflow steps	Only if you list them every time.	Only if you wrote them in the instructions.	Yes. That's exactly what a Skill is: your step-by-step process, packaged.
Works with Cowork (file creation, code, agents)	Yes, inside Cowork.	Yes, inside Cowork Projects.	Yes, inside Cowork. Skills fire on top of everything else.
Saves tokens	No. Long prompts eat your usage.	Somewhat. You stop repeating context.	Yes. Claude only reads the 3-line header. Full instructions load only when needed.

- Start with a Prompt if...**
  - It's a one-off task.
  - You don't need Claude to know your style.
  - You just want an answer, fast.
  - You'll never do this exact task again.
- Set up a Project when...**
  - You do the same task every week (newsletter, reports).
  - You're tired of repeating yourself.
  - You want your context saved forever, not just for one session.
- Build a Skill when...**
  - You've typed the same instructions at the start of more than 3 conversations.
  - You want Claude to recognize the task and just do it.
  - You want the process to be portable. Share it with your team or move it to another AI.
  - You want to stop prompting entirely.

	<b>PROMPT</b>	<b>PROJECTS</b>	<b>SKILLS</b>
<b>YOUR IDENTITY</b>	It doesn't. Every chat starts blank. You re-explain who you are.	Yes. From the files and instructions you set once.	Yes, but differently. A Skill knows how you do a task, not who you are. It pairs with your voice file.
<b>CONTEXT INPUT</b>	You paste it into the chat. Every. Single. Time.	You upload files and write instructions once. They stick.	You answer an interview once. The skill-creator packages it into a file. Done.
<b>ACROSS CONVERSATIONS</b>	Gone when you start a new chat.	Yes. Every new chat inside the Project has it.	Yes. The Skill fires in any conversation, in any Project. It's global.

- Quick tasks → Prompt
- Deep sessions with context → Project
- Recurring work on autopilot → Skill
- Best setup: all three. Voice file + Project + Skills

The 3-conversation rule: If you've typed the same instructions more than 3 times, that's a Skill begging to be built.

Opus 4.6 Extended

to download more infographics, go to [how-to-ai.guide](#)

from [Ruben Hassid](#), on "How to AI"



# Live Build. *Twenty Minutes.*

We are building a **LinkedIn Post Skill**.

01

Open **Claude Desktop**

App, not browser.

02

Switch to **Cowork Mode**

Tab at top of window.

03

Select Any Folder

Desktop is fine.

04

Confirm **Opus 4.7** · Extended Thinking **On**

Model selector, bottom right.

*Match the screen, raise hand.*

CODE



▶▶▶ TERMINAL

TERMINAL





# The Interview

Answer four questions.

## 01 · Length

### How long?

100–200 words.

## 02 · Structure

### What shape?

Hook → story → takeaway.

## 03 · Tone

### How should it sound?

Direct, conversational. No corporate speak.

## 04 · The One That Matters Most

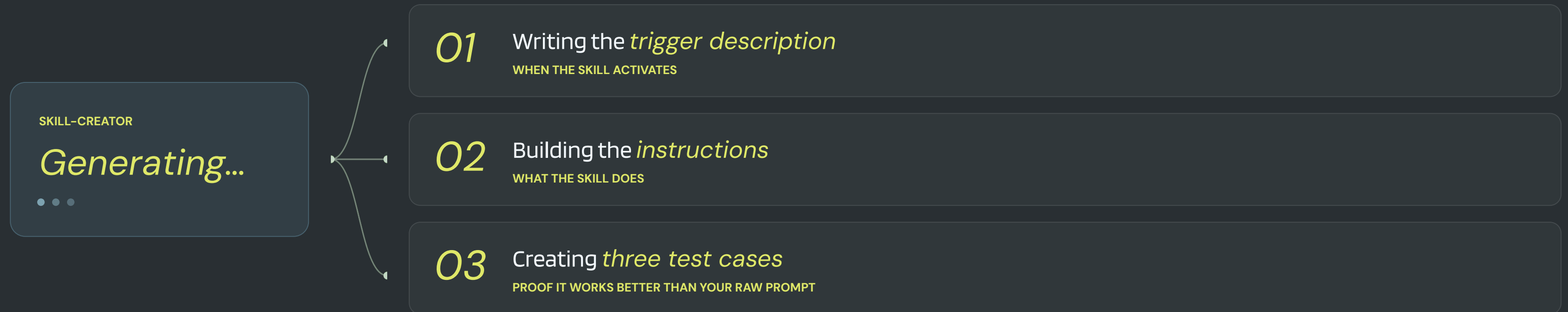
### What *not* to do?

No hashtags. No emojis. No personal bragging.

⚠️ *Be specific. Vague answers produce vague skills. Negative triggers prevent hijacking.*



# Three things are *happening at once*



WHEN IT ASKS →

*Click*

ALWAYS ALLOW



# The Eval

80% from zero. *Every time.* Quantified.

WITHOUT SKILL BASELINE

*“Excited to share that our team is leveraging AI to drive seamless transformation across the enterprise...”*

Generic. Reads like a vendor blog. Three hashtags. 280 words.

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#AI #INNOVATION #LEADERSHIP VAGUE

WITH SKILL LOCKED IN

Three months ago we mandated Claude on every desktop. **Adoption flatlined for six weeks.** **Here's the one thing that changed it:** *we stopped asking people to learn AI and started asking them to package one repeated task.*

140 words. Named numbers. Specific takeaway. Zero hashtags.

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HOOK LANDS LINE 1 DIRECT NO HASHTAGS TONE MATCH

PASS RATE <b>52% → 100%</b>	tone match <b>+4.2<sub>x</sub></b>	specificity <b>+3.1<sub>x</sub></b>	negative triggers held <b>100%</b>
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📄 *Take the time here. This is the integrity check.*



# Save · Install · Test

Three clicks to installed.

Settings



Capabilities



Skills



Upload

TEST PROMPT

> Write a LinkedIn post about why most companies fail at AI adoption.

Watch it *fire automatically*. You never have to invoke it.



# Principles

Remember *three things*.

1

## One Repeated Task = One Skill

If you've explained it 3+ times, package it.  
Never explain it again.

2

## The Description Is Everything

Vague = broken. Specific = automatic. Edit  
the trigger first when something fails.

3

## Test with Five Phrasings

Does it fire across five different ways to ask?  
Does it stay quiet on three unrelated  
requests? That's the QA test.



# You don't have to *build everything.*

THREE-STEP INSTALL

Customize



Personal plugins



Browse plugins

*Six*

ANTHROPIC PLUGINS

**40+**

PRE-BUILT SKILLS

**2** *min*

TO INSTALL ALL SIX

*Free.*

NO LICENSE, NO SEAT

FASTER SHORTCUT WHEN YOU ALREADY KNOW WHAT YOU WANT.

RUBEN HASSID'S TOOL AT [MAKEMYSKILL.COM](https://makemyskill.com). LESS CONTROL, BUT SKIPS THE INTERVIEW.



# Five Skills you can *build this weekend.*

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## *Content*

LinkedIn posts · newsletters · client updates

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## *Analysis*

Weekly reports · competitive checks · quarterly reviews

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## *Communication*

Client emails · proposals · follow-ups

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## *Research*

Market summaries · competitor tracking · trend reports

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## *Operations*

Meeting prep · project briefs · team updates · onboarding docs

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*Paste-ready prompts in the handout.*



CLOSING

IF YOU TAKE ONE THING FROM TODAY

They capture *how you already work*, so you never have to explain it twice.

*The companies that learn fastest win.*

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PRESENTER

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# Q&A.

## *Fifteen minutes.*

*The hardest question first.*

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