

AI AT WORK

More Life, Less Busy-ness™

A Quick-Start for Professionals, Managers, and Owners

You don't need to be technical to start today.



Tori

Your Cowork Guide

Reframe the Fear

“Early in my career, at a Fortune 100 company, three of us spent every quarter hand-folding and stuffing thousands of letters into envelopes — sealed by tongue or sponge — because the company wouldn’t spend the money on a folding machine or a printer. I took the idea to fix it straight to the VP of HR Americas. My own boss told me I was never to speak to him directly again, open-door policy or not. A year later, I moved into a bigger role. I stayed seven years.

The tool changes. The instinct doesn’t. I’ve always been the person who says the busywork doesn’t have to be the work — AI is just the newest version of that same argument. This time, fixing it doesn’t require anyone’s permission.”



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Lots of AI Tools Exist — This Deck Focuses on Claude

“Here’s what’s worked for me” — not a product ranking

Claude for research, writing, and data-driven work.

ChatGPT for graphics/image generation.

Meta AI for quick, casual questions.

Most relevant for a business owner:

Claude Cowork — built for handing off real, multi-step work, not just chatting. More on this ahead.



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What Claude Is, Plainly

An AI assistant you can talk to for writing, research, brainstorming, working through problems.

1

What's a "chat"?

One saved conversation thread — like a single text conversation with a friend.

2

Why separate chats, not one long one?

Keeps different topics/projects from getting tangled together. Start a new chat for a new topic; reopen an old one to pick up where you left off.

3

What's a "prompt"?

Just what you type — your question or instruction, no special format required.

4

Is my information saved, chat to chat?

Within one chat, yes. Across separate chats, generally no, unless memory/history is on — plan to briefly restate context when starting fresh.



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Access — Three Ways, Pick What Fits

Web

claude.ai — no install, works anywhere.

Mobile

iOS (17.0+) and Android, via the App Store / Play Store.

Desktop App

Download from claude.com — adds quick entry, dictation, and screenshot sharing (Mac).

For the basics, Visit: claude.com/resources/tutorials/navigating-the-claude-desktop-app — confirmed live and current.



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Claude Cowork

Currently a research preview, available on Pro/Max/Team/Enterprise plans.

Point a folder at it

Cowork reads what's there, figures out what's relevant, and saves finished work back to that folder.

Browser use

Via Claude in Chrome — for pulling information off the web as part of a task.

Scheduled tasks

Set up recurring work once (a weekly report, a morning inbox triage) and it runs automatically.

Plugins

Add capabilities for specific tools/workflows as needed.

It runs in a protected space limited to the folders you share — it can't wander outside them. Think delegating a defined task to a capable assistant, then reviewing the output — not a chatbot.



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How to Delegate Clearly

The clearer the brief, the better the handoff.

- Be specific — vague questions get vague answers.
- Give context — explain your situation, your role, what you're working toward.
- Specify format — “bullet points,” “one paragraph,” “a table.”
- Set the tone you want — casual, formal, encouraging.
- Use examples — paste something you like the style of.
- Iterate — “make it shorter,” “add more detail,” “try again but simpler.”



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Skills, Reflect, & Where to Go Deeper

Skills

Teach it a repeatable business workflow once — how you want a report formatted, how you screen a resume — and it applies that same standard every time. This is where the real time-savings show up for a recurring process.

Reflect

Settings > Reflect gives you a monthly recap of what you've been working on with Claude — patterns, topics, time spent. Opt-in, requires memory turned on.

Where to Go Deeper

Anthropic Academy — free courses on using Claude well.



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Seven Things to Keep in Mind

1 Start with one task you already do every week.

2 Try a free tool first.

3 Treat it like a fast, literal assistant.

4 Double-check anything that matters.



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Seven Things to Keep in Mind

5

Keep what works.

6

Ask someone younger to show you theirs.

7

Acknowledge it. Model the disclosure norm for your team.



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Bringing a Hesitant Team Along

- 1 Lead with the result — model it yourself first.
- 2 Show, don't pitch.
- 3 Solve a problem your team already complains about.
- 4 Name the fear before they do.
- 5 Offer to show someone once, no mandate.
- 6 Expect a timeline, not a moment.

“You’re not rolling out AI. You’re rolling out the outcome it gets you — let that do the convincing.”



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A Second Story

“Years later, that same company paid for my MBA. My thesis was on how to make HR a profit center instead of a cost center. I sent the results to the VP — they implemented some of it. But the resistance this time wasn’t from a boss worried about the chain of command — it was from people who’d been there twenty years and resented what I’d brought to the table. Bringing a good idea doesn’t make the fear go away. It just changes who’s afraid, and of what.”



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A NAMED PATTERN

“The 20-Year Tech Fear Rule”

Resistance to a good idea rarely comes from whether it actually works. It comes from who’s bringing it and what it changes for the people who’ve been doing it the old way the longest.

“The 20-year rule is what AI is up against.”



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END OF DECK

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You're not rolling out AI. You're rolling out the outcome it gets you.



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