

Claude Applied Workshop & Business Innovation Hackathon

Duration 1 Day

COURSE DESCRIPTION

This applied workshop provides participants with an opportunity to solve real organizational challenges using Claude.

Working in cross-functional teams, participants explore practical business and technical use cases, design AI-assisted workflows, develop solution prototypes, validate ideas with instructors, and present outcomes. The workshop emphasizes collaboration, innovation, and practical AI adoption that delivers measurable business value.

COURSE OUTLINE

Module 1: Business Challenge Discovery

- Identify Business Problems
- Technical Challenges
- Opportunity Assessment
- Team Formation

Module 2: AI Solution Design

- Problem Definition
- Prompt Design
- Workflow Design
- AI-assisted Process Improvement
- Solution Planning

Module 3: Prototype Development

- Rapid Prototyping
- Claude-assisted Solution Development
- Validation & Iteration
- Business Value Assessment

Module 4: Presentation & Feedback

- Team Presentation
- Solution Demonstration
- Expert Coaching
- Feedback Session
- Planning Improvement

Module 5: AI Adoption Roadmap

- Lessons Learned
- AI Adoption Strategy
- Scaling AI Across Teams

- Next-Step Action Plan
- Continuous Improvement

WHO SHOULD ATTEND

- Cross-functional Business Teams
- ERP Teams
- Technology Teams
- Human Resources
- Marketing
- Finance
- Operations
- Digital Transformation Teams
- AI Champions
- Innovation Teams
- Project Managers

PREREQUISITES

Participants should have basic experience using Claude or have completed the Claude Productivity course (recommended). Teams are encouraged to bring real business or technical use cases from their organization.