

HUB INTERNATIONAL

Claude Learning Curriculum

12-Month Journey from Beginner to Advanced User

Program Overview

This curriculum builds progressively using a "crawl, walk, run" approach that respects where employees are in their comfort level with AI tools.

Monthly Components:

- Video Topic (90 seconds) — Core concept demonstration
- Quick Tips (3-5 per month) — Bite-sized techniques for newsletter
- Recommended Resource — External content to deepen learning

Phase 1
Months 1-3
Foundation

Phase 2
Months 4-6
Productivity

Phase 3
Months 7-9
Strategic Thinking

Phase 4
Months 10-12
Advanced

Phase 1: Foundation

Building comfort and establishing habits

Month 1: Getting Started ✓ COMPLETED

Video Focus: The meta-prompt approach — asking Claude to help you think through how to best use it. Establishing personalization from day one.

Quick Tips for Newsletter:

1. Start every new conversation by sharing context about your role and what you're working on
2. You don't need to know the "right" way to ask — just describe what you need in plain language
3. Claude remembers context within a conversation, so you can build on previous responses
4. Try ending with "What else should I consider?" to surface things you might have missed

Recommended Resource: Anthropic's "Prompt Engineering Overview" — the official guide to communicating effectively with Claude

docs.anthropic.com/en/docs/build-with-claude/prompt-engineering/overview

Month 2: Research & Learning Assistance

Video Focus: Feature an employee navigating unfamiliar terminology or a new domain. Show how Claude can break down complex concepts, define acronyms, and create personalized learning paths.

Key Teaching Points:

- How to ask Claude to explain concepts at your level
- Building a personal glossary for a new role or project
- Using Claude to prepare for meetings where you'll encounter unfamiliar content

Quick Tips for Newsletter:

5. Try "Explain [concept] like I'm new to insurance" or "...like I'm explaining it to a client"
6. Ask "What questions should I be asking about this topic?"
7. Create a running document of terms and definitions — ask Claude to add to it as you encounter new concepts
8. Before a meeting on an unfamiliar topic, ask Claude for a 5-minute briefing on what you need to know
9. Use "What are the most common misconceptions about [topic]?" to avoid rookie mistakes

Recommended Resource: "How to Learn Anything with AI" — Ethan Mollick's One Useful Thing newsletter

Search: Ethan Mollick learning with AI

Month 3: Writing & Communication Basics

Video Focus: Show a real scenario of drafting a client email or internal communication. Demonstrate the difference between asking Claude to "write an email" versus providing context about the recipient, relationship, and desired outcome.

Key Teaching Points:

- How to give Claude enough context to match your voice
- Using Claude to overcome blank-page paralysis
- The revision loop: "Make this more concise" / "Make this warmer" / "Add more detail about X"

Quick Tips for Newsletter:

10. Share an example of your previous writing so Claude can match your style
11. Ask Claude to give you three different versions — formal, conversational, and somewhere in between
12. Use "Help me respond to this email" and paste the original — Claude will pick up on tone and context
13. When you're stuck, try "Give me five different ways to open this message"
14. Always review and personalize — Claude gives you the clay, you're still the sculptor

Recommended Resource: "How to Use AI to Write Better Emails" — Harvard Business Review

Search: HBR AI email writing

Phase 2: Productivity

Integrating Claude into daily workflows

Month 4: Meeting Preparation & Follow-Up

Video Focus: Demonstrate preparing for a client meeting or internal presentation — researching the client/topic, anticipating questions, and organizing talking points. Then show post-meeting follow-up: summarizing notes, drafting action items.

Key Teaching Points:

- Pre-meeting research and question preparation
- Turning rough notes into organized summaries
- Drafting follow-up communications quickly

Quick Tips for Newsletter:

15. Paste your meeting agenda and ask "What questions might come up that I should prepare for?"
16. Share your rough meeting notes and ask Claude to organize them into key takeaways and action items
17. Use "Draft a follow-up email that summarizes what we discussed and confirms next steps"
18. Ask "What did I potentially miss or should clarify?" after sharing your notes
19. For recurring meetings, create a template prompt you can reuse each time

Recommended Resource: "AI Meeting Assistants: A Practical Guide" — MIT Sloan Management Review

Search: MIT Sloan AI meetings productivity

Month 5: Document Review & Analysis

Video Focus: Show uploading a policy document, report, or lengthy email thread and asking Claude to summarize key points, identify action items, or flag areas needing attention.

Key Teaching Points:

- How to upload and reference documents in Claude
- Asking targeted questions about specific content
- Comparing multiple documents or identifying inconsistencies

Quick Tips for Newsletter:

20. Upload a document and start with "Summarize this in 3 bullet points" to get oriented

21. Ask "What are the key deadlines or dates mentioned in this document?"
22. Try "What questions should I ask the person who sent me this?"
23. For long documents, ask Claude to create a table of contents or outline first
24. Use "Highlight anything in this document that seems unusual or that I should pay special attention to"

Recommended Resource: "Document Analysis with AI: Best Practices" — Zapier's AI guides
zapier.com/blog/claude-ai/

Month 6: Data & Spreadsheet Assistance

Video Focus: Demonstrate asking Claude to help write Excel formulas, explain what existing formulas do, or suggest ways to organize data. Show a real scenario of someone struggling with a VLOOKUP or pivot table.

Key Teaching Points:

- Describing your data problem in plain language
- Getting formula explanations in understandable terms
- Asking for step-by-step instructions for Excel tasks

Quick Tips for Newsletter:

25. Describe what you want your formula to do in plain English — "I need to find a value in column A and return the corresponding value from column C"
26. Paste a formula you don't understand and ask "Explain what this does step by step"
27. Ask "What's the best way to organize this data if I need to [specific goal]?"
28. Use "Give me the formula AND explain how to enter it" for clear implementation guidance
29. Describe your end goal — Claude might suggest a simpler approach than what you were planning

Recommended Resource: "How to Use AI for Excel and Spreadsheets" — Microsoft's official guides or practical tutorials

Search: AI Excel formulas beginner guide

Phase 3: Strategic Thinking

Using Claude as a thought partner

Month 7: Problem-Solving & Decision Support

Video Focus: Show using Claude to think through a workplace challenge — weighing options, considering stakeholder perspectives, identifying blind spots. Emphasize that Claude doesn't make decisions for you but helps you think more clearly.

Key Teaching Points:

- Framing problems effectively for analysis
- Asking Claude to argue multiple sides
- Using Claude to stress-test your thinking

Quick Tips for Newsletter:

30. Try "Help me think through this decision — here's the situation..." then share full context
31. Ask "What am I not considering?" or "What could go wrong with this approach?"
32. Use "Argue the opposite of what I'm thinking" to test your assumptions
33. Request "Give me three different ways to approach this problem"
34. After sharing your tentative decision, ask "What questions should I ask myself before moving forward?"

Recommended Resource: "Strategic Thinking with AI" — Wharton's AI for Business resources

Search: [Wharton AI decision making](#)

Month 8: Project Planning & Organization

Video Focus: Demonstrate taking a vague project or initiative and working with Claude to break it down into phases, milestones, and tasks. Show the iterative process of refining the plan.

Key Teaching Points:

- Breaking large projects into manageable pieces
- Identifying dependencies and potential bottlenecks
- Creating realistic timelines with Claude's help

Quick Tips for Newsletter:

35. Start with "I need to accomplish [goal] by [date]. Help me break this into phases."
36. Ask "What am I likely to underestimate about this project?"
37. Use "Create a week-by-week timeline" or "What should I tackle first?"
38. Share your draft plan and ask "What's missing? What should I add?"

39. Try "Who else should be involved in this project and when?"

Recommended Resource: "Project Management in the Age of AI" — Project Management Institute resources

Search: PMI AI project planning

Month 9: Presentation & Content Development

Video Focus: Show the process of developing a presentation — from initial brainstorming of key messages, to outlining structure, to refining individual slides. Emphasize storytelling and audience awareness.

Key Teaching Points:

- Identifying your key message and audience needs
- Structuring content for impact
- Refining language for clarity and persuasion

Quick Tips for Newsletter:

40. Start with "I'm presenting to [audience] about [topic]. What are the three things they most need to understand?"
41. Ask "What's the story arc here? How should I structure this?"
42. Use "Make this slide text more concise" or "Give me a stronger opening line"
43. Try "What questions will my audience likely have?"
44. Ask "How can I make this data more meaningful to someone who isn't familiar with it?"

Recommended Resource: "AI-Assisted Presentation Design" — Nancy Duarte or presentation-focused resources

Search: AI presentation storytelling business

Phase 4: Advanced Applications

Maximizing value and building expertise

Month 10: Custom Instructions & Workflow Optimization

Video Focus: Introduce the concept of user preferences and saved prompts. Show how to set up Claude to understand your role, preferences, and common tasks so every conversation starts with context already in place.

Key Teaching Points:

- Setting up user preferences effectively
- Creating reusable prompt templates for common tasks
- Building personal workflows that save time

Quick Tips for Newsletter:

45. Update your user preferences with your role, common tasks, and communication style preferences
46. Create a "template" prompt for tasks you do repeatedly — save it somewhere you can copy/paste
47. Ask Claude "Based on what you know about my work, what other ways could I be using you?"
48. Try "Create a prompt template I can reuse for [recurring task]"
49. Review your most successful conversations — what made them work? Replicate that approach.

Recommended Resource: Anthropic's documentation on Claude's memory and personalization features

support.anthropic.com

Month 11: Complex Analysis & Synthesis

Video Focus: Show a more advanced use case — analyzing multiple inputs, synthesizing information from different sources, or working through a complex business problem that requires holding many variables in mind.

Key Teaching Points:

- Providing comprehensive context for complex questions
- Asking Claude to identify patterns and connections
- Using iterative dialogue to deepen analysis

Quick Tips for Newsletter:

50. For complex topics, take time to share full context — Claude performs better with more information
51. Ask "What patterns do you see across these different inputs?"
52. Use "Synthesize these three perspectives into a coherent recommendation"
53. Try "What's the relationship between [X] and [Y] based on what I've shared?"
54. Build analysis iteratively: start broad, then ask follow-up questions to go deeper

Recommended Resource: "Advanced Prompting Techniques" — Anthropic's documentation on getting more from Claude

docs.anthropic.com



Month 12: Teaching Others & Paying It Forward

Video Focus: Feature employees who have become proficient sharing their best tips with colleagues. Emphasize the community aspect — we're all learning together, and sharing discoveries helps everyone.

Key Teaching Points:

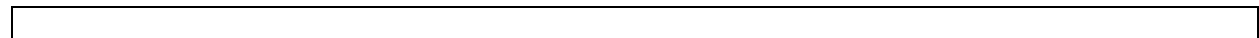
- How to help colleagues get started
- Common mistakes to help others avoid
- Building a culture of experimentation and sharing

Quick Tips for Newsletter:

55. Share your best Claude wins with your team — what worked, what you learned
56. When a colleague is struggling, offer to show them a technique that worked for you
57. Ask Claude "How would you explain [technique I use] to someone just getting started?"
58. Create a "tips document" for your team with prompts that work well for your specific work
59. Remember: the best way to learn is to teach — helping others reinforces your own skills

Recommended Resource: Revisit the AI SharePoint site — contribute your own tips and success stories for next year's cohort

[HUB Internal AI SharePoint](#)



Newsletter Structure Recommendation

Each monthly newsletter could follow this format:

1. Video Spotlight	Brief description and link to this month's video
2. Quick Tips	The 3-5 tips listed for the month, formatted for easy scanning
3. User Spotlight	Feature a real HUB employee's Claude win (builds social proof)
4. Resource	The recommended external resource with a brief description
5. Try This	A simple prompt or task to try before next month

Implementation Notes

Pacing Considerations

- Months 1-3 should feel very accessible — this is where you'll capture hesitant users
- Months 4-6 deliver clear productivity wins that build habit and enthusiasm
- Months 7-9 shift toward strategic thinking for those who are ready
- Months 10-12 are for users who want to maximize their investment

Flexibility

- Some users will progress faster than others
- Consider making all videos available so advanced users can skip ahead
- The newsletter tips work as standalone content even if someone hasn't watched the video

Next Steps

Once this curriculum is approved, Claude can help develop full scripts, storyboard concepts, newsletter content drafts, and "Try This Challenge" prompts for each month.