

AI at Work Academy

Claude Cowork

Your AI assistant for everyday work.
No coding required.

A guide by AI at Work Academy

What is Claude Cowork?

Claude Cowork brings the power of AI directly into your desktop workflow. It connects to the tools you already use, so you can get real work done with natural language.



Chat-First Interface

Just type what you need in plain English. No menus to learn, no complex interfaces. Claude understands context and follows multi-step instructions naturally.



Connected to Your Tools

50+ pre-built connectors for tools like Google Drive, Slack, Jira, Asana, and more. Claude reads and writes to your actual work environment.

Cowork is Claude Code for everyone

Claude Code is beloved by developers for its ability to build software autonomously. **Cowork** extends that same capability to non-technical professionals. It runs inside the Claude Desktop app and uses **connectors** to interact with your business tools, no command line needed.

Who is this for?



Marketing Teams

Reports, content analysis, campaign dashboards



Project Managers

Status updates, sprint summaries, risk reports



Operations & Admin

Data cleanup, process automation, documentation

New to Cowork? AI at Work Academy is here to help.

AI at Work Academy was built specifically to help non-technical professionals get started with tools like Cowork — from your first setup to real daily workflows. Visit aiworkacademy.com to start free.

Getting Started

You can go from zero to your first Cowork session in under 5 minutes.

Already on Pro or Max? If you already have an active Claude Pro or Max subscription, you can skip steps 1 and 2 and jump straight to installing the Desktop app.

1 Create your Anthropic account

Go to claude.ai and sign up with your email or Google account. This is the same account you will use for the Desktop app.

2 Subscribe to Pro or Max

Cowork requires a **Pro** or **Max** subscription. **The Pro plan is a great starting point for most users.**

Pro Plan

- ✓ Cowork access
- ✓ All connectors
- ✓ Standard usage limits

Max Plan

- ✓ Everything in Pro
- ✓ 5x more usage
- ✓ Longer conversations

3 Download Claude Desktop

Visit claude.ai/download and install the app for macOS or Windows. Cowork runs inside the Desktop app, not in the browser.

4 Sign in and open Cowork

Launch the Desktop app and sign in with your account. You will see a **Cowork** option in the sidebar or through the new conversation menu.



Pro tip

Before your first session, think about which work tools you use most (Google Drive, Slack, Jira, etc.). You will connect these in the next step to unlock Cowork's full potential.

Connect Your Tools

Connectors let Claude read and write to the business tools you already use. Adding one takes about 30 seconds, and it works just like signing into an app with Google.

How to add a connector

- 1 Open **Settings** in Claude Desktop
- 2 Navigate to the **Connectors** tab
- 3 Find the tool you want and click **Connect**
- 4 Sign in with your account (one click, just like any app)

50+

pre-built connectors

New connectors are added regularly. If your tool has an API, chances are there is a connector for it.

Popular connectors



Privacy and security

Connectors use the same secure sign-in you already use when logging into apps with Google or Microsoft. Claude only accesses what you authorize, and you can revoke access at any time. Your data is not used to train AI models.



Marketing: Competitive SEO Report

Analyze your competitors' SEO strategy using real data from Semrush

Connectors used

● Semrush

● Google Drive

● Google Sheets

EXAMPLE PROMPT

Use Semrush to pull the **top 20 organic keywords** for our three main competitors (competitor1.com, competitor2.com, competitor3.com). Compare their rankings to ours and create a **competitive SEO report** with:

- Keywords where competitors rank but we don't
- Our top keyword gaps and estimated traffic we're missing
- Competitor domain authority comparison
- Five quick-win keywords we should target next

Save the results to a **Google Sheet** and a summary PDF in our **Marketing/Reports** folder on Google Drive.

What Claude does

CLAUDE'S OUTPUT

1. Pulls competitor data

Queries Semrush for each competitor's organic keywords, rankings, and traffic

3. Ranks quick wins

Prioritizes low-competition keywords where you can gain traffic fast

2. Identifies keyword gaps

Compares competitor keywords against yours to find missed opportunities

4. Delivers both formats

Creates a detailed Sheet for your team and a summary PDF for stakeholders

Time saved: A competitive SEO audit that usually takes an afternoon of manual Semrush exports and spreadsheet work is done in about 2 minutes. You review and refine instead of starting from scratch.



PM: Sprint Status Dashboard

Automatically generate a project status update from your task tracker

Connectors used

- Jira
- Slack
- Notion

EXAMPLE PROMPT

Look at our current sprint in **Jira project "WEBAPP"** and create a **status update** that includes:

- Sprint progress (done vs. in progress vs. to do)
- Blocked items and why they are blocked
- Who is overloaded (more than 3 in-progress tickets)
- Risk assessment for hitting the sprint goal

Post a summary to the **#team-updates** Slack channel and save the full report in our **Sprint Reports** Notion page.

What Claude does

CLAUDE'S OUTPUT

1. Reads sprint board

Pulls all tickets, statuses, assignees, and blockers from Jira

3. Assesses risk

Compares velocity against remaining work to predict sprint outcome

2. Analyzes workload

Identifies who has too many items and flags bottlenecks

4. Distributes updates

Posts a concise summary to Slack and the full report to Notion

Why this matters: Instead of spending 30 minutes each morning scanning Jira boards and writing status updates, you get a data-driven report ready to share with stakeholders in seconds. Focus on removing blockers, not reporting them.

Tips for Getting the Most Out of Cowork

Be specific in your prompts

The more detail you give, the better the output.

Instead of:

"Make a report from my data"

Try:

"Create a Q1 revenue report from the Sales Tracker sheet, grouped by region, with month-over-month trends"

Iterate on the output

Cowork sessions are conversational. Ask for changes.

- ✓ "Make the executive summary shorter"
- ✓ "Add a chart comparing Q1 vs Q4"
- ✓ "Change the tone to be more formal"
- ✓ "Can you also include last year's data?"
- ✓ "Export this as a Google Doc instead"

More ideas to try



Email Drafting

Connect Gmail to draft responses based on context from previous threads



Meeting Notes

Summarize Notion or Google Docs meeting notes into action items



Data Analysis

Analyze Google Sheets data and surface trends you might have missed



File Organization

Clean up and reorganize Google Drive folders by project or date



Weekly Planning

Pull calendar + tasks to create a prioritized weekly plan



Competitor Research

Search the web and compile structured competitive analysis reports

Remember: Cowork gets better the more connectors you add. Each connector gives Claude more context about your work, leading to more relevant and accurate outputs. Start with 2-3 connectors and expand from there.

AI at Work Academy

Ready to work smarter?

This guide covered the essentials. But there is much more you can do with Cowork, including creating custom **Skills**, automating recurring workflows, and setting up your team.

Module 7: Cowork Skills and Automation

- ✓ Create and customize Skills for your workflows
- ✓ Schedule tasks and automate recurring work
- ✓ Share Skills with your team
- ✓ Advanced connector strategies

workacademyai.com

12 modules | Module 1 free | Lifetime access

AI at Work Academy

From first prompt to building useful tools at work