

Claude Pro Training for Non-Technical Professionals

intensive, in-company, on-location

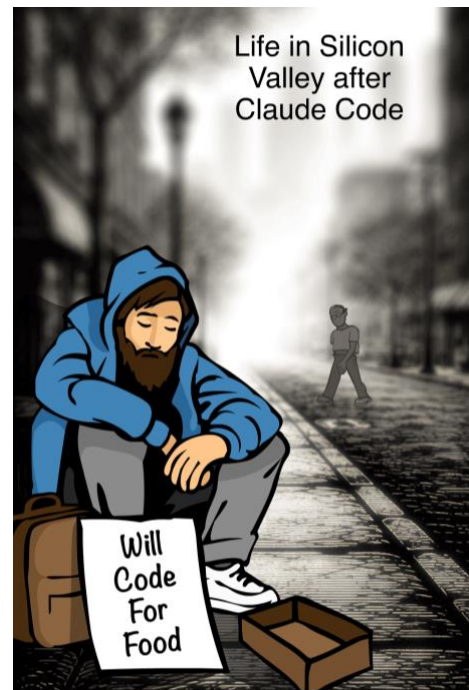
What's it about?

Claude is quickly becoming the model of choice for business and professional use. However, most people still use Claude for text, as a chatbot and email helper. The real value lies in the ecosystem around it and the growing number of tools that transform AI from a conversation partner into a genuine work platform.

This highly practical, hands-on training explores the complete Claude environment, both on desktop and smartphone app, and how the pieces fit together into real business workflows. You'll learn how to build systems that help you think more clearly, find information faster, create better content, automate repetitive tasks, and collaborate more effectively with AI. Whether you're already using ChatGPT, Copilot, or have a good start with Claude, this training helps you move beyond prompting and into AI-enabled ways of working that create measurable value.

After this training, you will be able to:

- *Understand the Claude ecosystem and working components*
- *Build and manage 'Projects' for context and consistency*
- *Create and use 'Skills' to standardize expertise, processes and outputs*
- *Connect Claude to business systems and information sources through 'Connectors'*
- *Use 'Automate' for repetitive tasks*
- *Learn effective prompting across different Claude environments*
- *Collaborate with 'Cowork' to improve thinking, planning and decision making*
- *Develop visual assets, prototypes and business concepts using 'Design'*
- *Use 'Code' without a technical background*



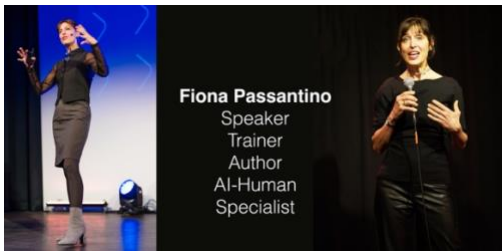


Meet your trainer: Fiona Passantino

Fiona Passantino is a passionate AI Integration Specialist, dealing with the Human elements of our Engagement, Communication and Culture. She is a trainer, workshop facilitator, professional executive coach, helping leaders and teams understand and integrate AI into their workflows.

Fiona is growing a considerable international following as a speaker, blogger, coach, podcast host and the author and illustrator of the 2023 UK Business Book Award-winning “**Comic Books for Executives**” series, which include the Handbook for Engagement and Communication. She is the host of the podcast “**Working Humans**”. Her latest book is “**AI-Powered Professional**”.

Before her launch as an independent consultant, Fiona was embedded in corporate communications for 15 years, working for some of the largest international companies in Europe. She received an MBA in Management from the University of Amsterdam in leadership with a concentration in AI. Fiona is a trainer with Schouten & Nelissen, IMK, Suas and In-Company. She is a Stewart Leadership Co-Active Coach and ICF member.



Fiona Speaker Reel

READ MORE...

Embodied AI
Keeping Data Safe
The AI-Powered Comeback
Voice-Activated AI
AI Tech Bro Culture
Right-Brain, Left-Brain AI
AI-Powered Onboarding
Quantum Computing
The EU AI Act Explained

RECENT TALKS

2024.06.15 TechTalk
2024.05.07 VMA GROUP: AI for Communication and Content Creation
2024.05.01 Rotary AI Noordwijk (nederlands)
2024.08.15 HRCORE: Becoming an AI-Human Co-Creator
2024.03.08 HR.COM High-Visibility Leadership for Women

STEWART
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& **NELISSEN**

IMK
opleidingen

ICF
Member
INTERNATIONAL
COACHING
FEDERATION

CO-ACTIVE*
TRAINING INSTITUTE

de baak

TESTIMONIALS

S. Loughran: "Great session - brain aching with new information!"

J. Ridley: "So insightful... thank you."

L. Biro: "This was mind-blowing, thank you!"

S. Walmsley: "Great content and useful information. Thank you!"

S. Riley, HR.com: "I thought the presentation was great! I love how passionate and relatable she is."

N. Morelli, Rotary Club the Hague: "The AI presentation was much appreciated! Personally, I learned much more about AI and, thanks to her clear explanation, I have a better idea of how it works and if how it can be applied!"

L. Carola, HR.com: "The facilitator was so very knowledgeable, and I would recommend this presentation to anyone who is a novice in AI; she was excellent!! You all will need to invite her back again for another similar presentation."

M. Shortle, HR.com: "So interesting! Far more information that I've had in other presentations on AI."

F. Baily, HR Lead CLL: "The team thoroughly enjoyed the keynote speech and the interactive session that followed. It was a great meeting for learning more about AI."

G. Wilkinson, TheTruthWorks: "Just wanted to say thanks again for your brilliant contribution to the panel. You brought such energy and interesting discussions."

K. van den Berg, Head of Talent ABN AMRO bank bv: "Really great and insightful presentation!"

D. Van Damme, [Salesmarketeer.nl](https://www.salesmarketeer.nl): "Fiona Passantino's masterclass was so inspiring and educational for Sales Marketers! It is indeed exciting to see how AI is transforming our understanding of the world and enabling us to develop new skills. It was particularly instructive in sharing knowledge and exploring the potential of AI. This is crucial in our rapidly evolving technological world. Here's to more inspiring and educational experiences in the future! 🙌"

V. Veleva, Female Ventures NL: "Fiona has the unique ability to balance practical tips on ChatGPT and Mid Journey with a wealth of knowledge on AI. I had the chance to witness her powerful presence when she gave a workshop held for 70 people with the aim of encouraging female leadership, where she successfully translated the theory of Artificial intelligence and Machine Learning into a captivating message with a wonderful sense of humour met with enthusiasm from the participants. We are grateful Fiona volunteered her time and gave a workshop for Female Ventures."

H. Simpkins, Senior Internal Communications Business Partner AXA UK: "Thank you Fiona for a really thought-provoking session. Left me with a lot of thoughts around the role of AI in speeding up what we do, and how we can use it to improve the visual nature of our messages. It's always been the costliest part of comms to create visually engaging stories but as you say Fiona, so much opportunity if we do."



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