

/ activate intelligence /

Claude at Excellera

Session 2

prompting, artifacts, memory.

What this course is.

four sessions, sixty minutes each. demo-led. no homework.

01

LAST WEEK

orientation, model picker,
your first real
conversation.

02

TODAY

prompting, artifacts,
memory.

03

NEXT WEEK

projects: build, share, and
iterate.

04

WEEK 4

skills, deep research,
chrome, mcp, office agents.

Today.

Three topics.

- | | | |
|----|------------------|--------------------------------|
| 01 | prompting | structure a prompt that works. |
| 02 | artifacts | documents, tables, tools. |
| 03 | memory | claude remembers who you are. |

Everything is context.

a clearer prompt is context. a file is context. memory is context.

a project is context. a style is context.

every feature you learn from here on is a different way of giving claude better context.

01

Prompting.

structuring prompts that work.

Four parts to a good prompt.

a checklist for when a prompt isn't working.

01

context.

who you are. what the situation is. what claude needs to know to help you well.

02

task.

what you want it to do. specifically.

03

format.

how the output should look. a list, a table, a paragraph, a length.

04

constraints.

tone, must-includes, must-excludes. what to avoid.

L I V E D E M O

The summariser prompt

a vague prompt, then a specific one. read both. see what changes.

DEMO 01 / JOURNALIST FOLLOW-UP

First try, then refined.

FIRST TRY

"can you summarise the Excellera Knowledge Base – AI Interview Agent page in Notion?"

REFINED

"Summarise the Excellera Knowledge Base – AI Interview Agent page in Notion as succinctly as possible. Make sure to focus on the 'how'. I need the summary to be brief, clear and easy to read as I will be copying it into an email. Do not write the email, I just want the summary."

first try / refined / compare side by side

L I V E D E M O

Ask Claude to interview you.

02

Artifacts.

where claude makes the thing.

Chat vs artifact.

two different surfaces, same conversation.

CHAT

Where you talk.

question and answer. iterative back and forth.
lives inline in the thread.

ARTIFACT

Where claude builds.

a document, a table, a tool, a visualisation.
lives in its own panel. you can edit a section,
iterate, download, share.

L I V E D E M O

The press release word doc.

one prompt. a briefing in the side panel. edit a paragraph. ask for an italian version.

03

Memory.

claude remembers who you are.

What belongs. What doesn't.

a colleague who knows you, not a shared folder.

BELONGS

Things that are true about you.

your role and team. the practice areas you cover. the languages you write in. your tone preferences. your recurring context.

DOESN'T

Task-specific knowledge.

a client's brand voice. a specific brief's constraints. a one-off document. all of that goes in a project – we cover projects next week.

L I V E D E M O

Setting up memory.

settings, capabilities, memory. tell claude once.

Questions.

drop them in the chat.

What happens next.

/ **try one thing this week**

a prompt you already use. rework it with the four-part pattern.

/ **set up memory**

two minutes. it pays back every conversation after.

/ **next week**

evgeniya takes you through projects: build, share, and iterate.

Thank you.