



Mastering Claude AI for Business

HRD Corp Claimable (SBL-Khas)

As generative AI rapidly reshapes the way businesses operate, tools like Claude AI have evolved from simple chatbots into complete working platforms that can analyse data, produce documents, automate workflows, and even build websites and applications. Professionals who master these tools gain a significant and lasting productivity advantage.

This course provides a comprehensive and hands-on understanding of the Claude AI platform, covering its three working modes (Chat, Cowork and Code), connectors to everyday business tools such as Gmail, Notion and Google Drive, model selection, and advanced automation features including Dispatch, Skills, Plugins and AI Agents. Participants will practise on real business scenarios throughout the day.

The programme is designed to bridge the gap between AI hype and actual business practice, enabling participants to set up, customise, and apply Claude AI confidently in their daily work.

Learning Outcomes

By the end of this program, participants will be able to:

- Explain how generative AI produces its output and identify the tasks in their own business where AI delivers the highest value
- Select and operate the appropriate Claude working mode (Chat, Cowork, Code) for a given business task
- Connect Claude to their existing business tools (email, calendar, cloud documents) and choose the appropriate model for each task
- Analyse business data and produce reports and interactive dashboards using natural-language instructions
- Convert recurring manual tasks into reusable, scheduled AI workflows
- Build and publish a simple business website using AI-assisted coding, and package it as an installable Android application
- Develop a practical AI adoption plan for their organisation based on a comparison of the major AI agents in the market

Pre-Requisite

- Stable Internet Connection
- Webcam and Earphones

Course Content

Module 1: Claude AI Overview & AI Fundamentals

- Understanding how generative AI works and its foundational principles
- Key differences between Claude AI and other generative AI platforms
- Navigating and switching confidently between the three primary working modes: Chat, Cowork, and Code
- Practical understanding of bridging the gap between AI hype and actual business practice

Module 2: Settings, Models & Connectors

- Configuring advanced settings and managing Projects
- Integrating Claude AI with everyday business tools using Connectors (Gmail, Notion, and Google Drive)
- Strategies for selecting the appropriate Claude AI model for specific business tasks
- Hands-on exercises to customize the platform for daily operations

Module 3: Cowork Mode, Business Data Analysis & Live Artifacts

- Utilizing Cowork mode for comprehensive business data analysis
- Generating actionable business reports and preparing documents efficiently
- Creating and managing Live Artifacts for dynamic document production
- Applying AI for sales, marketing, and administration reporting

Module 4: Dispatch & Mobile-to-Desktop Automation

- Introduction to the Dispatch feature for seamless cross-device workflows
- Setting up mobile-to-desktop automation to handle repetitive business tasks
- Strategies for achieving significant productivity gains and reducing manual administration

Module 5: Skills & Plugins

- Automating complex, recurring business workflows using Skills and Plugins
- Packaging successful AI prompts and processes into repeatable systems
- Customizing the AI platform to independently handle specific operational duties

Module 6: Building Websites & Mobile Apps with Claude Code

- Introduction to Claude Code mode designed for professionals without a programming background
- Step-by-step guidance on building and deploying a simple website
- Creating a functional Android application from scratch
- Transforming business ideas into digital applications efficiently

When & Where

4 December 2026

(Friday)

9.00 am to 5.00 pm

Remote Online Training

– Zoom

Who Should Attend

Business Owners,
Managers, Executives,
and Self-Employed
Professionals across
Operations, Sales,
Administration, and
Finance who want to
apply AI to boost daily
workplace productivity

Training Investment

RM 800 per participant
(inclusive of Service Tax,
Online Course Materials, E-
Certificate of Attendance)

 **Group Promo: Save 15%**
Register min. 3 pax for
RM 680 per pax (Normal Rate:
RM 800)

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Trainer's Profile

Ariest Tan

Mr. Ariest Tan is an AI adoption specialist, corporate trainer, and serial entrepreneur with more than 20 years of professional experience spanning software development, enterprise systems, e-commerce, and AI driven business transformation.

A computing graduate from Northumbria University (UK), Ariest began his career as an IT programmer building enterprise business software. Between 2007 and 2008, he served as a Business Analyst in Hong Kong, where he supported the implementation of enterprise telephony systems for major organisations including Hutchison 3G Hong Kong (3), the Hong Kong Government, and The Hong Kong Jockey Club. This rare combination of hands-on technical depth and front-line business leadership allows him to bridge a gap most trainers cannot: he doesn't just teach AI concepts — he builds working AI tools, and teaches business owners to do the same.

Over the past 12 months alone, Ariest has trained more than 800 participants in practical AI skills — ranging from prompt engineering and AI video creation to vibe coding, AI agents, and workflow automation.

His participants include SME owners, professionals, and founders of established firms - among them Violet & Co (an MIA-registered accounting firm) and JDF Venture, both HRDC accredited trainers themselves - who have applied his methods directly in their own practices.

Ariest is also a senior leader in the health and wellness industry, heading one of Malaysia's top-performing sales teams under a global wellness brand. He applies AI directly inside this business - from customer management apps to automated coaching systems - making his training grounded in real, revenue generating use cases rather than theory.

His training style is hands-on and outcome-driven: participants leave each session with working tools, not just notes. He delivers fluently in both Mandarin and English.

His mission: to make AI practical, profitable, and accessible for every business owner - regardless of technical background.

Register [HERE](#)

Other Programmes [HERE](#)



Contact Us

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