COURSE SYLLABUS

AI for Financial Services (Self-Paced)

Use Claude to streamline drafting, analysis, and documentation with a personalized workflow that supports client communications, reporting, compliance work, and professional review.

For more information, visit
https://www.creativelive.com/classes/ai-for-financial-services-self-paced

Course Outline

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Module 1: Getting Started with Claude AI

- Explain how Claude works in plain language and identify the model tiers, plans, and interface
- Understand the context window, how Claude processes information, and when to start new conversations
- Practice your first Claude conversation using a financial services-specific prompt
- Identify what Claude does well, what it doesn't, and when human judgment is essential

Module 2: Prompting Fundamentals

- Apply the five-part prompt framework: context, task, format, constraints, and examples
- Write effective prompts across five use cases: writing, summarization, analysis, research, and creative problem-solving
- Recognize and fix common prompting mistakes that produce vague or unusable output
- Practice prompting with financial services scenarios: drafting a client portfolio review letter, summarizing a regulatory update, and writing an investment committee briefing

Module 3: Working with Files & Documents

- Upload and analyze images, PDFs, spreadsheets, and documents directly in Claude
- Use Claude to extract, compare, and summarize information from uploaded files
- Work with financial services file types: portfolio reports, compliance checklists, market research PDFs, client account summaries, and regulatory filings
- Complete a hands-on document analysis exercise using provided financial services sample files

Module 4: Projects & Knowledge Bases

- Explain how Projects use custom instructions and knowledge bases to organize ongoing work
- Write effective Project instructions that encode your role, audience, format preferences, and rules
- Upload reference documents and understand how RAG retrieves relevant content
- Create a financial services Project for a client engagement or compliance review using provided sample documents and templates

Module 5: Artifacts, Styles, Memory & Usage Management

- Create reusable deliverables with Artifacts and edit them directly or through conversation
- Build custom Styles that match your professional communication voice
- Configure Memory to retain key context about you and your work across conversations

- Apply usage management techniques to extend your plan value

Module 6: Introduction to Claude Cowork

- Explain what Cowork is and how it differs from the claude.ai chat interface
- Read, write, and manage files from your desktop environment
- Configure guardrails, file permissions, and network settings for safe use
- Understand prompt injection risks and how to protect against them

Module 7: Advanced Prompting & AI Tool Selection

- Use role-based prompting, chain-of-thought reasoning, and multi-step workflows
- Apply Extended Thinking, web search, and the You Ask Me technique for complex tasks
- Compare Claude with ChatGPT, Copilot, and Gemini to choose the right tool for each task
- Practice advanced prompting with financial services scenarios: analyzing a portfolio allocation for a client review, building a compliance audit response step by step, and preparing a quarterly market commentary

Module 8: Context System, Connectors & Integrations

- Build foundational context files and set Global Instructions that apply to every Cowork session
- Connect Claude to Slack, Google Drive, Gmail, and other workplace tools
- Use Claude natively in Excel and PowerPoint with the Office add-ins
- Configure your context system and connections for financial services workflows, including portfolio analysis in Excel and client presentations in PowerPoint

Module 9: AI for Financial Services — Core Workflows

- Use Claude to draft personalized client communications: review letters, onboarding materials, and quarterly updates in your firm's voice
- Produce portfolio analysis narratives, performance summaries, and investment rationale documentation from data exports
- Build compliance documentation, audit preparation materials, and regulatory response drafts with appropriate review gates
- Summarize market research, economic commentary, and industry reports into client-ready or internal briefings
- Complete a hands-on lab producing a multi-document financial services package

Module 10: Capstone — Build Your Financial Services Claude System

- Audit your financial services tasks and identify the highest-value opportunities for Claude assistance
- Configure a personalized financial services Claude system: Projects, context files, Styles, and connected tools
- Run a complete end-to-end client service workflow: portfolio review letter, market commentary summary, compliance documentation update, and client meeting preparation brief
- Create a Week 1 action plan for applying what you've learned to your financial services role