COURSE SYLLABUS

AI for Financial Services

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

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

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Course Outline

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
- Supply source material yourself rather than asking Claude to recall figures from memory
- Recognize the difference between extractive and abstractive summarization, and catch qualifier drift before it reaches a reader
- Practice with financial services scenarios: a weak prompt, a fully sourced prompt, and a constrained prompt for the same deliverable

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 retrieval surfaces relevant material automatically
- Create a financial services Project for a client engagement or compliance review using provided sample documents and templates

Module 5: Artifacts, Skills, Memory & Usage Management

- Create reusable deliverables with Artifacts, and edit them directly or through conversation
- Build a Skill that carries your firm's writing voice, reproduced from real samples rather than described

- Author a reusable Skill that packages a recurring workflow, with its own checkpoints built in
- 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 web search and the You Ask Me technique to complex, ambiguous tasks
- Evaluate any AI tool for regulated work on a three-axis test: cost including verification, confidentiality, and audit trail
- 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, and assess what each connection actually grants
- Use Claude natively in Excel and PowerPoint with the Office add-ins
- Set up Scheduled Tasks for recurring work such as regulatory watch and periodic reporting, and apply the test for what may run unattended and what may not
- Configure your context system and connections for financial services workflows, including portfolio analysis in Excel and client presentations in PowerPoint

Module 9: Core Financial Services Workflows

- Draft client communications, review letters and quarterly updates, in the order that keeps a fabricated figure structurally impossible
- Produce portfolio analysis narratives and performance commentary that express a conclusion you supplied, reproduced in your firm's voice
- Build compliance documentation and audit-preparation materials that state evidentiary gaps plainly instead of writing around them
- Summarize market research and economic commentary from multiple sources while preserving attribution and disagreement
- Document an internal process as it is actually performed, including the workarounds a designed process leaves out
- Complete a hands-on lab producing a client letter, performance commentary, and a research synthesis from the same verified figures

Module 10: Capstone — Build Your Financial Services Claude System

- Audit your financial services tasks and identify the highest-value opportunities for Claude assistance
- Assemble a personalized financial services Claude system: a Project, context files, a Skill that carries your voice, a packaged reusable Skill, and a scheduled recurring task
- 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