

WebAi.Scot

The Your Digital PA

Full Curriculum - 10 Sessions x 2 Hours

Verified against Cowork and MCP ecosystem - March 2026

Strictly Claude and Anthropic. Built from real operational experience. Designed for solopreneurs and micro-businesses who want a properly integrated Ai Digital PA - not theory, not generic tools, not ChatGPT. Every session reflects what is currently live and verified as of March 2026, including Projects, Dispatch, the /schedule command, and the full Connectors Directory.

build at a Glance

Format	10 sessions × 2 hours (20 hours total)
Structure	60-minute presentation + 60-minute hands-on per session
Audience	Solopreneurs and micro-business owners. No technical background required.
Tools Covered	Claude Max, Cowork desktop (Mac), Projects, Connectors, Plugins, MCP, Dispatch, /schedule
What is Required	An Apple Mac (MacBook, iMac, Mac mini, Mac Studio, or Mac Pro) which will be used constantly for your Digital PA (It cannot easily be swapped without cost), a Claude Max subscription, and a real business to apply everything to immediately
What You Leave With	A fully configured, tested, and documented Ai Digital PA connected to your real tools - running from Session 1 and fully documented by Session 10.
Price	£2,500 per participant. Equipment additional where applicable. Pre-Build technical setup session included.
Delivery	All sessions delivered remotely online. On-site options are available as an On-Site Intensive Build - see the back of this document.
Accuracy Note	<p>Curriculum verified March 2026. Cowork is in research preview - features update frequently. Content will be refreshed each cohort.</p> <p>All future Claude Chat and Claude Cowork updates will be included and sent to past participants as updates are released, with instructions on how to use them where appropriate, for one year from your cohort date. This build is designed for and</p>

delivered on Apple Mac. All demonstrations, setup sessions, troubleshooting, and support are Mac-only. We deliver on Mac because that is what we run our own systems on - it means we can support you from direct experience rather than reading from documentation.

What You Build Across the build

- Before Session 1: your technical infrastructure configured and verified
- Your Google Cloud project, OAuth credentials, MCP server, and Google Workspace connections (Gmail, Calendar, Drive) - all set up on your machine during the Pre-Build remote setup session. This Pre-Build remote setup will be scheduled at a time to suit you. You arrive at Session 1 with everything working.
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- During the 10 sessions: your production system built, tested, and documented
- A Claude Max account properly configured for production use - not the free tier, not Pro
- Claude Cowork desktop installed on your machine with your voice guide and global instructions active from Session 3 onwards
- A Projects structure that separates your client work, keeps context clean, and gives Claude institutional memory of each business area
- A four-folder architecture within each Project - Identity, Templates, Active Work, Outputs - populated with your real business materials
- A global instructions file and at least two custom skills tailored to your most repeated tasks
- Google Workspace workflows mastered - real cross-tool tasks using your Gmail, Calendar, and Drive connections to handle email, scheduling, and document management as part of your daily system
- At least one additional tool connected - CRM, project management, invoicing, or other - via Connectors or MCP, built on top of the MCP infrastructure already configured on your machine
- The Productivity plugin installed and configured, plus one custom plugin built for your specific workflow
- A scheduled daily briefing running automatically every morning via /schedule
- Dispatch paired on your phone - task delegation from wherever you are, execution on your desktop
- A documented morning dispatch workflow: 30 minutes of direction producing a full day of production output
- A one-page system summary: every component documented so you can maintain, expand, and hand it over
- A documented troubleshooting approach for when things do not work as expected - the diagnostic habit that keeps you self-sufficient after Session 10

- A quick reference card showing every component in your system and how to trigger each piece - your daily cheat sheet for the first month

Pre-Build Technical Setup - Remote Configuration Session

Before Session 1 begins, each participant receives a one-to-one remote setup session with the trainer. This is where the technical plumbing gets done - so none of your 20 build hours are spent watching someone navigate Google Cloud Console.

How it works: the trainer connects to your machine via Google Chrome Remote Desktop (free, secure, requires only Chrome and a Google account). You watch and ask questions while the trainer configures everything hands-on.

What gets configured:

Google Cloud project created and configured for your business

OAuth credentials set up for Gmail, Calendar, and Drive integration

MCP server installed and tested on your machine - confirmed working with Claude Desktop before Session 1

All API connections verified end-to-end

Time required: approximately 60 to 90 minutes per participant, scheduled at a time that suits you in the week before your build starts.

Why this matters: participants arrive at Session 1 with every technical integration already working. Your first experience of Claude is productive - not technical. If anything needs troubleshooting, there is time to fix it before the build begins rather than burning a session on it.

This setup session is included in the build fee for both the 10-Session Build and the Intensive Build.

The Ten Sessions - Learning Arc

Sessions 1 and 2 establish the foundation: how Claude works and how to collaborate with it properly. Sessions 3 through 5 build the permanent system infrastructure: Cowork, Projects, folder architecture, global instructions, and custom skills. Sessions 6 and 7 put your pre-configured integrations to work: building real cross-tool workflows with Google Workspace and mastering the plugin ecosystem. Session 8 expands to your full tool stack, connecting additional business tools on top of the MCP infrastructure already on your machine. Session 9 adds automation: scheduled tasks, Dispatch, and the morning dispatch workflow. Session 10 assembles everything, audits it, documents it, and sends participants away with a running system and the knowledge to keep building.

1	Understanding Claude - How It Works and Where It Needs You
2	Claude as Your Thinking Partner - Writing, Research, and Voice
3	Claude Cowork - Installing Your Ai Digital PA
4	Projects and Folder Architecture - Building Claude's Memory
5	Global Instructions and Custom Skills - Teaching Claude Who It Works For
6	Connectors - Putting Your Integrations to Work
7	Plugins - Bundled Power for Solopreneur Workflows
8	Expanding Your Stack - CRM, Project Management, and MCP
9	Scheduled Tasks, Dispatch, and the Morning Workflow
10	Your Complete System - Review, Refinement, and What Comes Next

Session 1

Understanding Claude - How It Works and Where It Needs You

Getting the fundamentals right before touching any tools

Part 1 - Presentation (60 min) - What Claude Is and How to Work With It

- What Claude is: a reasoning system that works best when you give it context, structure, and clear intent. It does not know your business until you teach it - and that is what this build does. Where Claude excels and where it needs your judgement - the practical distinction that shapes how you use it every day
- Why most people extract almost nothing from Claude: the copy-paste workflow problem explained
- How Claude reads context: why a brief outperforms a prompt every time
- Claude's memory model: what it knows within a conversation and what it forgets when you close the tab
- The subscription tier that matters for this build: Claude Max is required. Every time Claude works on a task, reads your files, runs a background job, or connects to your tools, it uses tokens. the build teaches you to run Claude as a production system - background tasks, scheduled briefings, sub-agents, multiple connectors working together - and that level of use burns through tokens quickly. Pro will hit its limits within days of working this way. Max gives you five times the capacity at the standard tier (roughly £90/month) or twenty times at the top tier (roughly £180/month). We recommend starting with the standard Max tier and upgrading only if you find yourself hitting limits regularly
- Opus versus Sonnet: when to use which model and why the extended context window matters for solopreneurs - current model names will be confirmed at the start of each cohort
- Live demonstration: the same task done badly with a vague prompt, then done properly with a business brief - the difference in output quality is the lesson

Part 2 - Hands-On (60 min) - Your First Proper Claude Session

- Set up your Claude Max account - subscription confirmed and active before this session
- Write your first business brief, not a prompt: who you are, what you need, who the audience is, what good looks like
- Produce one piece of real work from your own business: a client email, a proposal outline, or a content piece
- Iterate and refine using the feedback loop: ask Claude what it would improve, then implement that
- Group discussion: what surprised you, what felt wrong, what worked better than expected

Session Outcome

Participants understand how Claude processes context, hold their first productive business conversation, and produce one piece of real work before the session ends.

Between Sessions

Use Claude every day this week for one real task. No tutorials, no YouTube guides - just your actual work. Write down one sentence describing what happened each day. Bring your notes to Session 2.

Session 2

Claude as Your Thinking Partner - Writing, Research, and Voice

Moving from task completion to genuine collaboration

Part 2 - Presentation (60 min) - Getting Quality Output Consistently

- Why Claude's first answer is rarely its best: the iteration principle and how to use it
- How to give Claude your voice: what a voice guide is, what it contains, and why it changes every output from the moment you write it
- The difference between asking Claude to write something and asking it to think through something - and when each approach is right
- Using Claude for research: what it knows reliably, what it hallucinates, and how to build a verification habit without making the process tedious
- Structuring complex tasks in stages rather than one giant prompt: why this produces better work and how to develop the habit
- Projects versus fresh conversations: when each is appropriate and why the distinction matters before we build the full system in Session 3
- Live demonstration: building a complete client proposal brief in real time, with the voice guide applied

Part 2 - Hands-On (60 min) - Build Your Voice Guide (Draft v1)

- Take the notes from this week's homework: what did you notice about Claude's default outputs?
- Use the Voice Guide Template (provided) to write your draft v1 voice guide. The template has five sections: How My Business Sounds (two sentences), Words and Phrases I Always Use, Words and Phrases I Never Use, My Typical Audience, and One Paragraph That Sounds Like Me. Fill in what you can - this is a starting point, not a finished product. It will be refined across Sessions 3 to 5 as you see it in action.
- Test the voice guide immediately: give Claude the same task you tried in Session 1 this week, now with the voice guide included

- Compare the two outputs side by side - what changed, what still needs refinement
- Save the voice guide as a text file: this becomes the foundation of your folder architecture in Session 3

Session Outcome

Participants can produce consistently on-brand output using Claude for writing, research, and analysis - and have a reusable draft voice guide that will carry through the rest of the build.

Between Sessions

Apply your voice guide to three different types of tasks this week: one piece of written content, one research task, and one planning or analytical task. Note where the voice guide helped and where it was ignored. Bring the file to Session 3.

Session 3

Claude Cowork - Installing Your Ai Digital PA

The shift from browser chatbot to production system

Part 1 - Presentation (60 min) - What Cowork Is and Why It Changes the Model

- The fundamental difference between Claude in a browser tab and Claude Cowork on your desktop: one is a conversation, the other is a production system
- What Cowork can do that the web interface cannot: background tasks, file system access, sub-agents working in parallel, skills that handle specific file types, and connectors that reach your tools
- Sub-agents explained clearly: how Claude spins up independent parallel workers, coordinates their outputs, and returns consolidated results - what this means for a solo operator managing multiple client projects
- Built-in skills that matter for solopreneurs: PDF, DOCX, PPTX, and XLSX - what each handles and when to use them
- The Skill Creator: how to build a custom skill for your specific workflow without writing code
- The morning dispatch concept introduced for the first time: assign tasks, step away, review outputs - the rhythm of a properly configured one-person production system
- Research preview status: what this means in practice, what it does not yet do, and how to work within its real constraints

Part 2 - Hands-On (60 min) - Install, Configure, First Task

- Download and install Claude Desktop (macOS - confirm requirements: macOS, minimum 8GB RAM recommended)
- Sign in with your Claude Max account and confirm Cowork is accessible
- Configure initial preferences: default file locations, notification settings, and the global instructions field
- Paste your voice guide from Session 2 into the global instructions - this is the first piece of your permanent system
- Assign your first background task. Choose from one of three tested starter briefs provided, or use your own task if you have something specific. The starter briefs are designed to reliably produce good output so your first experience of delegation is a positive one.
- Step away from the screen for ten minutes. Let it run. Return and review what was produced.
- Group discussion: what it produced, how it compares to a browser session, what you would do differently next time

Session Outcome

Participants have Claude Cowork installed, configured, and running their first real background task before they leave - experiencing the shift from conversation to delegation.

Between Sessions

Use Cowork every day this week. Assign at least one background task each day. Note which task types it handles well and which need more specific instructions. Start thinking about how your work files are currently organised - or not.

Session 4

Projects and Folder Architecture - Building Claude's Memory

The setup most people skip. The one that makes everything else work.

Part 1 - Presentation (60 min) - Why Claude Needs Somewhere to Read From

- Projects launched on March 20, 2026: what they are, how they work, and why they are now the correct way to organise everything in Cowork
- What a Project contains: its own files, folder connections, custom instructions, project-scoped memory, scheduled tasks, and conversation history - all kept separate from other projects
- The folder architecture that sits inside each Project: Identity, Templates, Active Work, Outputs - and why this specific taxonomy. Identity holds who you are and rarely changes. Templates hold how you produce and evolve slowly. Active Work holds what you are doing now and changes daily. Outputs hold what Claude has produced and

serve as your audit trail. If your business needs a fifth folder, add one. The principle is: separate what changes rarely from what changes constantly.

- The Identity folder in depth: your voice guide, your business description, your service list, your client communication standards, your brand colours and tone rules
- The Templates folder: reusable structures for proposals, client emails, invoices, briefs, social posts - anything you produce more than twice
- How Projects eliminate context bleeding: why a client brief from one project cannot accidentally appear in another - and why this matters when you are running parallel client work
- Live demonstration: the same task run without a Project (generic output) versus with a fully configured Project (business-specific output) - the difference is the argument

Part 2 - Hands-On (60 min) - Build Your First Project

- Create your first Project in Cowork: name it for your primary business or client area
- Build the folder structure on your machine: create the four core folders
- Populate Identity: move your voice guide in, write a two-paragraph business description, and list your three to five core services
- Write your first template: either a client email structure, a proposal outline, or a brief format you use regularly
- Connect the Project folder in Cowork so Claude reads it before every task
- Run a task inside the Project - compare the output to last week's task without Project context
- For those with multiple businesses or client streams: sketch out how many Projects you will need and what each one requires

Session Outcome

Participants have a working Projects structure and folder architecture on their machine - Claude reads their business context before every task and produces work that reflects their actual client relationships and brand standards.

Between Sessions

Build out your Identity folder fully before Session 5. Add: brand standards, a list of things Claude should never say or do for your business, and at least two templates. The more complete this is, the better Session 5 will go.

Session 5

Global Instructions and Custom Skills - Teaching Claude Who It Works For

The files that change every output from this point forward

Part 1 - Presentation (60 min) - Instructions and Skills in Depth

- Global instructions versus Project instructions: what each does, how they interact, and which takes priority - understanding the hierarchy prevents the frustration of instructions being ignored
- What global instructions should contain: your identity, your tone, your output preferences, your quality standards, what Claude should always do, and critically what it should never do
- Common mistakes in instructions files: too vague ('be professional'), too long (Claude stops reading), contradictory (conflicting format rules), or missing the most important constraint for your business
- The Skill Creator plugin in practice: how to interview Claude about what you need, let it draft the skill file, test it, and refine it - all without writing a line of code
- The built-in skills and when each one is the right tool: PDF for client documents, DOCX for proposals and reports, PPTX for presentations, XLSX for data - the Anthropic plugin library continues to grow, so we review what is current at the start of each cohort
- How skills evolve: the instruction file you write today is a starting point, not a finished product - building a habit of refinement is more valuable than perfection on day one
- Live demonstration: writing a custom skill for a specific solopreneur workflow - a weekly client update report, a social post formatter, or a proposal builder

Part 2 - Hands-On (60 min) - Write, Install, and Test

- Draft your global instructions file using the structure covered in the presentation: identity, tone, output format, quality standards, hard rules
- Install it in Cowork via Settings and confirm it is active
- Use the Skill Creator to build one custom skill for your most repeated task - let Claude interview you about what the skill needs to do
- Install the custom skill and run it on a real piece of work
- Test three different tasks and check whether the global instructions are being applied consistently - note any gaps
- Peer review: share one output with the group and get feedback on whether it sounds like the business and meets the quality standard described in the instructions

Session Outcome

Participants have a complete global instructions file and at least one custom skill that handles a task specific to their business - both tested and confirmed working.

Between Sessions

Run every task this week through Cowork with your global instructions and custom skill active. Every time an output does not match your expectations, identify whether the problem is in the instructions, the skill, or the task brief. Fix one thing before Session 6.

Session 6

Connectors - Putting Your Integrations to Work

Your integrations are live. Now make them earn their keep.

Part 1 - Presentation (60 min) - The Connectors Directory and How It Works

- The copy-paste workflow problem revisited with fresh eyes: now that you have seen what Cowork can do with local files, here is what happens when it can reach your live tools - and yours are already connected
- The Connectors Directory: 50+ integrations available on all paid plans - your Google Workspace connections were configured during the Pre-Build setup, so today is about understanding what they can do and building real workflows
- Google Workspace in depth - what each connector actually does: Gmail (search, read, and draft emails), Google Calendar (read and write events, find free slots, create invitations), Google Drive (search files, read documents, use your own content as live context)
- The Gmail workflow you need to understand: Claude searches your inbox, reads messages, and drafts replies - but it never sends without your explicit approval. Every outgoing email gets your eyes on it before it leaves. This is the human-in-the-loop principle and it applies across all connectors. It is a feature, not a limitation.
- The compound effect: why two connected tools are more powerful than twice one connected tool - the cross-tool workflow concept
- What Claude can and cannot do through connectors: the distinction between reading and acting, and when to use dry-run mode
- The connector that most solopreneurs underestimate: Google Drive as live context - Claude reading your project briefs, client history, and proposal templates before writing anything
- Live demonstration: a single instruction that reads the Gmail inbox, cross-references a Google Drive project brief, and drafts a contextually accurate client response

Part 2 - Hands-On (60 min) - Build Real Workflows With Your Connected Tools

- Verify your pre-configured connections are live: open Cowork Settings, confirm Gmail, Calendar, and Drive are all showing as connected and active
- Your first real workflow - inbox triage: ask Claude to find all unread emails from the past week, categorise them by urgency, and draft replies to the three most important ones using your voice guide. Review the drafts and refine your instructions until the output matches how you would actually reply
- Calendar intelligence: ask Claude to review this week and next week's calendar, identify any gaps, flag any clashes, and suggest when to schedule a task you have been putting off. Cross-reference with your inbox to check whether any emails relate to upcoming meetings
- Google Drive as live context: ask Claude to find a specific client document or project brief in your Drive and use it as context for a new piece of work - a follow-up email, a status update, or a proposal outline. This is where the compound effect becomes real
- Build a compound workflow: write a single instruction that uses all three connections together - for example, read the inbox for emails from a specific client, check the calendar for your next meeting with them, pull their project brief from Drive, and draft a pre-meeting summary with suggested talking points
- Document your best workflow: save the instruction as a reusable template in your Templates folder so you can run it again next week without rewriting it

Session Outcome

Participants have built and documented their first real cross-tool workflows using their pre-configured Google Workspace connections - Claude reads their actual email, calendar, and documents to produce outputs that reflect real business context. Every participant leaves with at least one reusable workflow template saved to their system.

Between Sessions

Use at least one Google connector every day this week for a real task. The goal is to build the habit of asking Claude to do things that previously required you to open multiple tabs and do manually. Track the time you save.

Session 7

Plugins - Bundled Power for Solopreneur Workflows

Pre-built systems for the work you do most

Part 1 - Presentation (60 min) - The Plugin Ecosystem

- What a plugin is and how it differs from a skill or a connector: a plugin bundles skills, connectors, slash commands, and sub-agents into a single role-specific package - it is a pre-configured workflow, not just a tool
- The Anthropic plugin library and which categories matter for solopreneurs: Productivity (daily workflows, task management), Sales (pipeline, prospect research, proposal prep),

and Marketing (content drafting, brand voice, competitor briefs) are the three to know. The library is growing rapidly - reviewing new additions quarterly is worth building into your routine.

- The Plugin Creator: how to build a custom plugin from scratch using the built-in wizard - specifying the tools it bundles, the slash commands it creates, and the sub-agents it deploys
- How plugins use connectors: the Productivity plugin pulling from Slack, Notion, Asana, and Calendar simultaneously - a single slash command triggering a multi-tool workflow
- Evaluating a plugin before installing it: reading the YAML file, understanding what connectors it requires, checking whether the slash commands match your actual workflow
- The expanded plugin ecosystem: additional plugins now available for design, operations, HR and more - the ecosystem grows each month
- Live demonstration: the Productivity plugin in action - a daily briefing that pulls from calendar, email, and task management in a single command

Part 2 - Hands-On (60 min) - Install, Customise, Build

- Install the Productivity plugin from the Cowork plugin directory
- Configure it for your connectors: map the plugin's expected connections to your active Google Workspace connectors
- Run the daily briefing slash command with your own calendar and inbox - review what it produces
- Identify one workflow you do manually every week that this plugin does not cover
- Use the Plugin Creator to build a custom plugin for that workflow: name it, define the slash command, specify the connectors, set the sub-agent instructions
- Test the custom plugin on a real task - refine the sub-agent instructions based on the output

Session Outcome

Participants have installed and used the Productivity plugin for their own business, built one custom workflow using the Plugin Creator, and understand how to evaluate which plugins are relevant to their specific work.

Between Sessions

Install one additional plugin relevant to your business (Sales or Marketing depending on your work). Use it three times before Session 8. Bring your most useful workflow to share with the group.

Session 8

Expanding Your Stack - CRM, Project Management, and MCP

Connecting the rest of the tools your business runs on

Part 1 - Presentation (60 min) - Beyond Google: The Full Integration Ecosystem

- The Connectors Directory beyond Google: what is confirmed live for solopreneurs - Notion (knowledge base, search, create), Slack (message history, thread summaries, post updates), HubSpot (CRM data, pipeline stages, contact history), Asana (tasks, projects, deadlines), Stripe (payments, invoices, customer data), and more
- What MCP is in plain language: a universal adapter - and one is already running on your machine from the Pre-Build setup. If a tool supports MCP, Claude can connect to it directly - no middleman, no coding required on your end. You do not need to understand how it works. You just need to know whether your tool has one. Today is about expanding what your existing MCP infrastructure can reach.
- Official first-party MCP servers confirmed in March 2026: Notion, Slack, HubSpot, GitHub, Figma, Asana, Stripe, Atlassian (Jira/Confluence), Google Workspace CLI, Canva, Box, Linear, MongoDB - all built by the platforms themselves
- Managed MCP platforms for non-technical users: Zapier MCP (8,000+ integrations, familiar interface, most accessible) and Composio (500+ integrations, managed OAuth, free tier) - the two options that require no coding
- When to use built-in connectors versus a managed MCP platform versus adding to your existing MCP server: a practical decision framework based on how technical you want to get
- Quick Reference Card introduced: from this session onwards, participants maintain a one-page card showing every component in their system and how to trigger each piece. This becomes your daily cheat sheet for the first month after the build.
- Live demonstration: connecting HubSpot via MCP and running a pipeline summary - all deals in the proposal stage, latest activity, suggested follow-up actions

Part 2 - Hands-On (60 min) - Connect Your Specific Tools

- Each participant identifies the single most important tool in their business beyond Google that they want Claude to reach
- Guided setup: connect that tool via the Connectors Directory, a managed MCP platform, or by adding it to your existing MCP server (choice based on the tool and participant's comfort level)
- Run a real task using the new connection - give Claude a specific instruction that requires reading from that tool

- Document the workflow: write the instruction as a reusable template and save it to your Templates folder in the relevant Project
- Design one cross-tool workflow that uses three or more connected tools: write the instruction, test it, note what it gets right and what needs refinement
- Begin filling in your Quick Reference Card with every active component so far

Session Outcome

Participants have connected at least one additional tool specific to their business beyond Google Workspace, understand how to expand their existing MCP infrastructure with new tools, and have a documented multi-tool workflow that saves them real time.

Between Sessions

Document every active connection in your Cowork setup. For each one, write one reusable workflow instruction in plain language. These form the basis of your playbook in Session 9. Continue filling in your Quick Reference Card.

Session 9

Scheduled Tasks, Dispatch, and the Morning Workflow

Automating the recurring work and building your daily operating system

Part 1 - Presentation (60 min) - Automation, Mobile, and the Daily Rhythm

- The `/schedule` command: what it does, how to set it up, and the six most valuable recurring tasks for solopreneurs - daily inbox summary, weekly pipeline review, content batch, client status update, weekly report, end-of-week wrap
- How scheduled tasks work: they run in their own Cowork session with full access to connectors, skills, and plugins - the computer must be awake and Claude Desktop must be open
- The 'keep your machine awake' checklist: change your sleep settings so the laptop does not sleep when the lid is open, set Claude Desktop to launch at startup, understand that if the machine sleeps the scheduled task waits until it wakes up. Two minutes of setup that prevents the most common support question.
- Dispatch launched March 18, 2026: what it does, how to set it up (QR code pairing between mobile app and desktop), and what it enables - delegating tasks from your phone while Claude works on the desktop
- Honest limitations of Dispatch that participants need to know: the desktop must be awake, there are no completion notifications yet, only one thread at a time, and early reliability is approximately 50/50 - it is powerful but imperfect

- The morning dispatch workflow in full: open Cowork, review Projects, assign 3-5 tasks across active client work, instruct parallel sub-agents, step away - the 30-minute direction model that runs a full production day
- The task queue habit: how to capture work throughout the day so tomorrow's dispatch is ready without thinking - one note, one voice memo, one message to Dispatch from your phone
- WebAi.Scot as a live example: the documented operational model this build is built from - real timings, real outputs, real constraints

Part 2 - Hands-On (60 min) - Schedule, Pair, Dispatch

- Set up your first scheduled task using /schedule: a daily inbox summary every morning at 8am - configure it, confirm it, and let it run
- Set up a second scheduled task: a weekly Monday morning briefing that pulls from calendar, task management, and email to produce a week-ahead plan
- Install the Claude mobile app on your phone (iOS or Android)
- Pair Dispatch: open the Dispatch tab in Cowork sidebar, scan the QR code, confirm the connection
- Send your first task via Dispatch from your phone: a real piece of work that can run on the desktop while you step away
- Write your personal morning dispatch procedure as a one-page document: your step-by-step, your typical task types, your review checklist

Session Outcome

Participants leave with a scheduled daily briefing running automatically, Dispatch configured on their phone, and a documented morning workflow that runs a full production day from 30 minutes of oversight.

Between Sessions

Run your morning dispatch every day until Session 10. Use Dispatch from your phone at least twice. Use at least one scheduled task daily. Bring your best day (most output from least direction time) and your most difficult day to the final session.

Session 10

Your Complete System - Review, Refinement, and What Comes Next

Pulling everything together and making it yours permanently

Part 1 - Presentation (60 min) - The Full System and What Comes Next

- The six-component stack reviewed in full: Claude Max subscription, Cowork desktop, Projects and folder architecture, global instructions and custom skills, connectors and MCP integrations, scheduled tasks and Dispatch
- How the system evolves: adding new Projects as the business changes, updating instructions when your voice or standards shift, connecting new tools as they become relevant, building new skills for new task types
- Staying current with a rapidly evolving product: how to track Anthropic's release notes, when to update versus when to wait for stability, the habit of a monthly system review
- What to do when something breaks: the troubleshooting mindset - is it the instructions, the connector, the task brief, or the tool itself? A practical four-step diagnostic approach that keeps you self-sufficient
- What Cowork still cannot do reliably: the research preview limitations that are real and worth knowing - Dispatch reliability, usage limits even on Max during heavy sessions, no cloud sync for Projects, no collaboration features
- The gap that Ai does not close: where human judgement, relationships, and strategic thinking remain irreplaceable - and why that is the point, not a limitation
- The Anthropic roadmap and what is likely coming: Projects cloud sync, improved Dispatch reliability, expanded connector library - what to watch for

Part 2 - Hands-On (60 min) - Present, Audit, Document

- Each participant presents their complete system to the group using the three-minute template: active Projects, top workflow, scheduled tasks, and one thing they would change. Three minutes per person, 30 minutes total.
- Group audit (15 min): identify any gaps (a workflow that is not documented), redundancies (two skills doing the same job), or improvements (an instruction that could be sharper)
- Each participant writes their one-page system summary (10 min): the document that means you could hand this to someone else and they would understand what is configured and why
- Complete your Quick Reference Card: every component, every trigger, one page
- Set three goals for the 30 days after the build: one new connection, one new scheduled task, one new custom skill

Session Outcome

Participants leave with a fully configured, tested, and documented Ai Digital PA - every component in place, every workflow written down, and the confidence and understanding to maintain, expand, and build on it independently.

Post-build Support

All cohort participants are invited to a 30-minute group check-in four weeks after Session 10. Bring your best workflow improvement and your biggest remaining frustration. This session replaces the final Q&A from Session 10 - it works better with real questions that come from actually using the system solo.

The follow-up session is included in the build fee. No additional cost.

Alternative Delivery: The Intensive Build

For organisations and individuals that cannot commit to the 10-week build, the Your Digital PA Intensive Build delivers the same configured system in two focused days. Available remotely or on-site.

Format	2 days (9am-4pm, approximately 5.5 working hours per day after breaks). Available remotely or on-site.
Delivery	Remote via Google Meet and Chrome Remote Desktop, or on-site at the client's premises anywhere in the UK.
Audience	Solopreneurs, micro-business owners, or small teams. No technical background required.
Pre-Work	Business materials gathered in advance: brand description, example writing, tool logins, and existing templates. Provided to WebAi.Scot one week before the build.
What You Leave With	The same fully configured system as the 10-Session Build - installed, connected, tested, and documented.
Price	Remote: £3,750 per participant. On-site: £4,500 per participant (client pays transport and accommodation directly). Pre-Build technical setup session included in both.
Follow-Up	Two 60-minute remote check-in sessions at week 2 and week 4 after the build, included in the fee.

How It Differs from the 10-Session Build

The 10-Session Build is education plus build. Over 10 weeks, participants learn the principles, build gradually, and stress-test everything through weekly homework loops. The Intensive Build is build plus handover. You get the same configured system, but the emphasis is on getting it running and documented rather than on the teaching journey that surrounds it.

The Intensive works best for people who learn by doing and are comfortable picking up the 'why' from the documentation and follow-up sessions. The 10-Session Build works best for people who want to understand every layer before they build on it.

Remote or On-Site

The Intensive Build is available in two formats.

Remote Intensive: delivered over two days via Google Meet, with the trainer connecting to your machine via Google Chrome Remote Desktop for all hands-on setup. You watch, ask questions, and learn as your system is built and configured in real time. The Pre-Build technical setup session is included, typically completed the day before. Cost: £3,750 per participant. Includes two follow-up sessions at weeks 2 and 4.

On-Site Intensive: two full days at your location, with the trainer physically present. Same configured system, same follow-up sessions. Cost: £4,500 per participant. Client pays transport and accommodation directly. Includes two follow-up sessions at weeks 2 and 4.

Both formats include the Pre-Build technical setup session and produce the same outcome - a fully configured, tested, and documented system.

Day One - Foundation and Infrastructure

Covers the ground of Sessions 1 through 5 in the standard build.

Morning (9am-12:30pm)

- How Claude works and where it needs your judgement - the practical briefing, not the full teaching session
- Your voice guide built from the pre-gathered materials - tested and refined on the spot
- Claude Cowork installed, signed in, and configured with your voice guide in global instructions
- First background task assigned and reviewed

Afternoon (1:30pm-4pm)

- Your first Project created with the four-folder architecture: Identity, Templates, Active Work, Outputs
- Identity folder populated with your business description, services, brand standards, and voice guide
- At least one template written and saved
- Global instructions file drafted, installed, and tested across three different tasks
- One custom skill built using the Skill Creator for your most repeated task

Day Two - Connections, Automation, and Handover

Covers the ground of Sessions 6 through 10 in the standard build.

Morning (9am-12:30pm)

- Google Workspace connections verified live (configured during the Pre-Build setup) and put to work in real cross-tool workflows using your actual inbox, calendar, and documents
- The human-in-the-loop principle: how connectors read and draft but never act without your approval
- The Productivity plugin installed and configured for your connectors
- At least one additional tool connected beyond Google - CRM, project management, invoicing, or other - added to your existing MCP infrastructure or via the Connectors Directory

Afternoon (1:30pm-4pm)

- Scheduled daily briefing configured via /schedule and confirmed running
- Dispatch paired on your phone - first task sent and received
- The 'keep your machine awake' checklist completed: sleep settings, startup preferences, and what happens when the lid closes
- Full system audit: every component reviewed, gaps identified, fixes applied
- One-page system summary written: what is configured, how to trigger each piece, how to maintain it
- Quick Reference Card completed

Follow-Up Sessions

The two 60-minute remote check-ins at week 2 and week 4 compensate for the homework loops that the 10-Session Build provides naturally. These are where you bring the problems you have discovered since the build: instructions that are not working as expected, connectors that need refinement, workflows that could be sharper. They are the difference between an impressive two-day build and a system that actually survives contact with your real working week.

Which Format Is Right?

	10-Session Build	Intensive Build (Remote or On-Site)
Contact hours	20 hours over 10 weeks	11 hours over 2 days + 2 hours follow-up
Homework loops	9 weeks of real-world testing	Replaced by 2 follow-up sessions
Group learning	Up to 10 participants per cohort	1-3 participants, same organisation
Delivery	Online	Remote via Google Meet, or on-site at your premises
Teaching depth	Full education + build	Build + handover documentation
Price	£2,500 per participant	Remote: £3,750 / On-site: £4,500 + expenses
Best for	Those who want to understand every layer	Those who learn by doing and need it built now

Register Your Interest

The Your Digital PA is open to a small number of participants per cohort. The Intensive Build is available remotely or on-site anywhere in the UK. You will need an Apple Mac to participate -

this build is not available for Windows. If you have read this and recognise that this is what you have been looking for, the next step is a short conversation.

DM Donny MacDonald on LinkedIn, or email donald@webai.scot

10-Session Build (Online): £2,500 per participant. Equipment additional where applicable. All sessions delivered online. Pre-Build technical setup session included.

Intensive Build (Remote): £3,750 per participant. Delivered via Google Meet and Chrome Remote Desktop. Includes two follow-up sessions and Pre-Build technical setup.

Intensive Build (On-Site): £4,500 per participant. Client pays transport and accommodation directly. Includes two follow-up sessions and Pre-Build technical setup.

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