

Claude: a Project today, a skill when your team needs it

Why we start with a Project

A Project is the simplest home for your profile, and it is the one we tested. Its instructions apply to every conversation inside it, every time, without you asking. It is on the free plan. It is scoped to the business by design, so your personal chats and other work are not affected. You can install it in two minutes and prove it with the proof test.

That is why the workshop keeps it light. Getting the profile written down and tested is the work. Where it lives is a detail you can upgrade later.

What a skill is, in plain words

A skill is the same page with a name and a one-line description of when to use it. Claude reads the description and loads the skill when a request matches it. Your profile already has the shape of a skill: the instructions to the writer are the skill body, and the description would read "Use when writing anything for our business."

When a skill is the better home

- You are on a Team or Enterprise plan and more than one person writes in the business's name.
- You want a new hire, or an agency with a seat, to get the profile on day one without pasting or setting up a Project.
- Your administrator wants one governed copy: provisioned centrally, or shared with named colleagues, or published to the organization's directory, with the option to turn it off for everyone at once.

Sharing needs an administrator to allow it. Provisioning and organization-wide sharing are Team and Enterprise features; free and Pro accounts keep skills personal.

One caution before you switch

A Project applies your profile every time. A skill applies it when Claude decides the request matches the description. For everyday writing that is fine. For the proof test, give it the facts and nothing about how you sound, and check that the voice came back. If it did not, make the description more direct, and keep the Project until the skill passes the same test.

How to make the skill

1. Open Claude's skills settings and choose to create a skill. Describe it in a sentence, or paste the profile as the instructions.
2. Name it after the business. Description: "Use when writing anything for [business name]."
3. Paste the whole profile as the body. Keep the boundary line in it.
4. Enable it, open a new conversation, and run the proof test.
5. Off switch: disable the skill in settings. To share on a Team plan, use the share option your administrator has allowed.

Keep it honest

One owner. Date every change. Reread it the first Monday of each month. A skill that nobody owns drifts just like a page nobody reads.

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