

# Get Cowork up and *running.*

A step-by-step setup walkthrough, from downloading the app to running your first task. This covers the setup; Cowork has a lot more to explore once you're in.

- 1 **Download and configure** the Claude Desktop App
- 2 **Give Claude context** about who you are and how you work
- 3 **Start running tasks** — scheduled, connected, and on demand

Swipe 

# What Claude needs to *know you*.

Cowork gets dramatically better when you give it the right context. Four things to set up once.

## Claude Memory

- Claude builds a **memory of your preferences** across conversations — your role, communication style, and goals.
- View and edit your memory in **Settings** → **Memory** inside the Claude app.
- The more you use Claude, the **sharper it gets** at anticipating what you need.

## Folder Structure

- Create a **Claude Cowork folder** on your computer. This is Claude's working desk.
- Add a **CLAUDE.md file** — your role, preferences, goals, and context. Claude reads this before every task.
- Drop in **supporting files** — CV, brand guidelines, team bios, writing samples.

## Global Instructions

- Set in **Settings** → **Custom Instructions** inside the Claude app.
- Applies to **every conversation** — tell Claude your preferred tone, output format, and what to always avoid.

## Skills

- Skills live **inside the Claude app** under Customize → Create new skills.
- They teach Claude **your specific processes** — how you write, how you work, what outputs you expect.

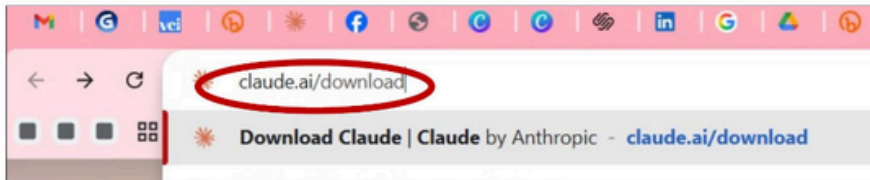
 Not sure what to put in CLAUDE.md? **Ask Claude to interview you and draft it for you.**

# Download the Desktop App.

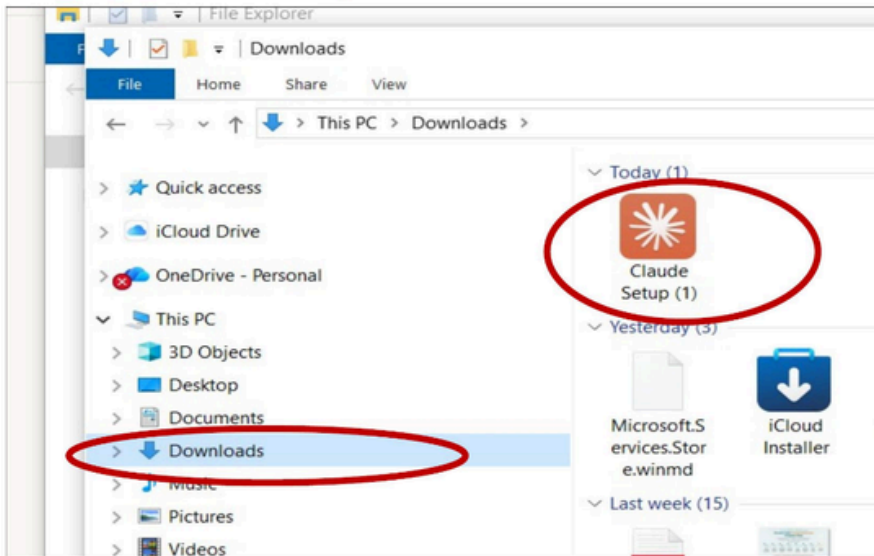
Required for Cowork. Three steps — takes under 2 minutes.

## How to download Claude Desktop App

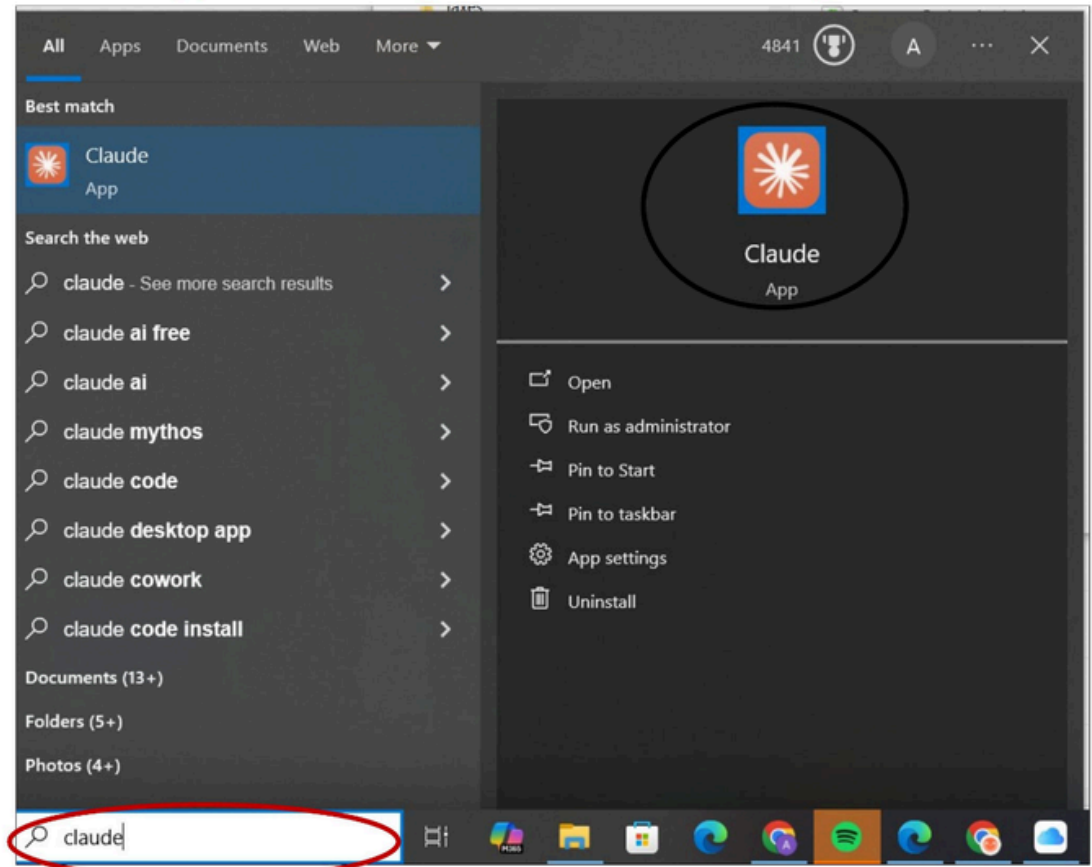
1. Go to [claude.ai/download](https://claude.ai/download) on your browser and select download for windows or apple as applicable



2. Access the file in your download folder and hit run



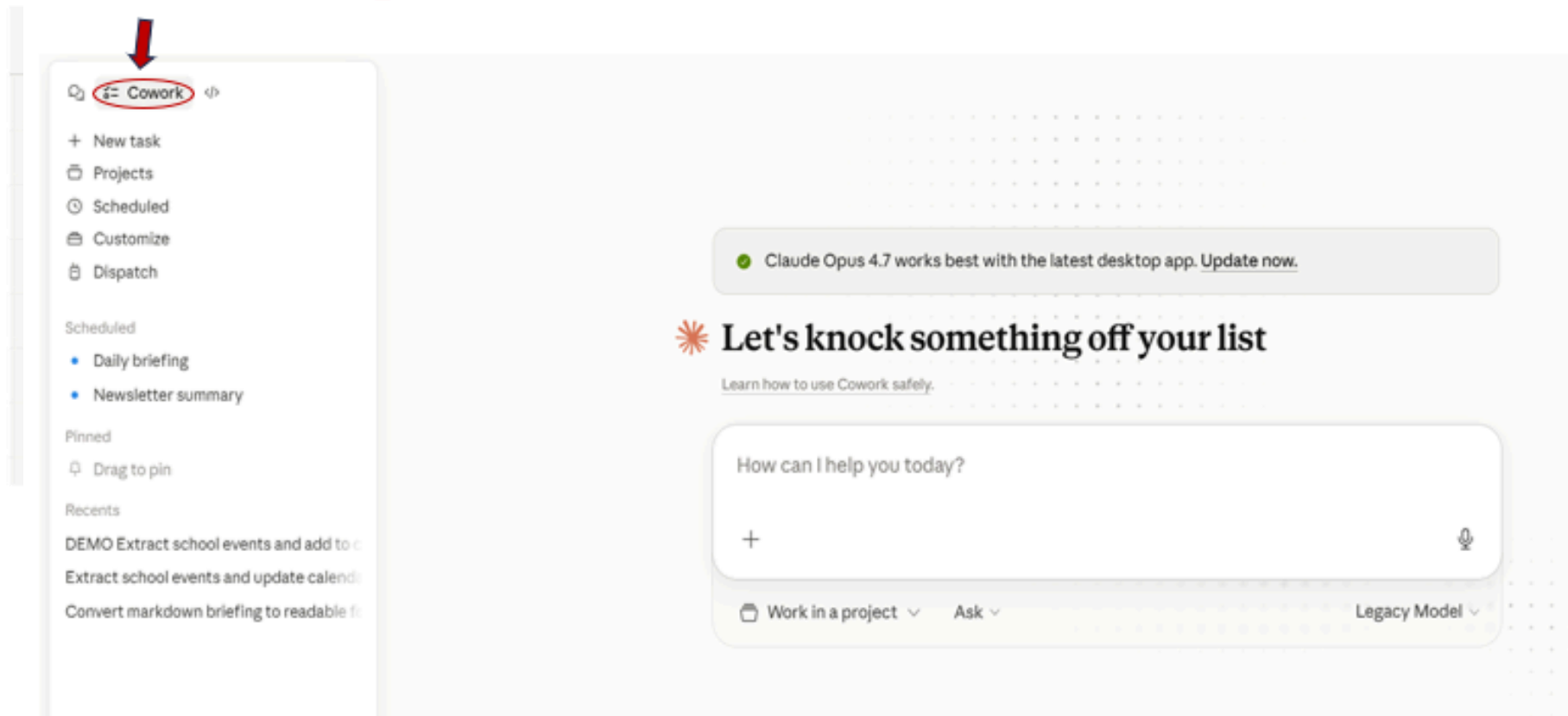
3. Type Claude under bottom left menu line, select the Claude App and it will upload Claude for Desktop



# Toggle to Cowork.

Once you're in the Desktop App, make sure you switch to the Cowork tab — not Chat.

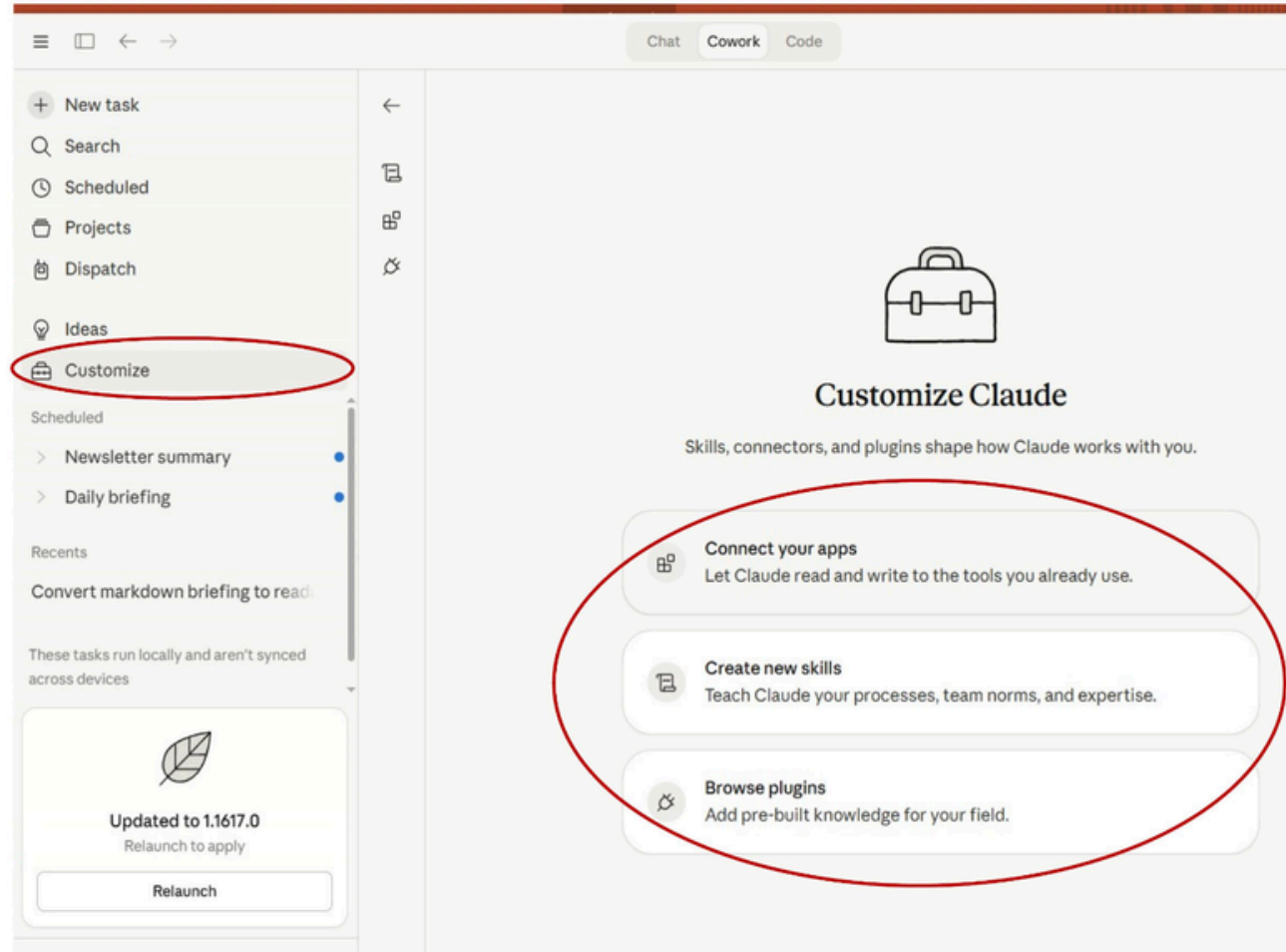
## To work in Cowork toggle over to the Cowork tab



# Add connectors, *skills & plugins.*

Everything that makes Claude work the way you work lives under Customize in the left menu.

To add connectors, skills and plugins go under **“Customize”** on the lefthand menu

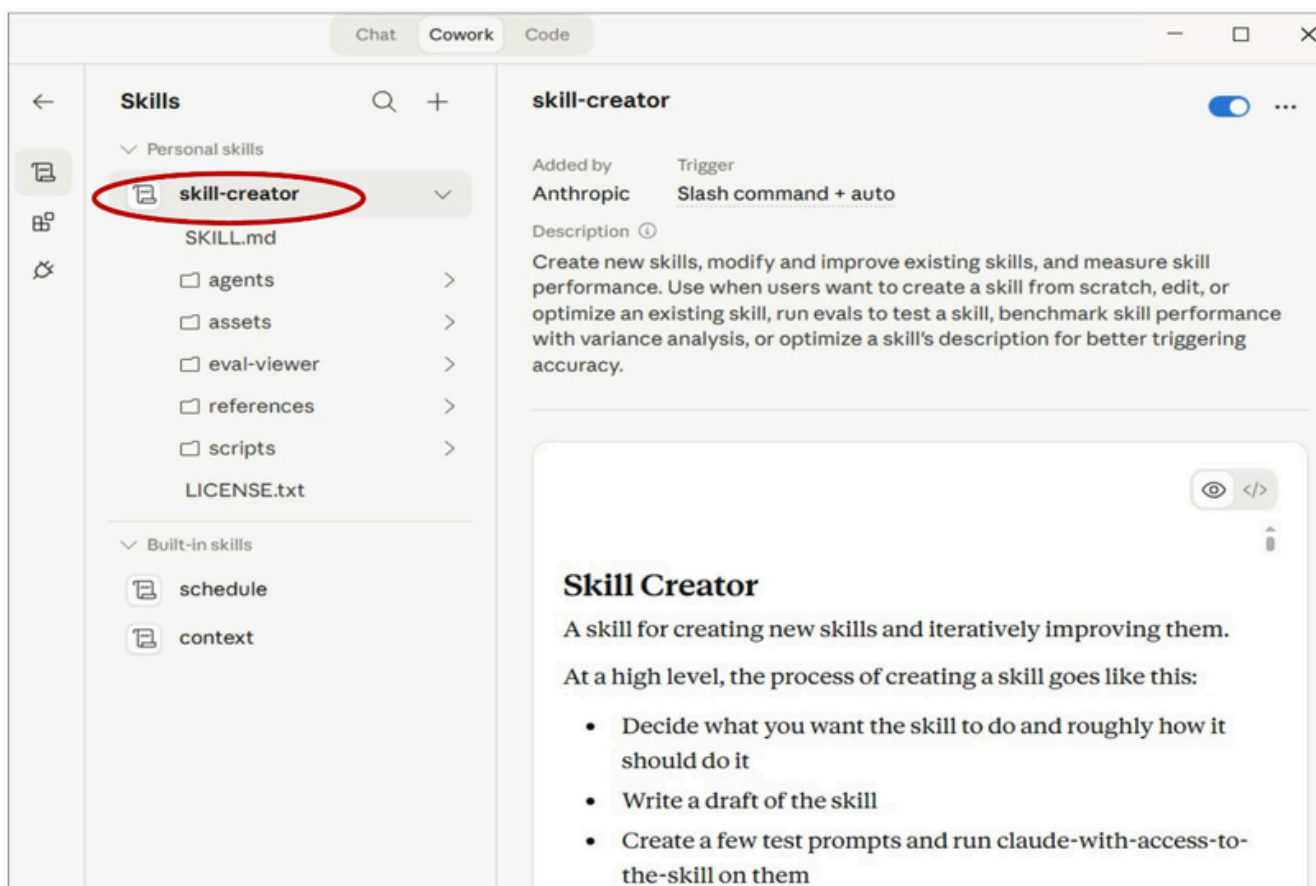


# Skills: teach Claude how you work.

Go to Customize → Create new skills → select Skill Creator. Claude will guide you through building it.

## To Create new skills select “Skill Creator” from the Skills menu

1. Go under “Customize” in the lefthand menu
2. Select “Create New Skills”
3. Select “Skill Creator” on lefthand menu



💡 Not sure what to build? Ask Claude to draft a skill based on what it already knows about you.

# Connect your *apps.*

Give Claude access to your real tools. It can then read, write and act inside them. Example shown: connecting Canva.

## To connect Apps directly to Claude

1. Go under “Customize” in the lefthand menu
2. Select “Connect new Apps”
3. Type App Name in the search bar
4. Click the plus sign at the right
5. Log into app to get it connected to Claude

The screenshot shows a 'Directory' interface with a search bar containing 'Canva'. The search results are displayed in a grid format under the 'Anthropic & Partners' category. The results include:

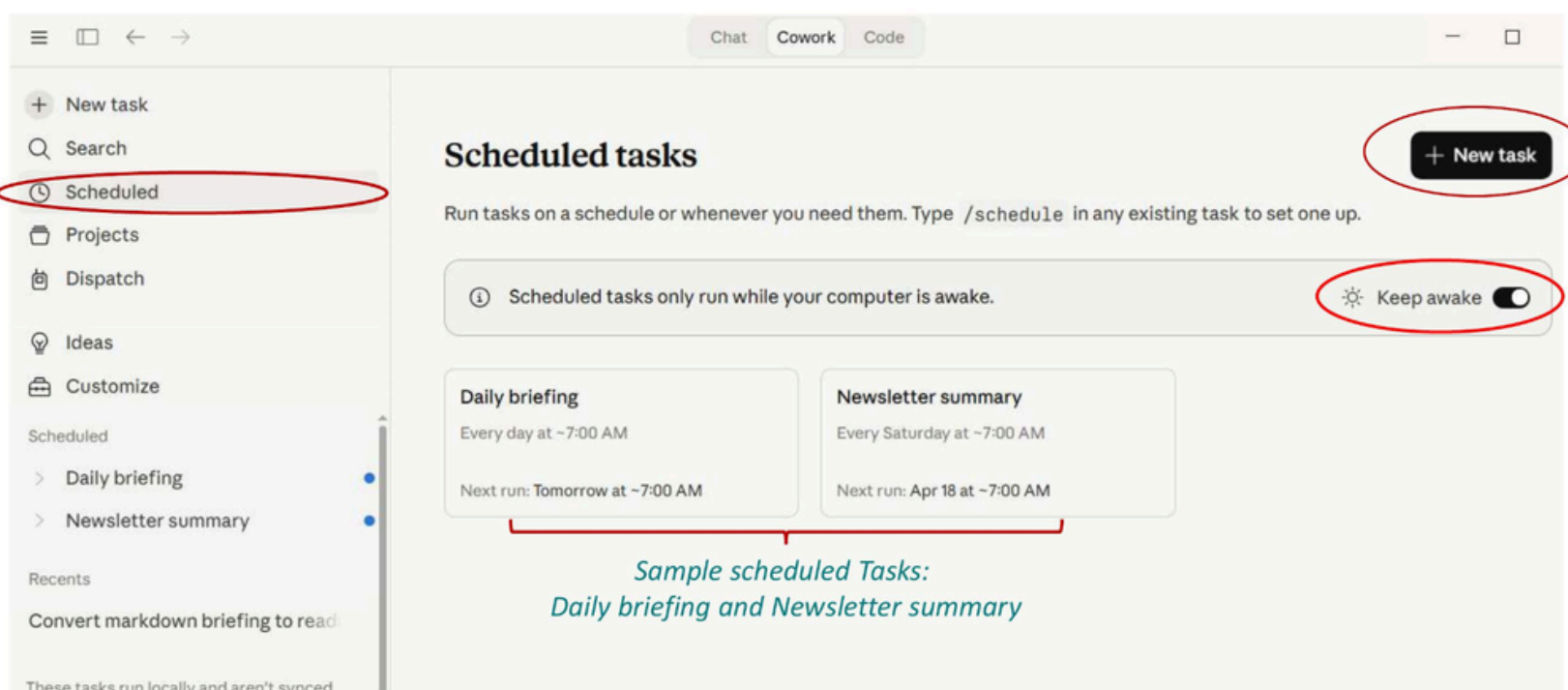
- Canva** (Interactive): Search, create, autofill, and export Canva designs.
- Slack** (Interactive): Send messages, create canvases, and fetch Slack data.
- Braze MCP Server**: Braze MCP Server - Model Context Protocol server for Braze RESTAPI Read-Only endpoints access.
- Affinity**: Spend more time on your craft by automating repetitive tasks with Claude and Affinity.
- PlayMCP**: Connect and use PlayMCP servers in your toolbox.
- Gusto** (Interactive): Query and analyze your Gusto data.
- G2**
- Enterpret Wisdom**

# Scheduling: let Claude run tasks for you.

Set it once — Claude runs it on your schedule, even while you're away from your computer.

## How to Schedule Tasks for Cowork to run unprompted

1. Go under “Scheduled” on Left hand menu
2. Click “New Task”
3. Select “keep awake” so it can run while you’re away from your computer
4. Put in title, description, prompt frequency and output destination then save



 EVERY MORNING


### Daily Briefing

Claude checks your calendar, surfaces key emails, delivers a 5-line summary of your day. Ready before your first coffee.

 WEEKLY DIGEST

### Newsletter Summary

Claude reads every newsletter in your inbox and delivers one punchy summary. No more unread guilt.

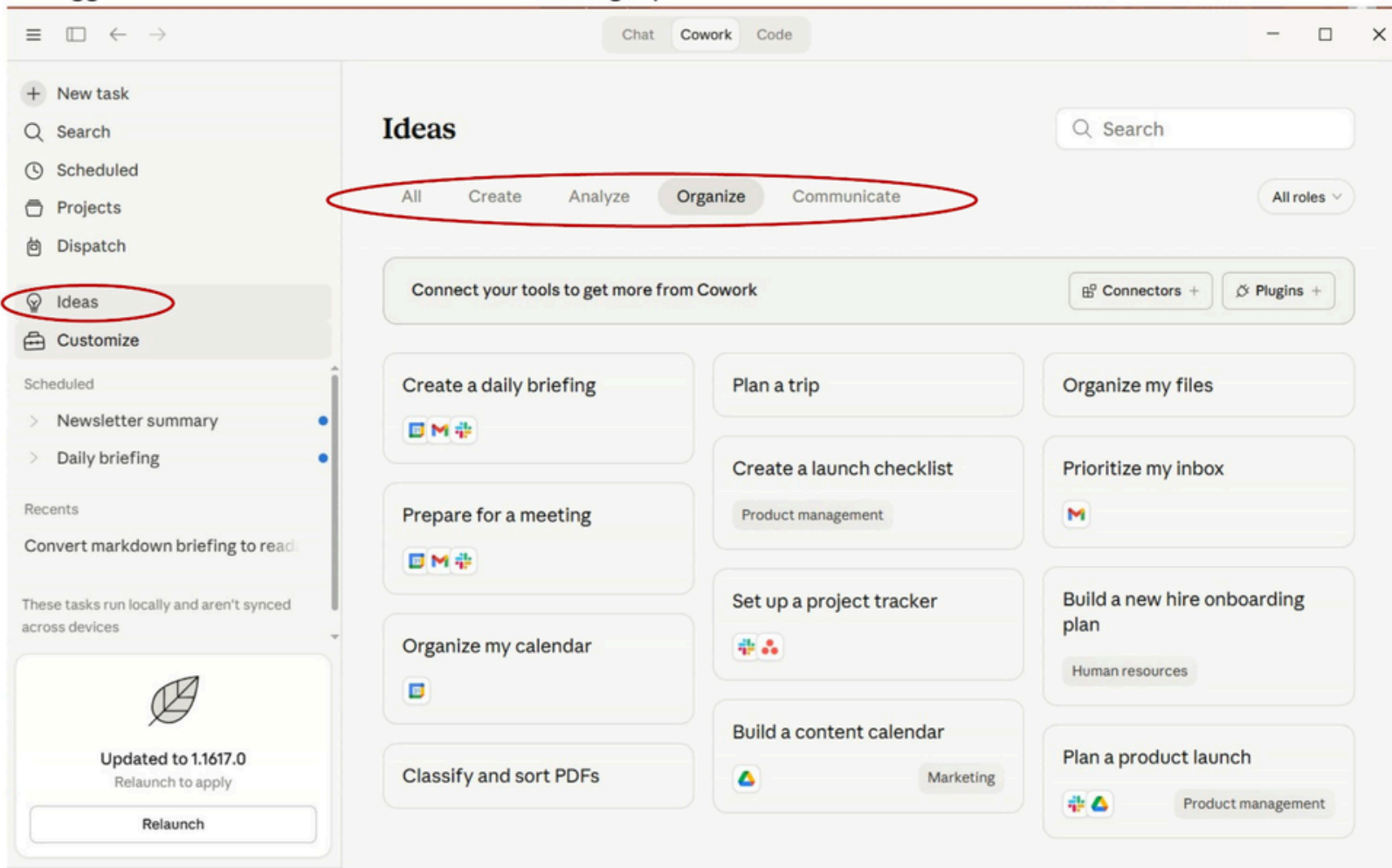
 Toggle **Keep Awake** so tasks run even when you step away from your computer.

# Not sure where to start?

The Ideas tab has ready-to-run task examples. Browse by category, pick one and kick it off.

## For sample Cowork usecases

1. Go under "Ideas" on the lefthand Menu
2. Toggle under "All" or relevant functional category



TECH NOT TECHNICAL

# You have everything you need. *Go.*

More guides, resources, and AI literacy tools for non-technical professionals —  
all in one place.

[technotechnical.com](https://technotechnical.com)

Recommended YouTubers for Claude Cowork deep-dives:

**Sabrina Ramonov** · **Brooke Wright** · **Enovair**

Links at [technotechnical.com](https://technotechnical.com) → Resources

LinkedIn: [Tech Not Technical](#)

Instagram: [@technottechnical](#)