

TEAM RESOURCE

# Starter Skills for the RedPeg Team

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Five Claude skills curated for how the account team actually works. Install each into a Claude Project once, then use whenever you need it. Each one teaches Claude a specific way to help.

All live in `RedPeg/Projects/RedPeg AI Onboarding/files/part2/`.

## What a "skill" is

A skill is a tiny packaged instruction set (technically a `.skill` file — a zip archive). You drop it into a Claude Project and it becomes available as a mode or a specific prompt behavior. Think of it as: "the way we do ideation at RedPeg, taught to Claude once." After that, anyone in the project gets the same output quality without having to re-brief.

## The five starter skills

### 1. `redpeg-ideation.skill`

RedPeg's ideation framework, packaged. Claude runs the same ideation process you would if Matt, Ellis, or Mac was sitting at the table. Structured brainstorms grounded in the brief, then forced-ranked against the brand's three service lanes.

**Use when:** you have a new program to concept. Starter prompts → three real directions in 10 minutes.

### 2. `no-pitch-wins.skill`

Blair Enns's Win Without Pitching mindset, applied to RedPeg's positioning work. Claude plays the role of a creative strategy consultant trained in Enns's framework: paid diagnostics over free pitching, specialization over generalist positioning, the four conversations.

**Use when:** you're about to respond to an RFP, review a prospect call, or sanity-check a proposal. Claude will push back if you're pitching too cheap.

### 3. `cco-deck-review.skill`

Chief Creative Officer deck review. Paste a deck (or have Claude read it from the project files). You get CCO-level notes — story flow, slide-by-slide feedback, what to cut, what's missing, where the argument breaks.

**Use when:** before a client review. 10 minutes of work saves a round of revisions.

### 4. `grill-me.skill`

Stress-test mode. You describe a plan, proposal, or strategy. Claude grills you on it — hard questions, edge cases, devil's advocate. Built for the moment before you walk into a client meeting and want every weak spot surfaced first.

**Use when:** you've drafted something you want to believe is ready. Let this skill find the two things you missed.

## 5. `session-handoff.skill`

Handoff generator. Claude reads the session you just had and produces a clean handoff doc — what happened, what was decided, what's open, what the next person needs to know. Good for end-of-day wrap-ups and for pulling context between people.

**Use when:** ending a session that another person (or future you) will pick up. Keeps context from falling on the floor.

## How to install a skill

1. Open the Claude Project you want to add the skill to (any client project works — or your own working project).
2. Click the connectors / settings icon → Skills.
3. Drag the `.skill` file in from `RedPeg/Projects/RedPeg AI Onboarding/files/part2/`.
4. Claude imports it. You'll see it listed under the project's Skills.
5. To use it, just ask: "run the ideation skill for a Nike activation pitch" or "grill me on this proposal."

## Also in the folder

- `15-cowork-skills.zip` — a separate bundle of 15 Cowork-specific skills (file management, asset organization, automation). Install these into Claude Cowork, not into a `claude.ai` project.
- `redpeg-plugin.zip` — the RedPeg plugin bundle.
- `RedPeg-Project-Instructions-BizDev.md` — custom instructions tuned for BD / new business chats.

## If you build a skill that works

Tell me. If it's broadly useful, we add it to this starter pack so the rest of the team gets it too.