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Vibe-innovating – with Claude Skill & Base44

by Amir Elion, Think Big Leaders

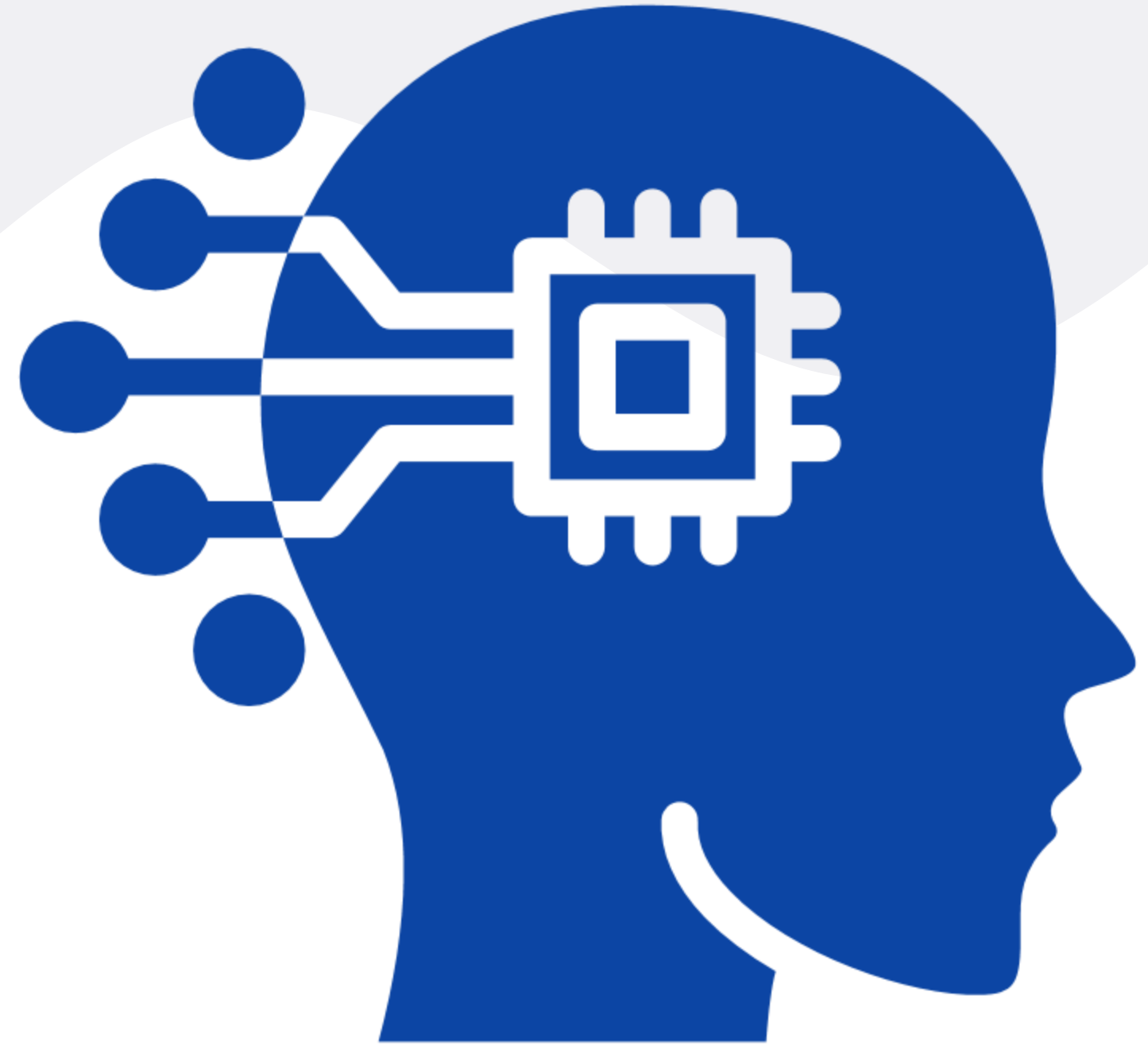


By way of introduction...

Amir Elion



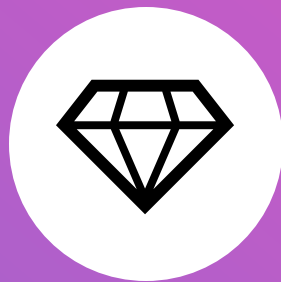
**Intelligence is
now a Commodity**





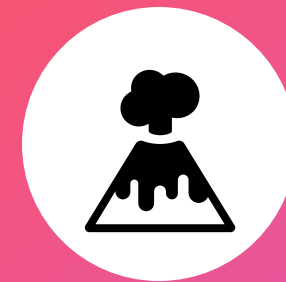
Boost productivity

Perform tasks and workflows faster, at larger scale, higher quality, and lower cost



Create value

Build innovative solutions and products to accelerate time to value



Disrupt models

Challenge value chains, business models and modes of operation

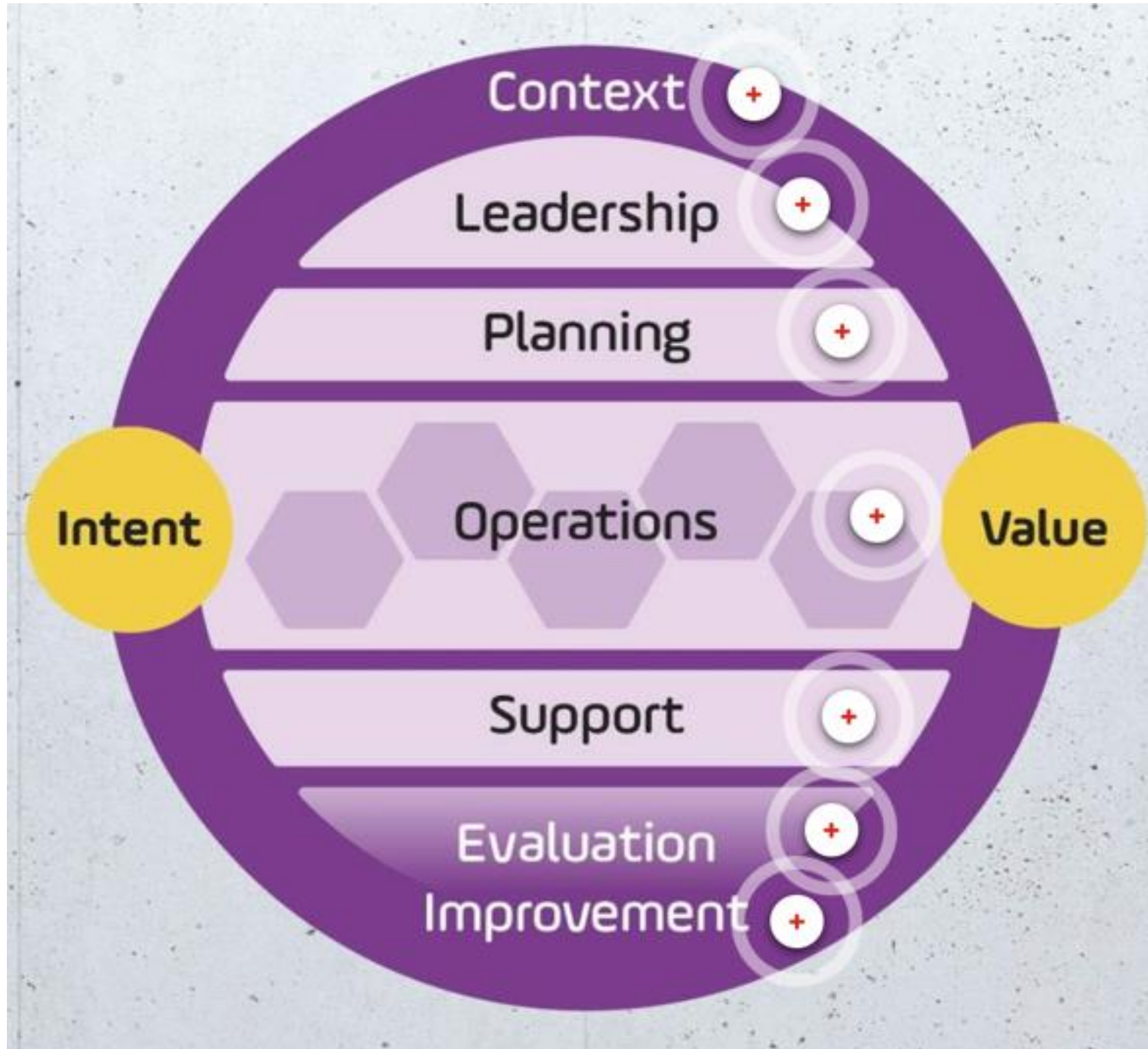


Amplify innovation

Strengthen capabilities from strategy, to tools, to continuous improvement

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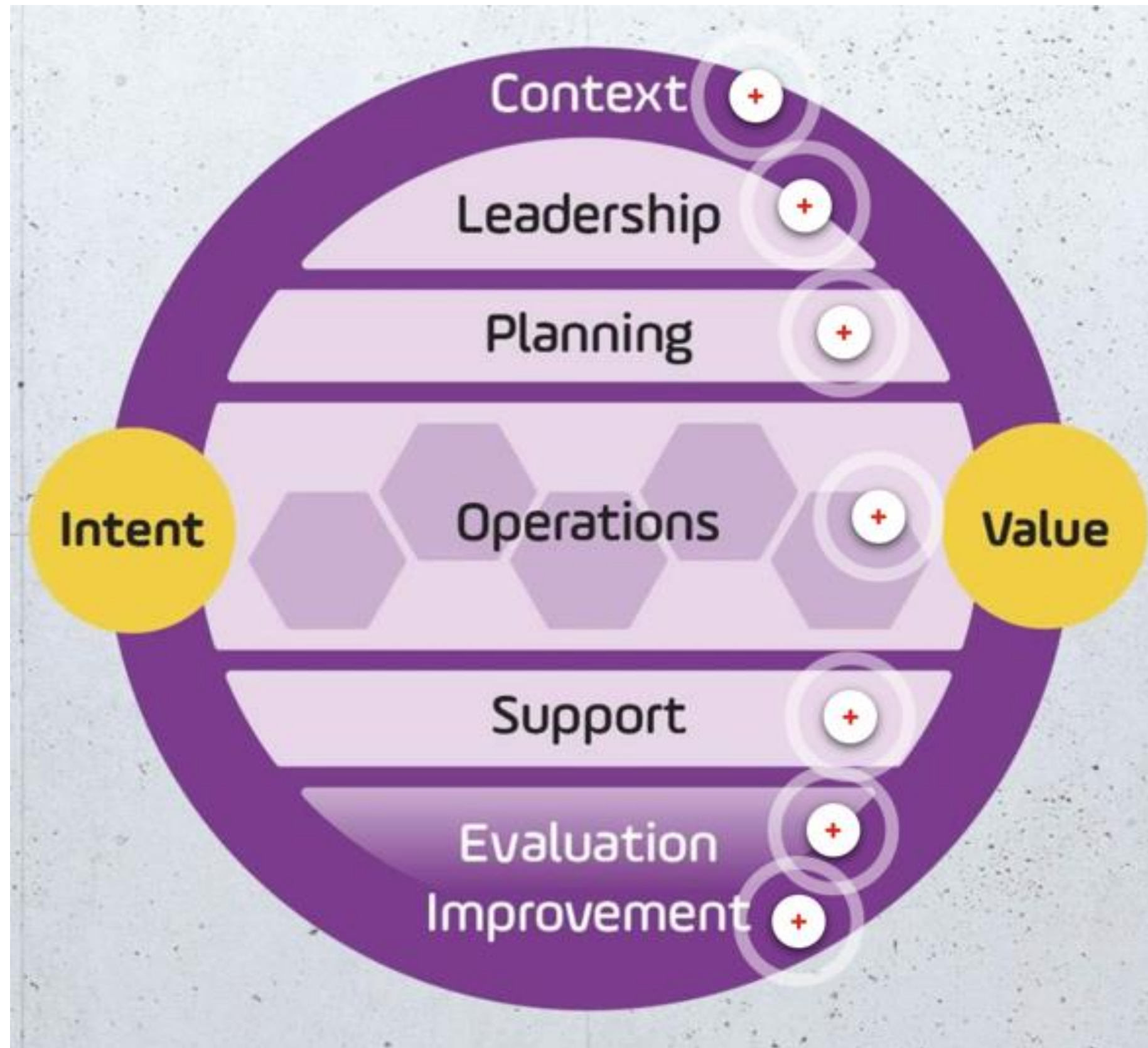
Amplifying Innovation Capabilities



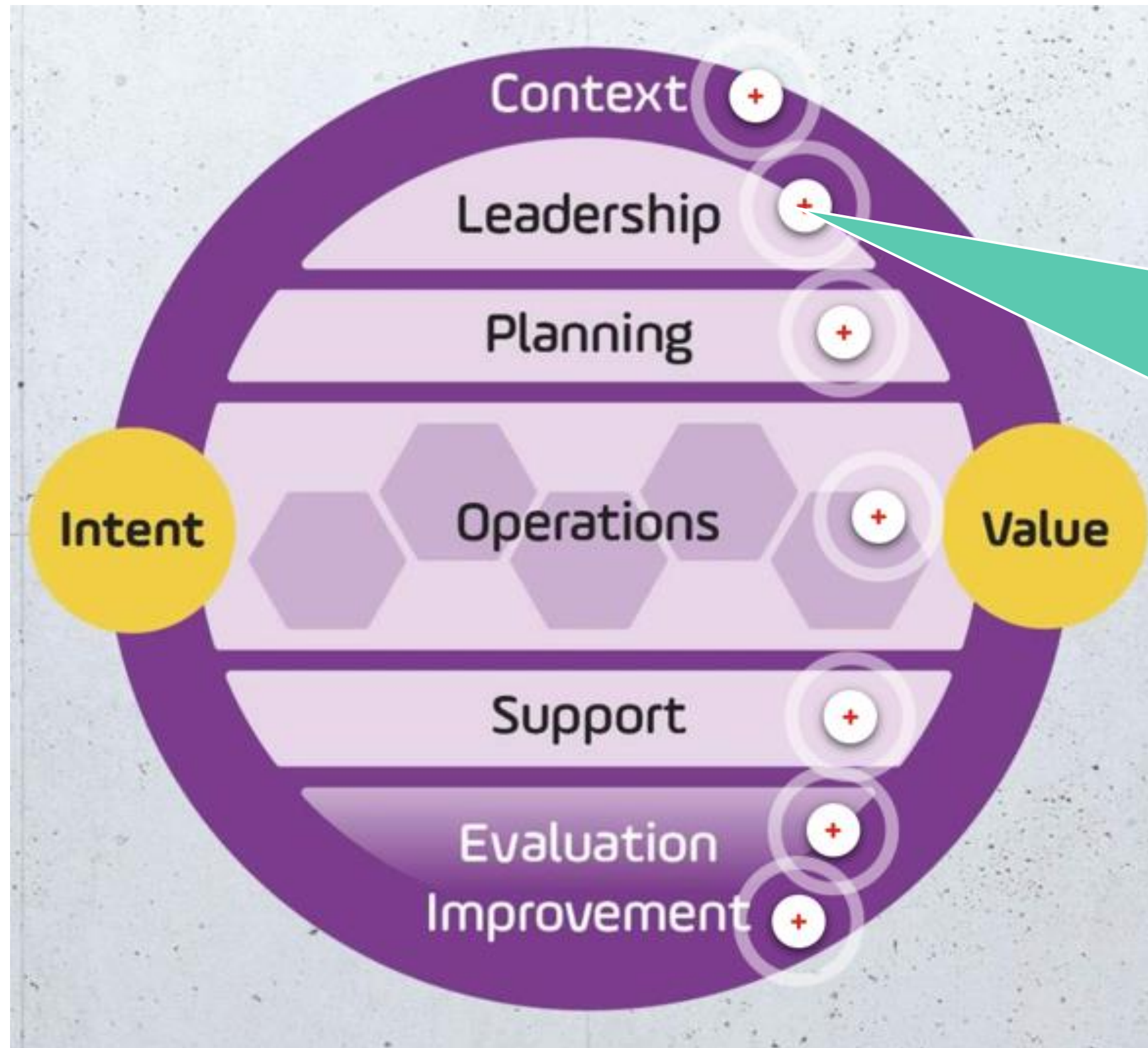
Amplifying Innovation Management Capabilities

Use generative AI to build the leadership, planning, support, evaluation, and improvement competencies and mechanisms, and to boost innovation operations productivity.

Amplifying Innovation Management Capabilities



Amplifying Innovation Management Capabilities



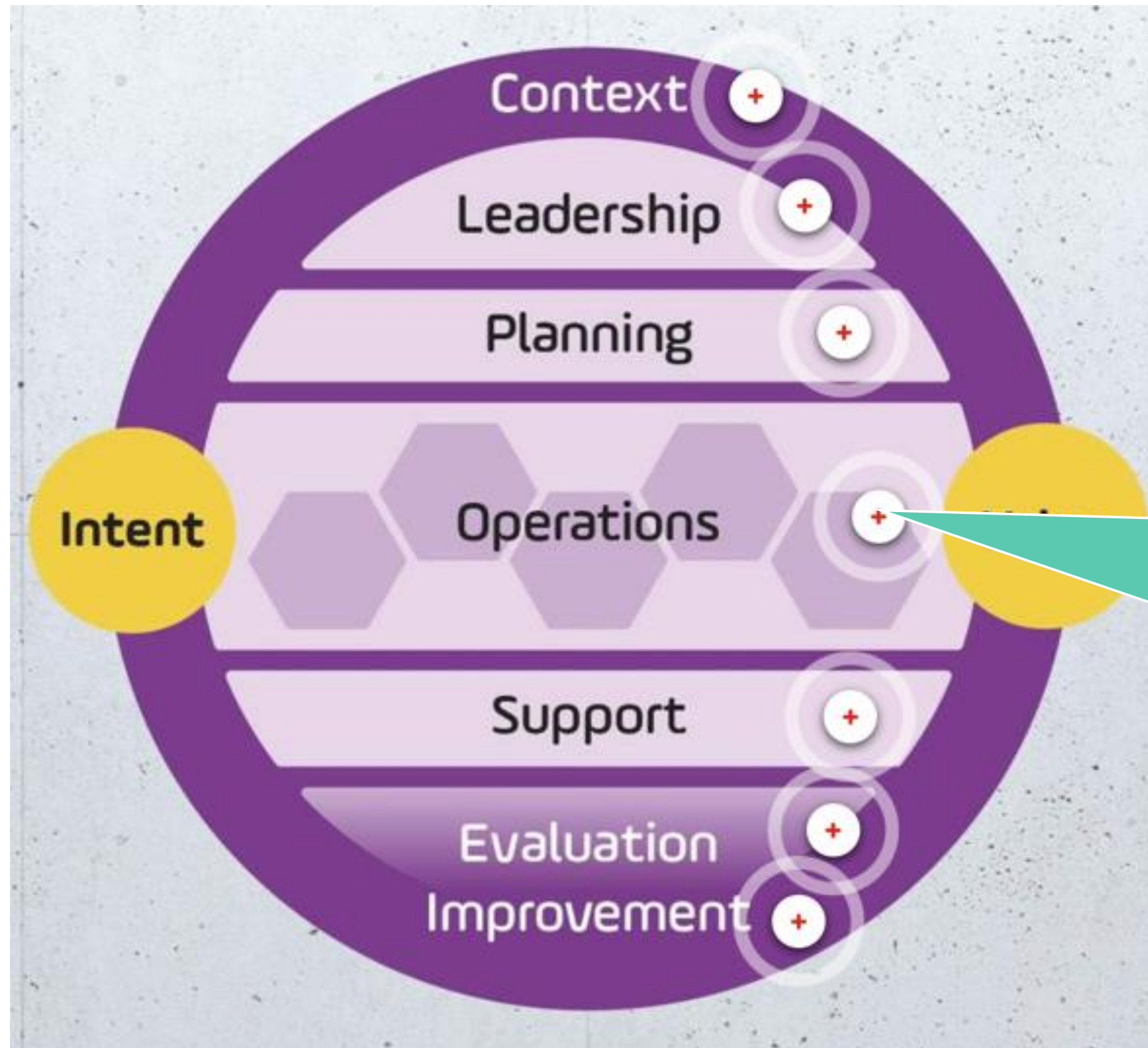
AI-powered scenario planning tool generates multiple future scenarios based on our innovation strategies and market trends.

Help leadership teams make informed decisions about resource allocation and strategic direction.

Implement an AI system that 'listens' to and analyzes leadership communications about innovation and provides real-time feedback on the clarity, consistency, and effectiveness of these communications, to better align messaging with our innovation goals.

Highlight when leaders are over-emphasizing certain aspects of innovation while neglecting others or suggest more impactful ways to communicate our innovation vision to employees.

Amplifying Innovation Management Capabilities

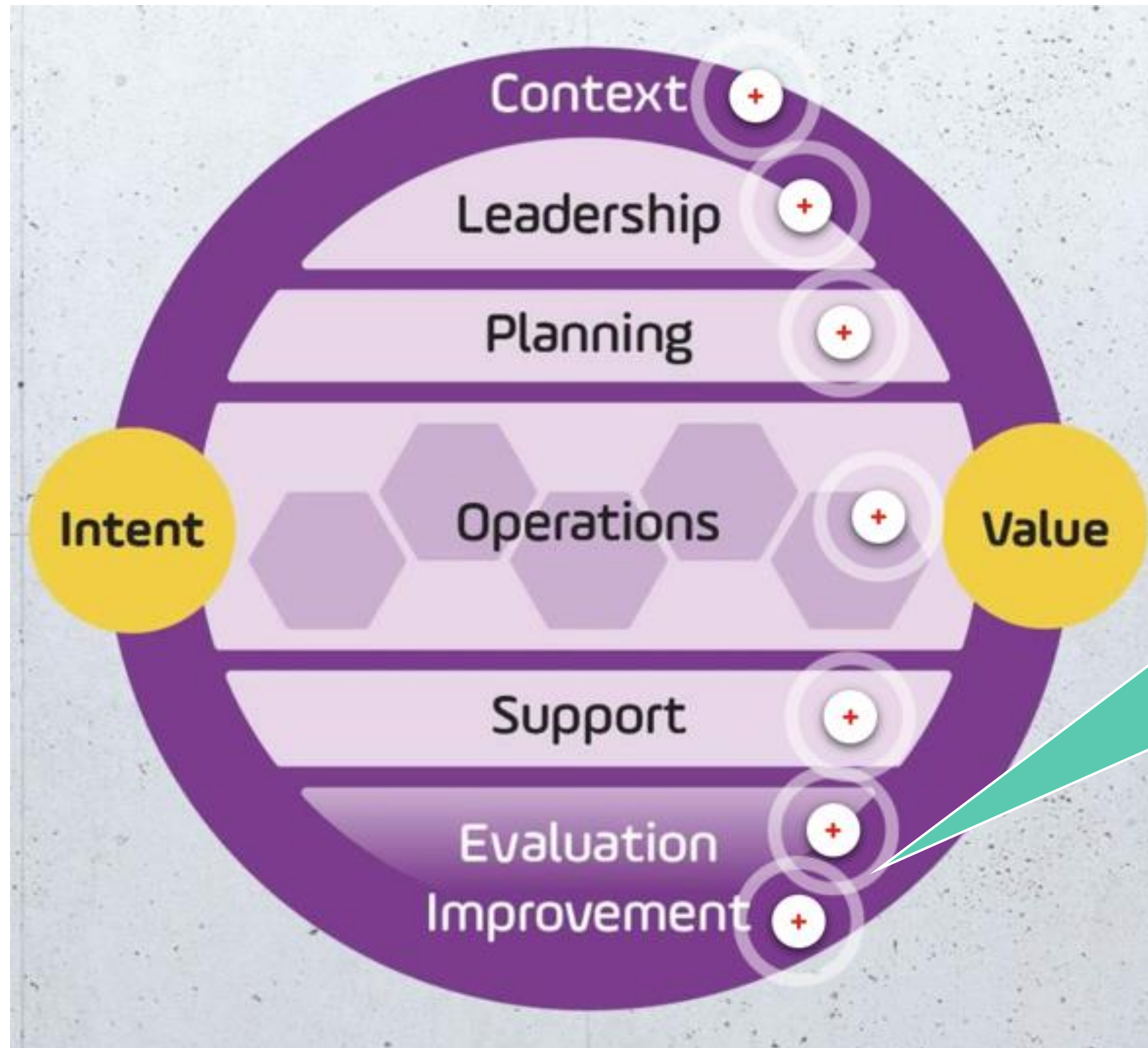


AI analysis of historical ideation data, past ideas, patent filings, and research papers.

AI identifies patterns in the types of ideas we typically generate, categorizes them (e.g., incremental vs. radical, technology domain). It might reveal that we excel at incremental product improvements but rarely propose business model innovations.

Challenge us and highlight underutilized areas of the 'innovation rainbow' and suggest methods to diversify our ideation approach.

Amplifying Innovation Management Capabilities



Text and data augmentation tools continuously analyze performance metrics, project outcomes, and external market data.

Voice and audio processing gather and analyze feedback from stakeholders.

The AI system updates our capability assessments, refined gap analysis, and generates new recommendations in real-time.

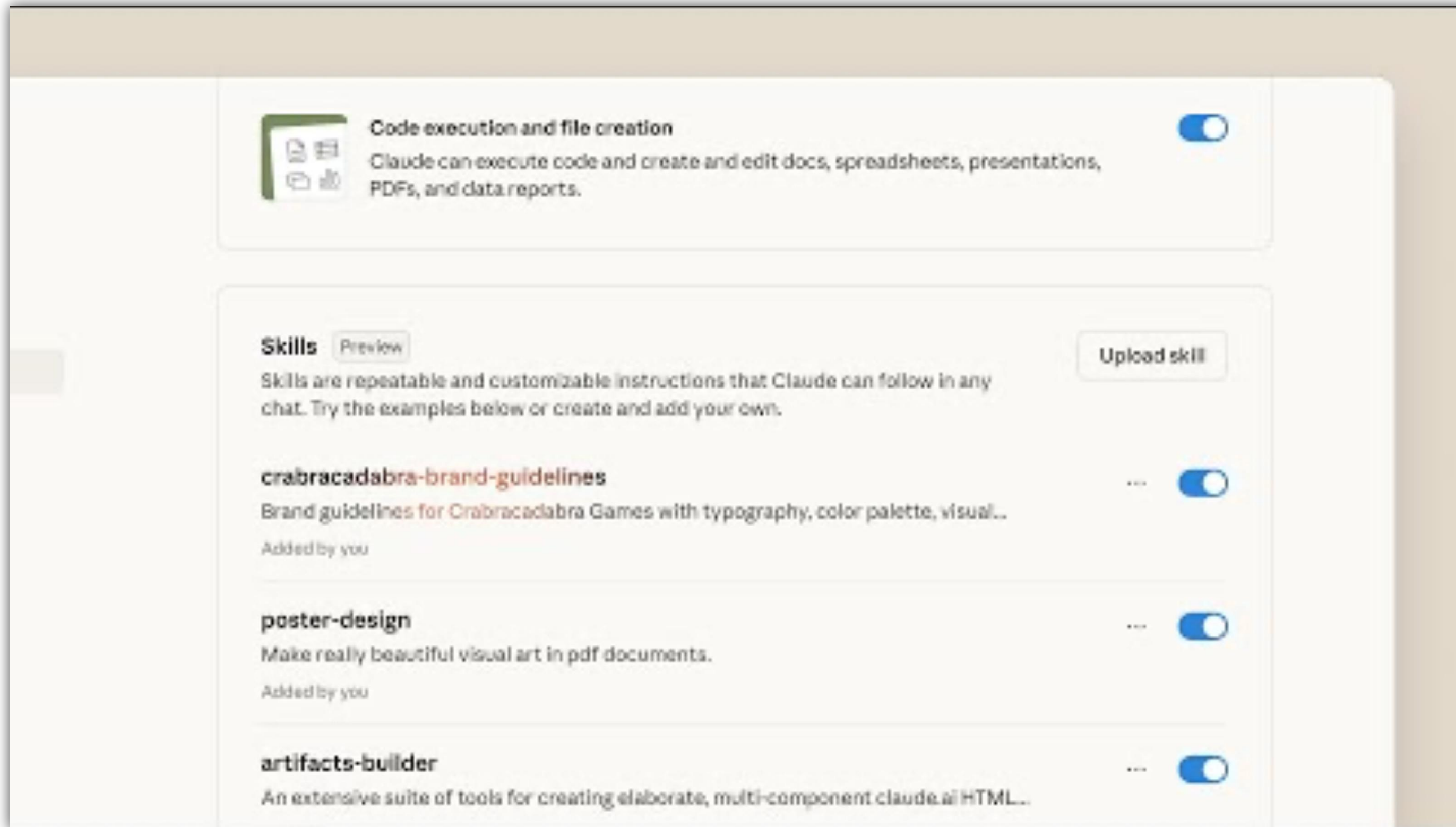
For instance, if it detects a shift in market trends, it might suggest adjustments to our innovation focus areas or highlight new capability gaps that need to be addressed.

Claude Skills

**Skills are
now a Commodity**



What are Claude Skills?



What are Claude Skills?

Skills let you teach Claude modular capabilities that it draws from as needed - just like how humans activate certain skills only when they're relevant.

- **Modular:** Each skill handles one focused capability.
- **Composable:** Multiple skills work together for complex outcomes.
- **Upgradeable:** Improve one skill without retraining the whole system.
- **Explainable:** You can see what a skill does and when it's triggered.
- **Efficient:** Only the relevant skill loads into context when needed.

How can we use Claude Skills for Innovation?

**Methodology
Codification**

**Consistent
Facilitation**

**Contextual
Memory**

**Quality
Standards**

**Process
Orchestration**

**Expertise
Scaling**

**Voice
Consistency**

How can we use Claude Skills for Innovation?

**Transform
proven innovation
frameworks into
reusable skills,
best practices
built-in**

**Encode
workshops and
brainstorming
sessions to guide
innovation
activities**

**Build
organizational
context - Claude
always innovates
from your specific
reality**

**Embed evaluation
criteria, docs
requirements, and
output formats to
meet expected
standards**

**Create skills that
chain innovation to
guide activities
through multi-step
workflows**

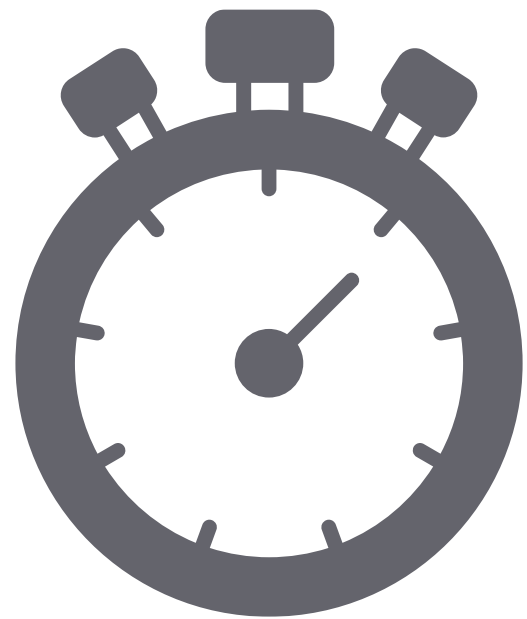
**Distill specialist
knowledge into
expert-level
guidance for
every innovator**

**Ensure your
organization's
innovation
language, terms,
and storytelling
approach**



Your task:

Innovate with Claude Skills



20 minutes

1. Go to **thinkbigleaders.com/vibe25**
2. Download one or more skill files
3. In Claude.ai (sign-up or sign-in):
 - User > Settings > Capabilities
 - Upload the skill you selected
 - Start a new chat and use the skill
4. Optional (in new chat) – ask Claude to help you create a new skill for an innovation method you use often

Base44

What is Base44?

Build anything
with Base44



What is Base44?

An AI-powered no-code platform that turns natural language prompts into complete, production-ready applications with backend infrastructure already built-in.

- **All-in-One:** Built-in database, authentication, file storage, and hosting.
- **AI-Powered:** Add AI features - text, image, agents - into your apps.
- **Communication:** Email and WhatsApp capabilities for communication.
- **Integrations:** Built-in and custom integrations to Google apps, Slack, Salesforce, Notion, and more.

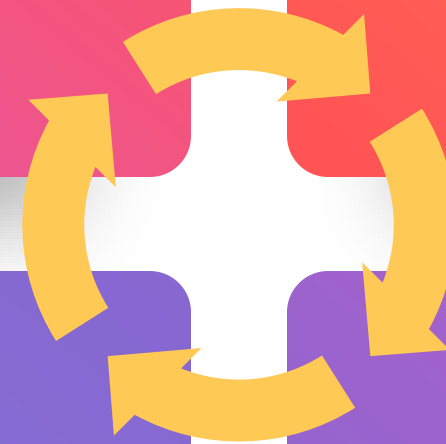
How can we use Base44 for Innovation?

Rapid building

Transform ideas into apps in minutes, to tests with real users rather than waiting for development resources

Universal access

Let anyone can build working tools, democratizing innovation capability across all roles and functions in your organization



Custom fit

Create bespoke innovation infrastructure that matches your exact methodology rather than generic software

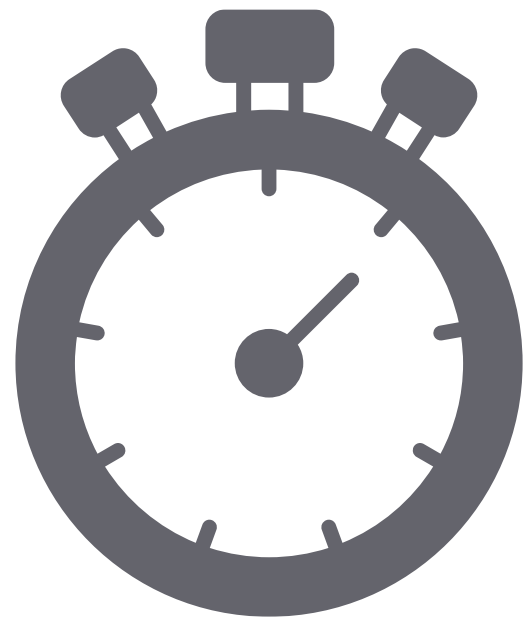
Effective communication

Make abstract concepts concrete with interactive demos that accelerate understanding, adoption, and decision-making quality



Your task:

Innovate with Base44



45 minutes

1. Go to thinkbigleaders.com/vibe25
2. Sign-up for Base44 (new account)
3. Go to Billing
4. Use coupon code 50AE_ENT25
5. Optional – use the Custom GPT [Base44 App Builder](#) to create your initial prompt

Now – GO BUILD!

Summary and Key Takeaways



Thank you!



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Schedule a 30-minutes call

