
November 26th, 2025

Vibe-innovating - with Claude Skill & Base44

by Amir Elion, Think Big Leaders



By way of introduction...

Amir Elion



ASSA ABLOY

V O L V O

Adobe



knowit

friends

Amplify:

SysAid®



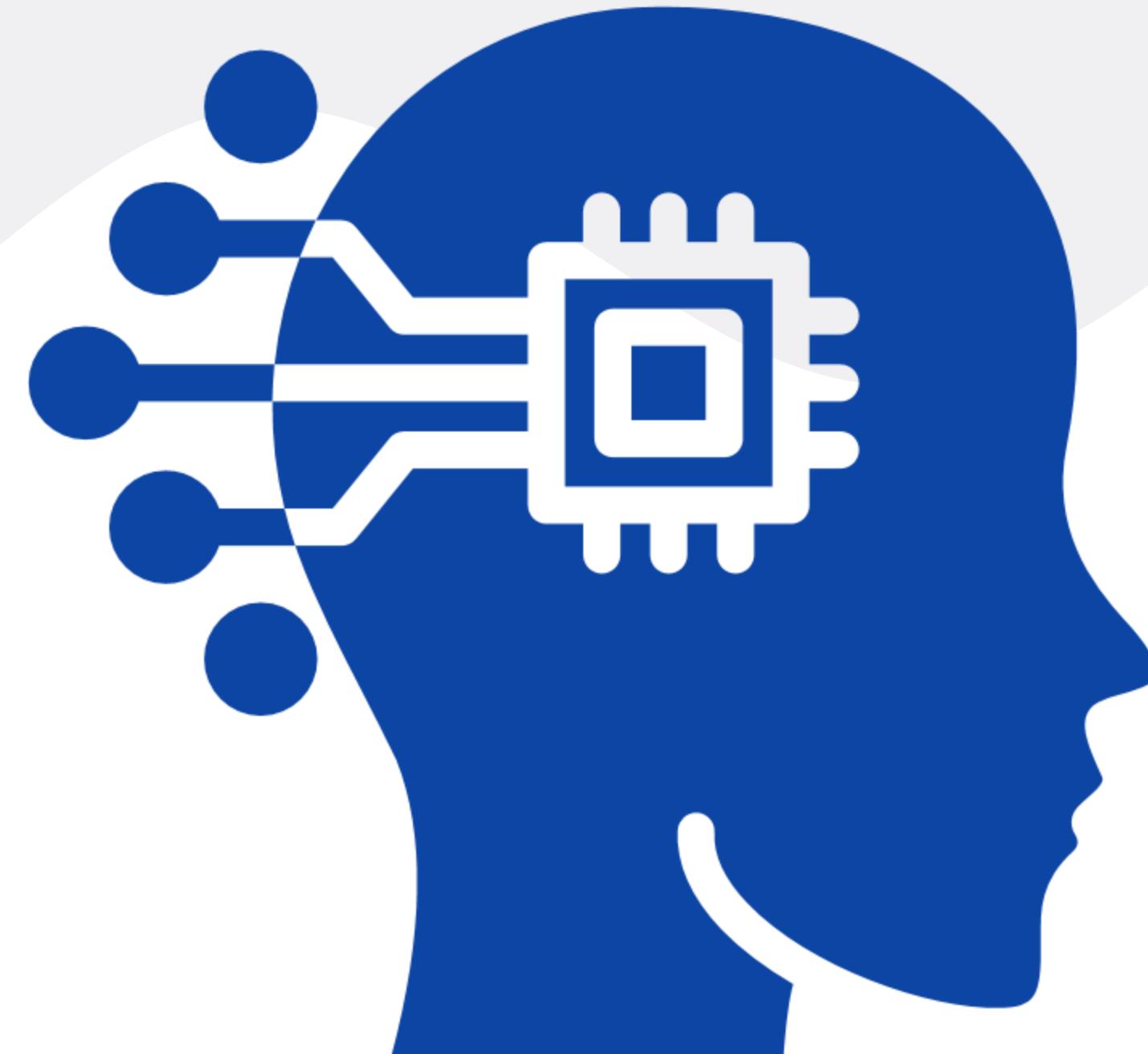
BUZZCLOUD

INTELLIGENT AWS ADAPTION

Katrineholm

Booking.com

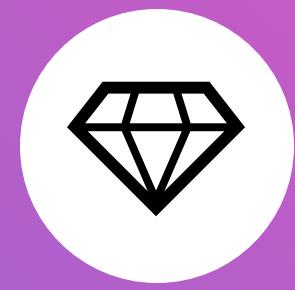
**Intelligence is
now a Commodity**





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

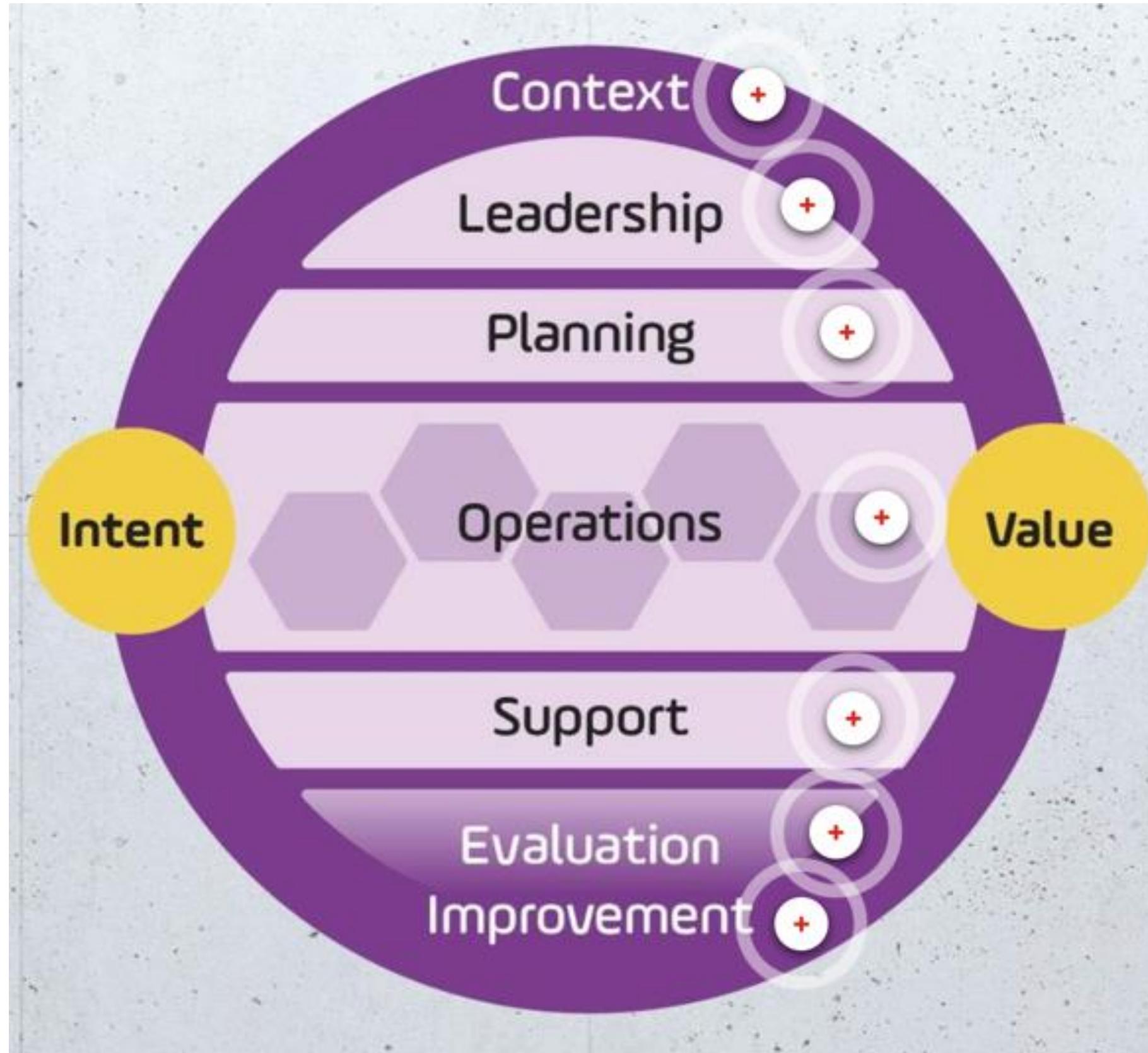


Amplify innovation

Strengthen capabilities from strategy, to tools, to continuous improvement

#4

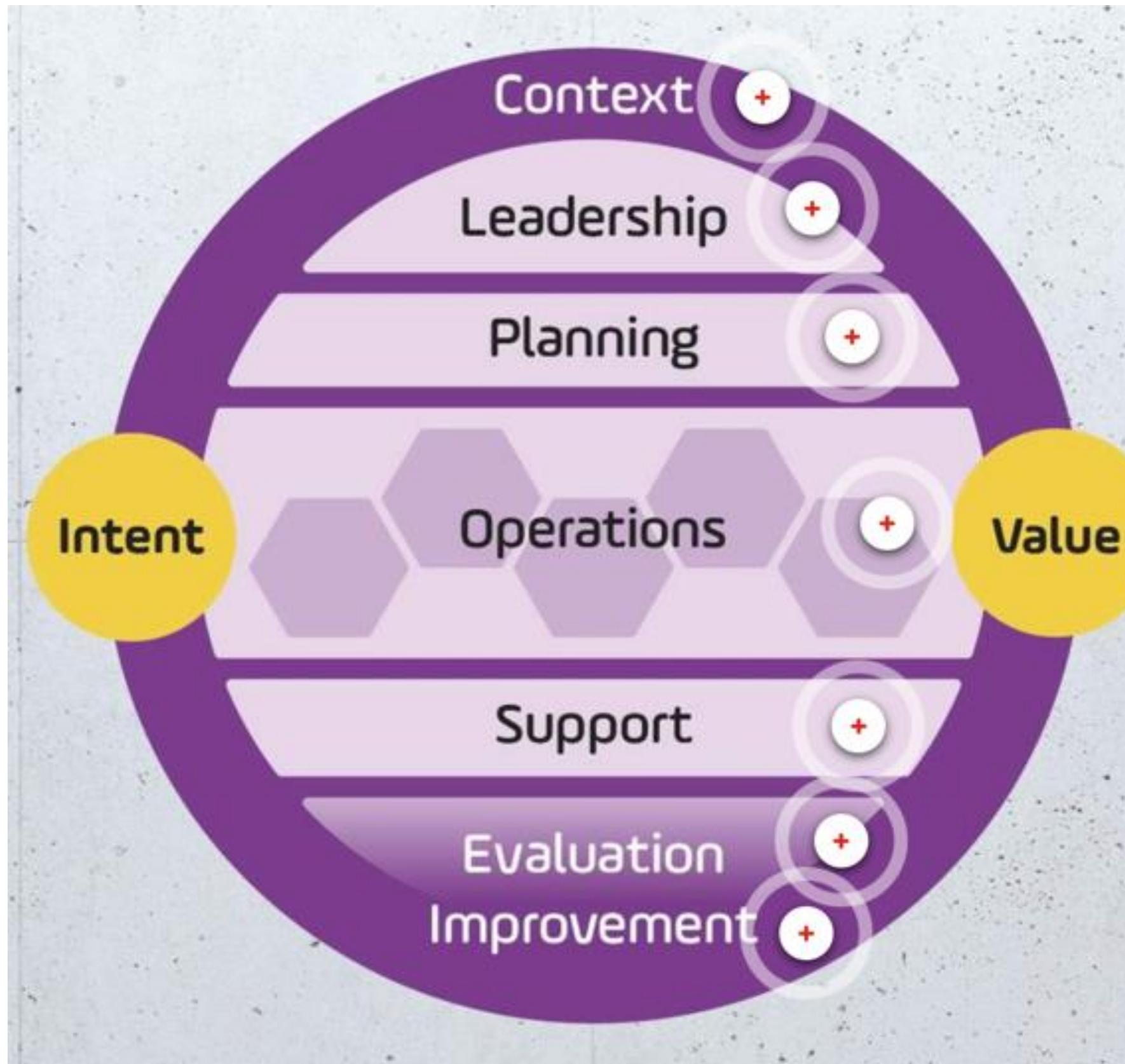
Amplifying Innovation Capabilities



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



SVENSK STANDARD
SS-ISO 56003:2019

Innovationsledning – Verktyg och metoder för
innovationspartnerskap – Vägledning (ISO 56003:2019, IDT)

Innovation management – Tools and methods for innovation
partnership – Guidance (ISO 56003:2019, IDT)

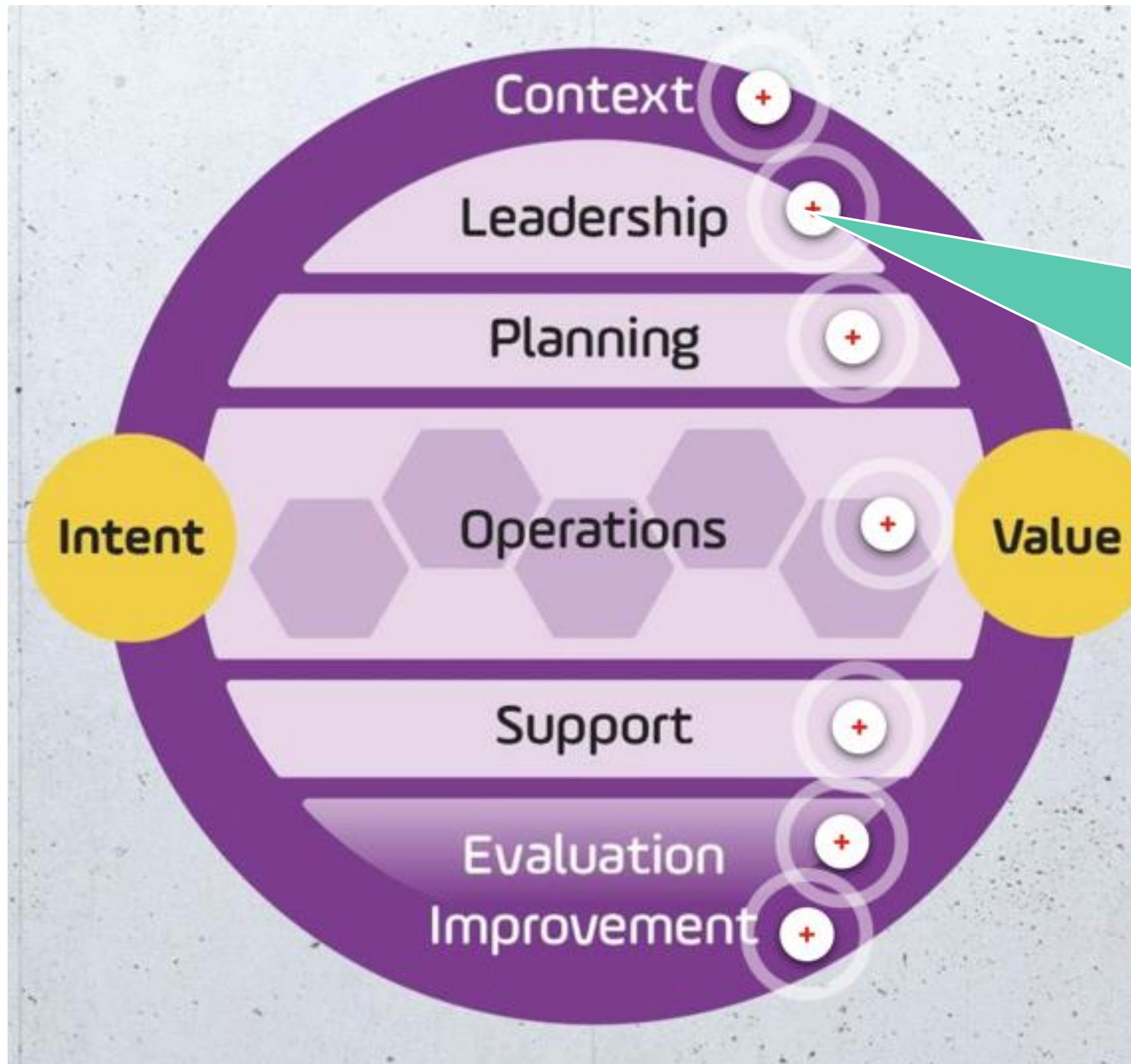


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standard via <https://www.sis.se/std-80010141>

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Språk: engelska/English
Utgåva: 1

Amplifying Innovation Management Capabilities



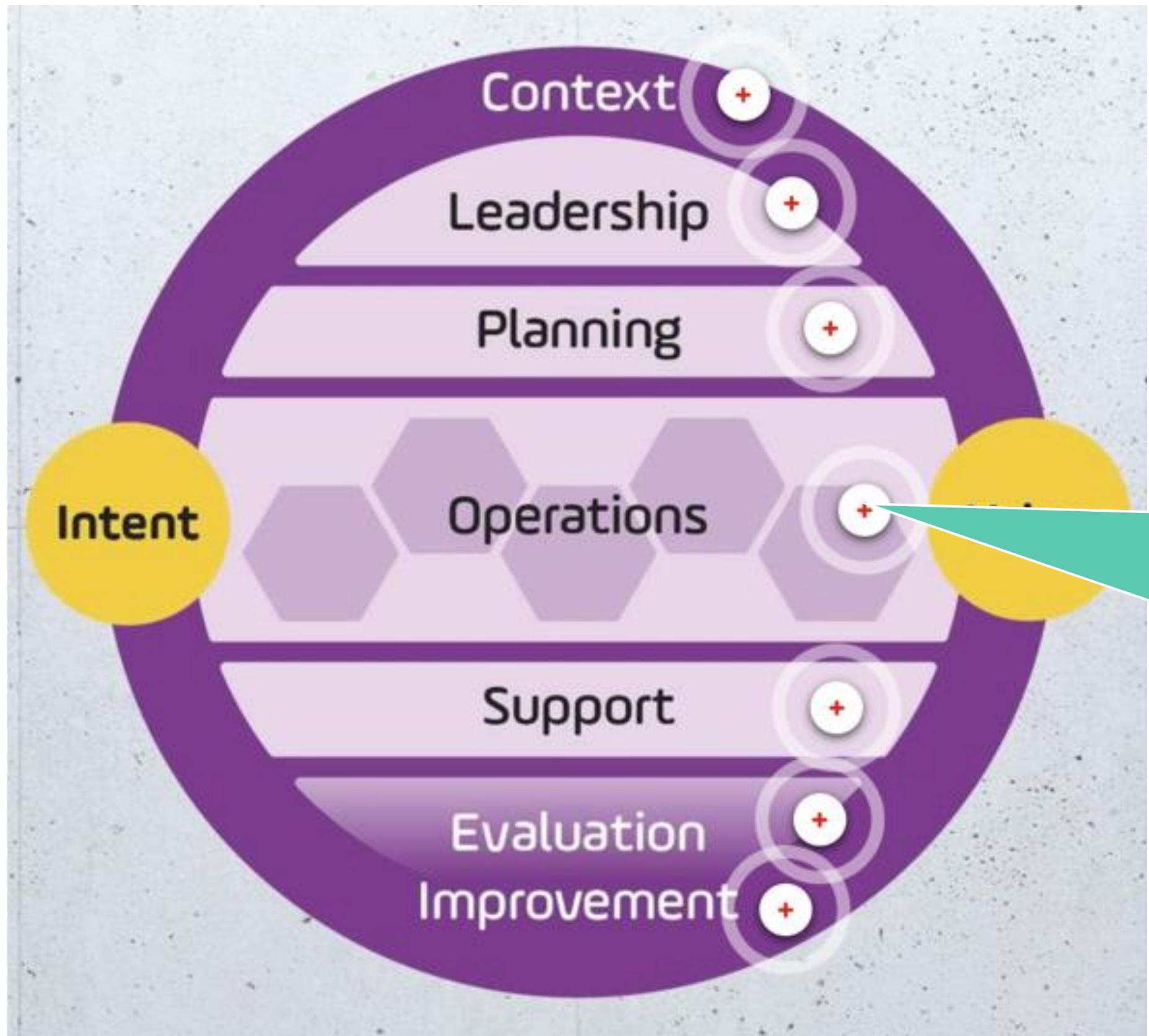
AI-powered scenario planning tool generates multiple future scenarios based on our innovation strategies and market trends.

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



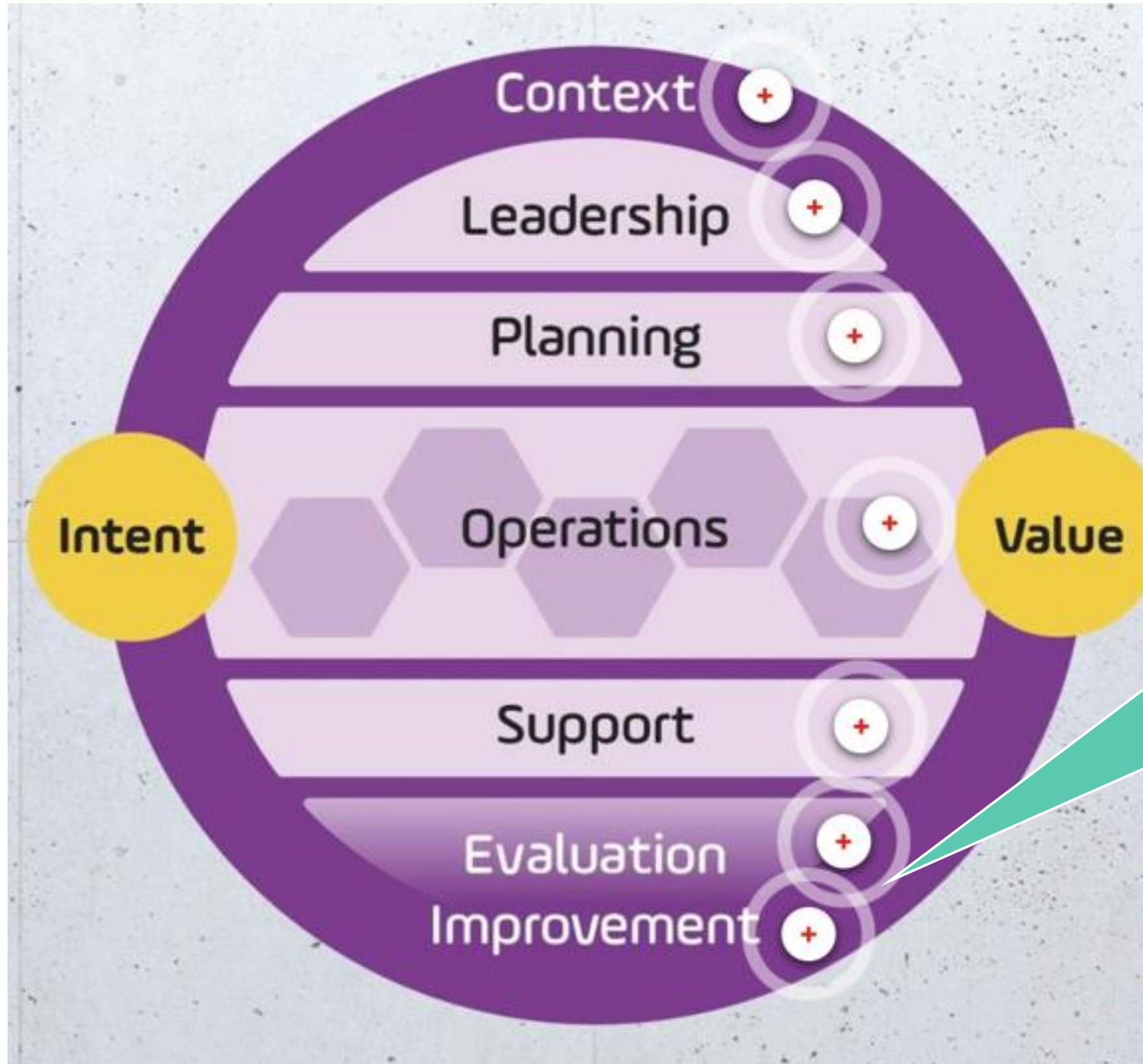
AI analysis of historical ideation data, past ideas, patent filings, and research papers.

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.

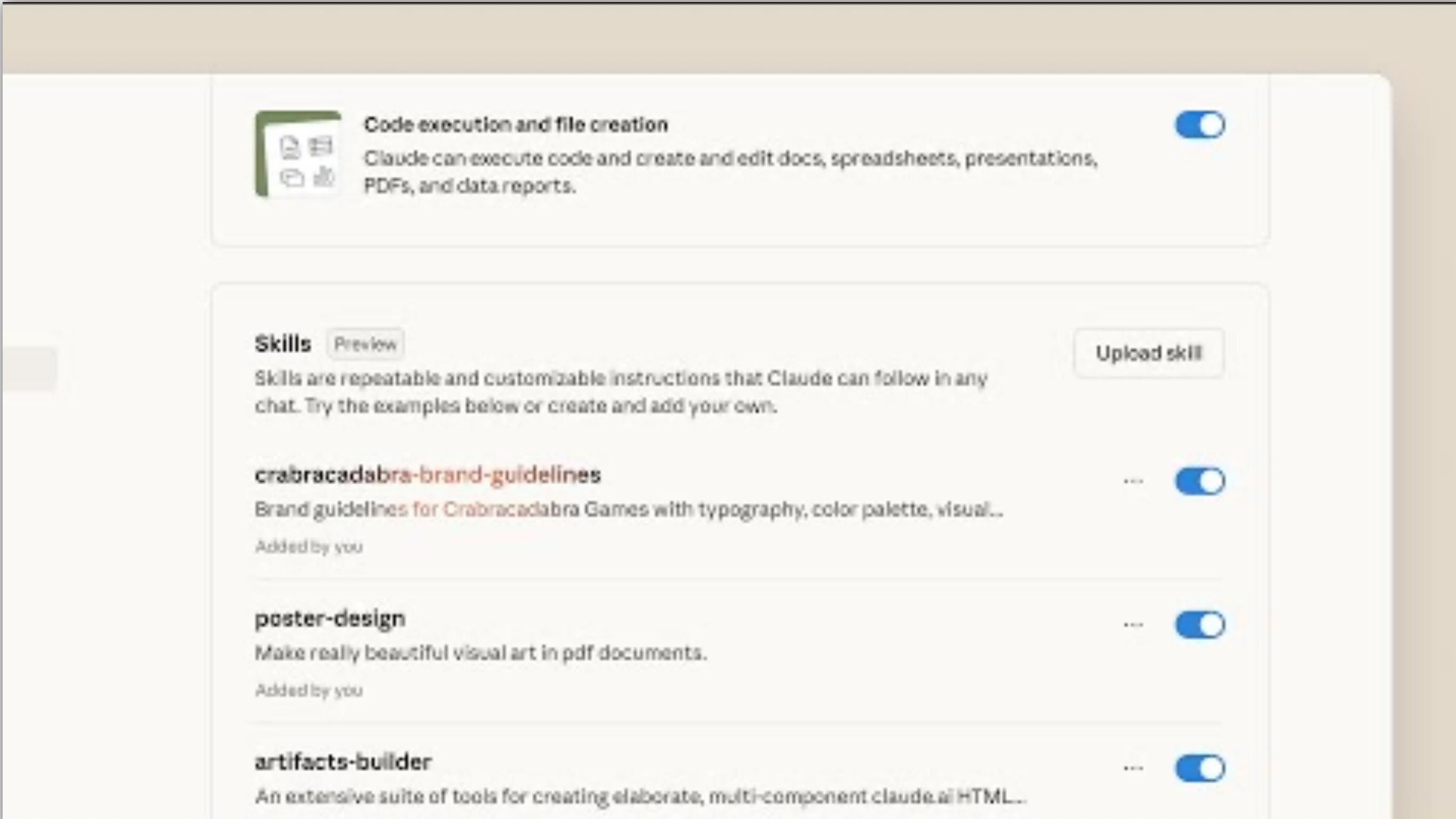
For instance, if it detects a shift in market trends, it might suggest adjustments to our innovation focus areas or highlight new capability gaps that need to be addressed.

Claude Skills

**Skills are
now a Commodity**



What are Claude Skills?



The screenshot shows the Claude Skills interface. At the top, there is a section for "Code execution and file creation" with a green icon and a description: "Claude can execute code and create and edit docs, spreadsheets, presentations, PDFs, and data reports." A blue toggle switch is on the right. Below this, there is a "Skills" section with a "Preview" button and an "Upload skill" button. The "Skills" section lists three skills, each with a name, a brief description, and a blue toggle switch:

- crabracadabra-brand-guidelines**
Brand guidelines for Crabracadabra Games with typography, color palette, visual...
Added by you
- poster-design**
Make really beautiful visual art in pdf documents.
Added by you
- artifacts-builder**
An extensive suite of tools for creating elaborate, multi-component claude.ai HTML...

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

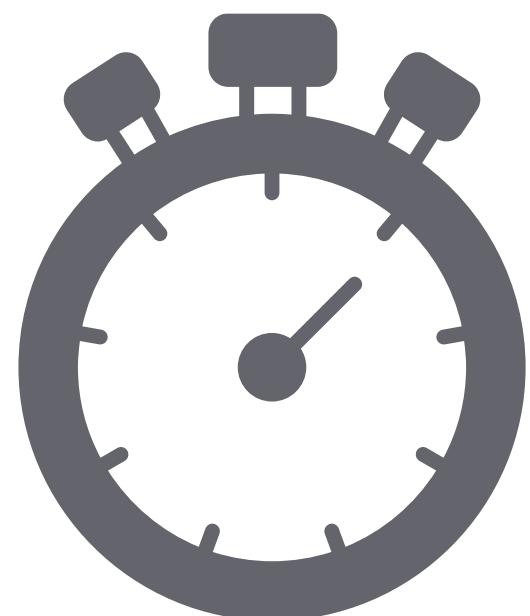
Ensure your organization's innovation language, terms, and storytelling approach



Skills demo

Your task:

Innovate with Claude Skills



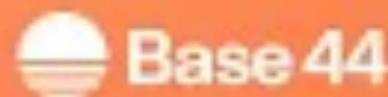
20 minutes

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

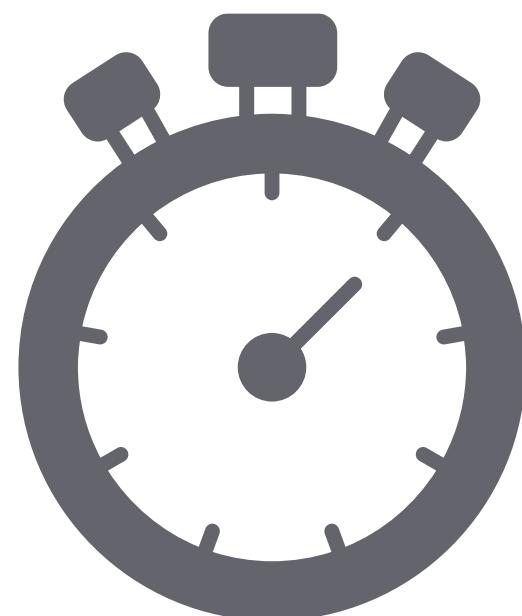
Make abstract concepts concrete with interactive demos that accelerate understanding, adoption, and decision-making quality





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



Think Big!

Thank you!



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Schedule a 30-minutes call

