

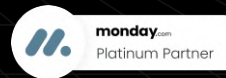


CLAUDE · 2026 EDITION

FACQ

Frequently Asked ✨ Claude Questions

Prepared by **Workflow** — Claude Certified Architects, monday.com
Platinum Partner & CRM Specialist.



Agenda

SEVEN SECTIONS

/01 The Basics

What Claude is, and how to prompt it well

/03 Pricing, Tokens & Usage

Every plan compared, and what a token is

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Haiku, Sonnet, Opus, Fable — and when to use each

/04 Claude × monday.com

What the MCP connector unlocks

/06 Skills, Hooks & Artifacts

The building blocks that make Claude repeatable

Every question that turns into a project — [book a Workflow consultation.](#)



/01

The Basics

What Claude is, how to get started, and the six habits that separate good prompts from bad ones.



What is Claude?

Claude is an AI assistant from Anthropic — think of it as a very capable colleague you brief in plain English.



Not a search engine

A search engine finds information. Claude produces the work.



Not a chatbot

It doesn't just chat — it writes, analyses, and builds.



Works in your tools

Connected to monday.com, it takes action inside your account.

How do I get started?



claude.ai

The web and desktop app — where most people work.



Claude API

For developers building Claude into their own products.



Claude Code

A terminal tool for coding and engineering tasks.



Plugins & connectors

Like the monday.com integration — Claude acts inside your tools.

Unsure where to start for your organisation? [Reach out to Workiflow.](#)



Give context, not just a command



VAGUE

“Write me an email”

vs



SPECIFIC

“Write a follow-up email to a prospect who attended our webinar but hasn't booked a demo. Keep it short, friendly, and end with a soft CTA.”

Claude is only as specific as you are. Treat it like a briefing, not a search bar.

Six habits of a good prompt

/01 Give context

Who it's for, what happened before, what good looks like.

/02 Assign a role

“Act as a project manager reviewing this plan for gaps.”

/03 Specify the format

Bullets, a table, a draft to paste — say which.

/04 Add constraints

“Under 150 words.” “No jargon.” Constraints sharpen output.

/05 Iterate, don't restart

“Make it more direct.” Claude holds the whole conversation.

/06 Share examples

“Here's one that performed well — write in this style.”

Chats, context & memory



New topic = new chat

Every chat has a context window.
Keep threads focused.



One project = one chat

Iterating on the same doc or plan?
Stay in the thread.



Repeat work = a saved prompt

Paste it fresh instead of scrolling
back through old chats.

Claude starts every chat with no memory of you. Four ways to fix that:



Custom instructions — who you are, your role,
your preferences.



An **“about me” blurb** pasted at the top of
new chats.



Skills that store voice, context and preferences.



Reference docs — brief, brand guide, strategy,
uploaded once.

/02

Claude Models

Four models, one decision: how much horsepower does the task actually need?



The model ladder



Speed runner

Haiku 4.5

Fastest and cheapest. High-volume, repetitive, simple tasks. 200K context.



Everyday workhorse

Sonnet 5

The right default: drafting, analysis, research, content, Q&A.



Deep thinker

Opus 4.8

Complex, multi-step work — agentic coding, sustained reasoning.



Frontier model

Fable 5

Most capable. Long-running agents and highest-stakes output.

In a tool like Cowork, Sonnet covers about 90% of the work.

Sources · [Models overview](#), [Claude Platform Docs](#)

A simple way to choose

If you need...	Use...
Speed and volume	Haiku
Everyday tasks	Sonnet
Complex reasoning	Opus
Maximum capability	Fable 5

/03

Pricing, Tokens & Usage

What a token is, every plan compared, and what happens when you hit a limit.



What is a token?



The unit Claude uses to measure everything it reads and writes — roughly 4 characters, or $\frac{3}{4}$ of a word.

~500

tokens in a short email

5–7K

tokens in a 10-page document

in + out

your prompt and Claude's reply
both count

Individual plans

Plan	Price	Best for
Free	\$0	Occasional use
Pro	\$20/mo · \$200/yr	Regular use
Max 5×	\$100/mo	Frequent users, varied tasks
Max 20×	\$200/mo	Daily power users

Team & org plans

Plan	Price	Best for
Team (Standard)	\$25/seat/mo · \$20 annually	Teams of 5–150
Team (Premium)	\$125/seat/mo · \$100 annually	Power users inside a team
Enterprise	Custom (usage-based)	20+ seats, security & scale

Pro → Team

Central billing, SSO, spend caps, connectors, per-member limits.

Usage headroom

Standard 1.25× Pro per session; Premium 6.25×.

Enterprise

Audit logs, SCIM, CMEK, HIPAA-ready, US-only inference.

Which plan fits you?

If you are...	Use...
Testing Claude out	Free
A solo user doing regular work	Pro
A heavy individual user	Max 5× or 20×
A team with shared tooling needs	Team
An org needing compliance and scale	Enterprise

Not sure which plan fits your team? [Reach out to Workflow](#) — we set teams up right from day one.



/04

Claude × monday.com

The MCP connector turns a conversation into an operator inside your account.



What the integration can do



Read & query

Pull from any board, search across boards, summarise pipeline health.



Create & build

Boards, groups, items, columns — whole workspaces from a description.



Update & manage

Statuses, owners, dates; move items; bulk-update in one prompt.



Automate

Build automations and chain multi-step workflows without the UI.



Analyse & report

Spot blockers, cross-reference boards, generate standup summaries.



CRM-specific

Contacts, leads, deals; log activity; draft follow-ups from CRM data.

THE REAL DIFFERENTIATOR

Multi-step workflows

“Find all overdue items assigned to the design team, move them to the At Risk group, and draft a Slack message summarising the blockers.”

One prompt. One workflow — not three separate tasks.

The four questions teams ask



Can Claude break our data?

It only acts on your prompts. Test bulk changes in a sandbox board first.



How much can it see?

The access level of the authenticated user. Scope is restricted at org level.



Do we need engineers?

No. Installed through Cowork, configured by an admin — no code.



How is it different from monday AI?

monday AI is scoped to in-product features. Claude reasons across the whole account.

/05

Security & Governance

Data handling, admin controls, compliance, and a rollout checklist.



Data, access & oversight



Is our data used for training?

No — not on the API or paid claude.ai plans. Enterprise backs it with a DPA.



Who controls what users can do?

Admins, via Organization Settings: roles, permissions, spend limits, connectors.



Can we restrict tools?

Yes. A connector that isn't installed can't be used. Network access is owner-managed.



Can we see usage?

Enterprise: Compliance and Analytics APIs. Team: billing and usage summaries.

Compliance & spend



Compliance

- HIPAA-ready configurations with a BAA (Enterprise).
- SOC 2 Type II documentation via the Trust Portal.
- GDPR processing terms in the commercial agreement.
- US-only inference for data-residency requirements.



Spend control

- Enterprise: org and per-user spend limits, tracked live.
- Team: usage credits, purchased and capped.
- Free and Pro: fixed session limits, no billing exposure.
- Org-wide system prompts set tone, scope and restrictions.

Before you roll out org-wide

/01 Name one internal Claude owner for auth, permissions and policy.

/02 Define approved use cases and document them.

/03 Set spend limits at the user level.

/04 Configure system prompts for consistent behaviour.

/05 Enable audit logging, or agree a review process on Team.

/06 Brief everyone on what never goes in: credentials, PII, client data.

/07 Schedule a 30-day review of usage patterns and access.

/ 06

Skills, Hooks & Artifacts

What Claude knows, what it's allowed to do, and what it leaves behind.



Three building blocks



Skill

A briefing Claude reads before it starts: your voice, audience, format, rules.

Shapes what Claude *knows*.



Hook

Logic that runs before or after an action — log it, approve it, block it.

Shapes what Claude *does*.



Artifact

A page, doc or dashboard that persists — and can re-fetch live data.

Shapes what Claude *leaves behind*.

PRACTICAL EXAMPLE



A hook fires before Claude writes to a monday.com board, checks the board is on the approved list, and blocks the action if it isn't.

/07

Claude Terminology

The terms you'll run into, in plain English.



Glossary · A–H



Agent / Agentic AI

Claude working across multiple steps to finish a goal, not answering one question.

Artifact

A persistent output — doc, dashboard, page — that saves and reopens.

Claude Code

A terminal tool for delegating coding tasks from the command line.

Connector

An integration linking Claude to a tool — monday.com, Slack, Drive.

Context window

How much Claude holds in working memory at once, measured in tokens.

Hallucination

Confident output that's factually wrong. Verify high-stakes numbers.

Glossary · H–P

Hook	Logic that runs before or after an action to enforce policy or log it.
Inference	The act of generating a response. Consumes tokens; drives usage billing.
Knowledge base	Documents attached to a Project that Claude always has to hand.
MCP	Model Context Protocol — the open standard that lets Claude act in your tools.
Plugin	An installable bundle of connectors, skills and tools.
Project	A saved workspace with persistent context, files and instructions.

Glossary · P–T

Prompt

Your instruction. The single biggest driver of output quality.

Skill

A module giving Claude specialised knowledge for a domain or task.

System prompt

Background instructions that shape behaviour for a whole conversation.

Token

The unit of text Claude measures — about 4 characters.

Tool use

Claude calling an external function or connector mid-conversation.

Cowork

Where skills, connectors and artifacts come together for a team.



Ready to deploy Claude the right way?

Most organisations don't fail at AI adoption because the technology doesn't work. They fail because there's no structure behind it — no governance, no workflow design, no one accountable.

Workflow's certified architects have spent half a decade and 30,000+ hours building on monday.com for over 1,000 clients — Platinum Partner, CRM Specialist, Claude Certified Architects.

Book a Workflow Consultation →