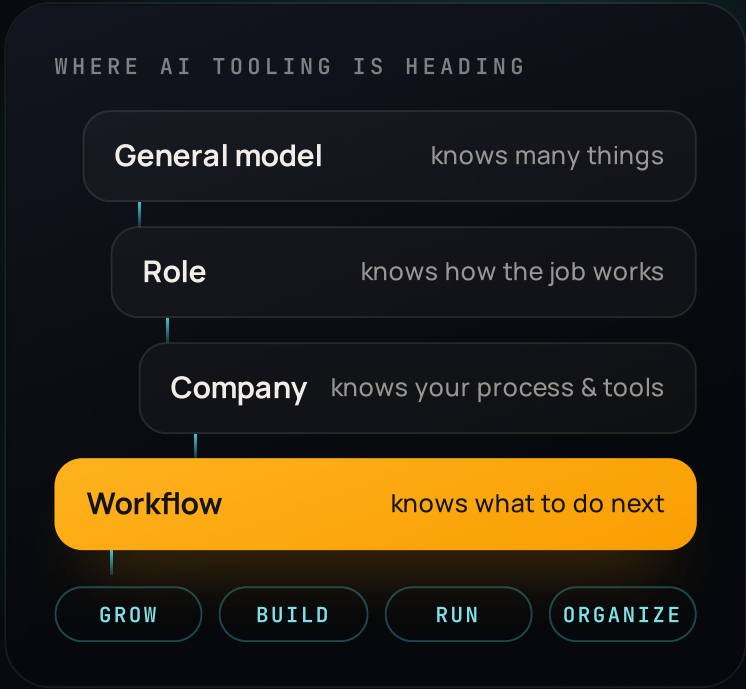


Claude is becoming *a work system*

11 Anthropic plugins – and what they reveal about the next stage of AI at work.

READ 10 MIN FOR FOUNDERS & TEAMS



11
role-based plugins

6
layers of a working AI stack

4
groups of work they structure

1
workflow to start with

The end of explaining everything from scratch

For a long time, using AI at work meant opening a chat and explaining the same context again and again:

Who is the client?	What are we selling?
What should the output look like?	What happens next?

Anthropic’s role-based plugins point to a different model. Instead of starting from a blank conversation, Claude inherits a predefined way of working: skills, commands, workflows and connections to the tools where the work already happens.

Each plugin is a set of plain text files — instructions, commands and connectors — published in an open repository. Not an app, not a new interface. A packaged way of doing a job.

The interesting part isn’t that there are eleven plugins. It’s that AI work is becoming structured.

01 FROM PROMPTS TO OPERATING PROCEDURES

A prompt finishes a task. A system repeats it.

A good prompt helps AI complete a task. A good system helps AI complete the same class of tasks again and again — with the same quality. These are two different things.

You can write this every time:

ONE-OFF PROMPT

```
Research this company, find relevant information, prepare questions for a sales call and draft a follow-up.
```

Or you can define the process once — and let AI work inside it:

Account research → Call prep → Meeting → Follow-up → CRM update

PROMPT

Task → Output

Good for one result. Starts from zero every time.

SYSTEM

Context → Process → Tools → Output → Next action

Built once. Refined over time.

The more repeatable the work, the more valuable a structured AI workflow becomes.

02 GROW • REVENUE & CUSTOMER ACQUISITION

Eleven plugins, grouped by the work they structure

Eleven identical descriptions in a row don't help anyone decide anything. So I grouped the plugins by the kind of work they take over: **Grow**, **Build**, **Run** and **Organize**.

GROW

BUILD

RUN

ORGANIZE

01 Sales

WHAT IT CAN STRUCTURE

Account research → Call preparation → Outreach → Follow-up

Where it becomes useful

When a sales team researches similar accounts again and again, or prepares for dozens of calls every month.

Where it doesn't

If every sale is completely bespoke and there is no consistent sales process yet.

Automate after you standardize

If your team cannot describe how a good sales call is prepared today, AI will not create that process for you.

02 Marketing

Campaign brief → Content → Email → SEO → Measurement

Marketing suits AI workflows well: much of the work is repetitive, but it still needs judgment. Good candidates:

- ✓ campaign structure and briefs
- ✓ adapting content for each channel
- ✓ SEO checks
- ✓ messaging variants
- ✓ email sequences
- ✓ repurposing one piece into many

What I would not hand over to the system: final brand positioning and the choice of strategy. Those stay with people.

03 BUILD • PRODUCT & KNOWLEDGE

Turning messy ideas into structured decisions

03 Product management

Problem → Research → Specification → Roadmap

The plugin turns a problem into a spec, synthesises user research and updates the roadmap.

One of the most valuable uses of AI isn't creating more ideas. It's turning messy ideas into structured decisions.

04 Data

Raw data → Quality check → Query → Analysis → Dashboard

AI can speed up exploratory work a lot — but it does not fix bad data.

AI + CLEAN DATA

= **acceleration**

AI + BAD DATA

= **faster confusion**

05 Bio research

A good example of how specialised AI workflows can become: choosing a scientific problem, quality control for single-cell RNA data, building Nextflow pipelines.

The lesson for most businesses

It isn't "install the bio-research plugin". It's that the same architecture works for extremely specialised work — including yours.

04 RUN • OPERATIONS AROUND THE WORK

Structure the repetitive part, keep the judgment

06 • Finance

Reconciliation → Variance analysis → Reporting

07 • Legal

Contract → Risk detection → Review

08 · Customer support

Ticket → Classification → Response → Knowledge base

09 · Enterprise search

Question → Search across systems → Sourced answer

PLUGIN	REPETITIVE WORK IT STRUCTURES	HUMAN JUDGMENT STILL REQUIRED
Finance	reconciliation, variance analysis	accounting decisions
Legal	contract and NDA review	legal interpretation
Support	triage and response drafts	sensitive and escalated cases
Enterprise search	finding internal knowledge	deciding what to do with it

Treat finance and legal output as a draft
These plugins don't replace an accountant or a lawyer. The legal one is set up with US defaults, so outside the US its rules need to be adapted first.

05 ORGANIZE · THE LAYER MOST PEOPLE UNDERESTIMATE

From managing tasks to keeping continuity

10 Productivity

The plugin keeps a task list, updates it and remembers people, projects and your shorthand. That alone isn't new. It gets interesting when AI stops managing individual tasks and starts keeping continuity between them:

What happened → What remains → What changed → What needs attention

11 Cowork plugin management

It creates new plugins for a specific job and customises the existing ones for your tools and processes. This may be the most interesting plugin in the set — not because everyone needs to build plugins, but because it shows where AI tooling is heading:

Generic AI → Role-specific AI → Company-specific AI

General model

knows many things

Role

knows how marketing, sales or product work

Company

knows your terminology, process and tools

Workflow

knows what to do next

PART II · PRACTICAL SETUP

How to use these plugins *without wasting time*

Installing a plugin is the easy part. The harder question is whether it actually improves the way you work. A useful plugin removes friction from an existing process — it doesn't add another layer of tools to manage.

A

Choose

B

Map

C

Connect

D

Guard

E

Test

F

Measure

A CHOOSE

Pick the task that already costs you time

Not the most impressive use case. Not the most complex one. The task you already repeat every week.

SALES

Account research → call prep → follow-up

MARKETING

Campaign brief → content → email sequence

PRODUCT

Research → synthesis → specification

SUPPORT

Ticket → classification → response → knowledge base

CLEAR WORKFLOW + AI

= acceleration

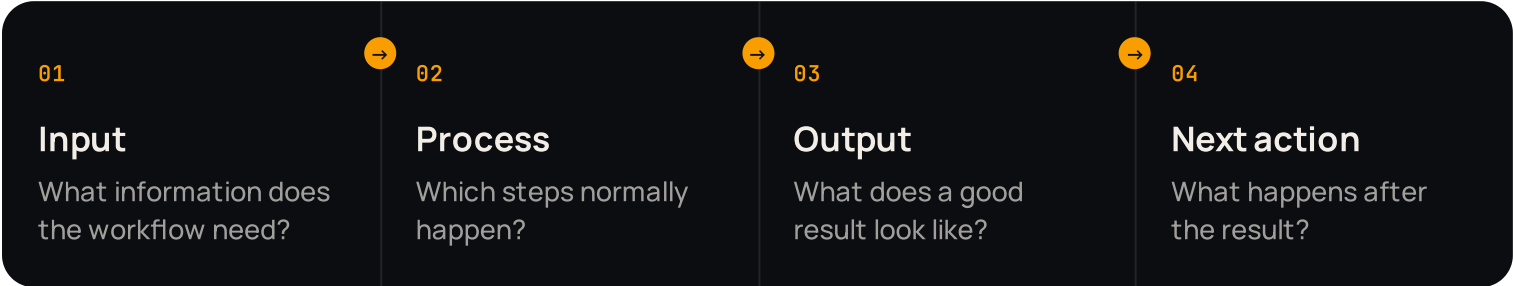
CHAOTIC WORKFLOW + AI

= faster chaos

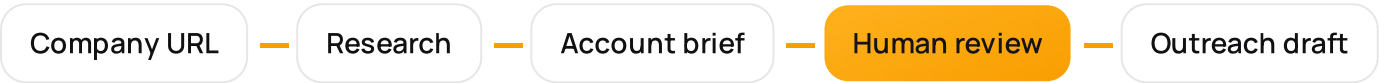
B MAP

Define the process before adding AI

Before installing anything, write down four things:



A simple workflow might look like this:



That small step changes how you use AI. Instead of asking the model to “do something useful”, you give it a defined role inside a system.

C CONNECT

Connect only the tools that remove real manual work

Plugins become more valuable when they work with the systems where your information already lives — CRM, email, documents, analytics, project management. But more integrations don't automatically mean a better workflow. Connect a tool only when it removes a real step.

ILLUSTRATIVE EXAMPLE

20 sec

Uploading one document by hand

An integration adds more complexity than it saves.

NOT WORTH IT

2 h / week

Copying CRM data into reports

A real, repeating manual step.

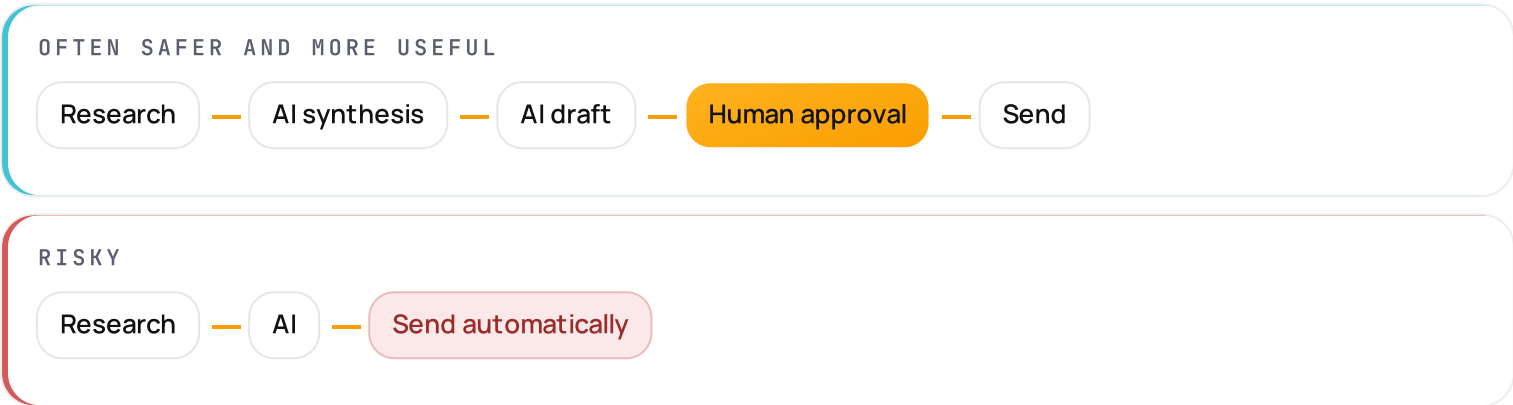
WORTH CONNECTING

Automation should reduce friction, not move it somewhere else.

D GUARD

Keep human approval where judgment matters

Not every step should be autonomous. Human review matters most when the output affects contracts, financial reporting, client communication, public brand content, sales outreach or strategic decisions.



Generic plugins are a starting point. The real value appears when you add your own rules:

MARKETING

- ☐ use the company tone of voice
- ☐ don't invent statistics
- ☐ give sources for research
- ☐ approval before publishing

SALES

- ☐ never send outreach automatically
- ☐ exclude existing customers
- ☐ personalise only with verified information

DATA

- ☐ no destructive queries
- ☐ flag missing data
- ☐ separate facts from assumptions

LEGAL

- ☐ identify the jurisdiction
- ☐ highlight uncertainty
- ☐ a review draft, not legal advice

This is how a generic AI capability becomes part of an actual business process.

E TEST

Test the workflow on real work

Don't judge a plugin by one impressive demo. Run it through **5–10 real tasks** and score it:

Consistency

Is the result useful every time?



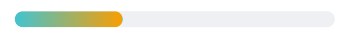
Corrections

How much do you still rewrite?



Failures

Where does it misread the context?



Time saved

Are there fewer manual steps?



Trust

Would you use it in real work?



One excellent result proves very little. A workflow becomes valuable when it works predictably.

F MEASURE

Measure the workflow, not the output

THE WRONG QUESTION

~~Did Claude produce a good document?~~

THE BETTER QUESTION

Did the whole process become better?

Compare before and after:

Time spent

BEFORE → AFTER

Manual steps

BEFORE → AFTER

Revisions

BEFORE → AFTER

Errors

BEFORE → AFTER

Response time

BEFORE → AFTER

Cost per task

BEFORE → AFTER

Demo or automation?

If the output looks impressive but the process still takes the same time, you have a demo – not an automation.

IMPLEMENTATION CHECKLIST

Ten steps from idea to a working workflow

01

Choose

one repetitive workflow

02

Map

input → process → output → next action

03

Install

the plugin closest to that workflow

04

Connect

only the services that remove manual steps

05

Define quality

what a good result must contain

06

Add guardrails

what AI may and may not do

07

Set approval points

where a human reviews the result

08

Test

on 5–10 real examples

09

Measure

time, corrections and steps — before and after

10

Improve

only then automate the next part

Don't start by asking what AI can automate.

Start by asking which process is worth improving.

06 DON'T AUTOMATE THE CHAOS

Four questions before you install anything

BEFORE INSTALLING A PLUGIN

01

Is the process repeatable?

If it happens once every six months, automation probably isn't the priority.

02

Can you describe what “good” looks like?

AI needs an acceptance criterion.

03

Does the workflow have reliable inputs?

Garbage context produces polished garbage.

04

Where does human approval belong?

Not every step should be autonomous.

The best AI workflow doesn't remove the human. It removes the unnecessary work around the human.

07 WHAT TO AUTOMATE FIRST

The 3R test

Take any task and ask three questions. Three yeses make it a strong candidate for an AI workflow.

REPETITIVE

Do I do it often?

DESCRIBABLE

Can I explain how I normally do it?

RESOURCE-HEAVY

Does it take meaningful time?

Weekly content repurposing

- ✓ repetitive
- ✓ describable
- ✓ time-consuming

→ strong automation candidate

Choosing company positioning

- × low frequency
 - × high ambiguity
 - ✓ time-consuming
- keep it human-led

08 THE ACTUAL STACK IS BIGGER THAN THE AI

A plugin alone doesn't solve anything

For AI to do real work, six layers have to work together:

01

Model

Claude

02

Instructions

skills and workflows

03

Context

company knowledge

04

Tools

CRM, email, analytics,
documents

05

Orchestration

what triggers what

06

Human approval

where judgment matters

AI becomes operational when all six layers work together.

09 CONCLUSION

Start with one workflow, not eleven plugins

The temptation with AI is always to add more: more tools, more agents, more plugins, more automation. The better question is:

Which repetitive process would create the most value if it simply worked better every week?

01

Start there

02

Define the process

03

Add the AI

04

Connect the tools

05

Keep human
judgment where it
matters

Then build the next layer.

Don't automate more.

Build better systems.

Sources: Anthropic, [knowledge-work-plugins](#) (open repository, Apache-2.0); Claude Help Center, "Use plugins in Claude". Plugin names and features as published at the time of writing.