Write it once. Use it every day.

THE GUIDE For every business

The 10 AI skills every business should set up

The ten we think matter most, why each one earns its place, and a starter skill for each, ready to fill in.

Write this the way we write it

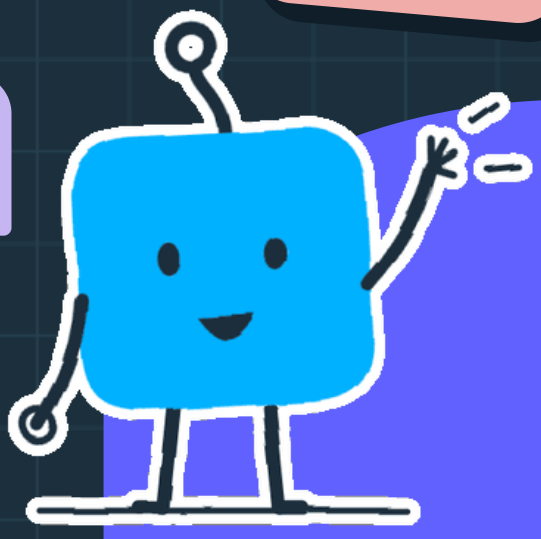
1h
to build each

10
skills

No code

What would you teach your AI first?

Starter skills for
Claude, ChatGPT and Codex



From the AI Adoption Lab

Teach your AI once

Most teams still use AI like a very clever search box. Type a request, explain the background again, fix the result, and do it all over tomorrow. **Skills end that loop.** A skill is a folder of written instructions, examples and templates that your AI tool picks up whenever that job comes up.

A PROMPT

Typed from scratch, every time

Write a proposal for Acme. Use our template, our fonts, keep it short, UK English...

Same again for Bolt. Template, fonts, short, UK English...

And again tomorrow...

Lives in one person's head. A different result every time.

A SKILL

Written once, used by everyone

`SKILL.md`	Name, when to use it, the steps
`references/`	Style guide, real examples
`assets/`	Templates, logos, files
`scripts/`	Optional: code it can run

Your AI picks it up whenever the job comes up. Same quality, first time.

Want to go deeper?

Join us on Learn

Learn, our AI learning platform, is where we show what good looks like: lessons on how skills work, worked examples, and reusable skills and context files you can download and adapt. Start free with the AI Primer deck.

Start free

`learn.aiaccelerator.uk/trial`

How skills work

Skills now share one open format, Agent Skills, so a skill written once works across the main AI tools. Claude, ChatGPT and Codex read it natively. In other tools, paste the instructions into a custom GPT, agent or project.

How your AI finds the right skill

1

Reads every description

It keeps a short list of each skill's name and description. That costs almost nothing, so you can have dozens.

2

Opens the one that fits

When your request matches a description, it loads that skill's SKILL.md and follows it.

3

Pulls in files when needed

Templates, examples and style guides load only when the job calls for them.

Inside a good skill

house-documents/SKILL.md

```
---
name: house-documents
description: Turns drafts and notes into
finished documents in our house style, including
reports, letters, proposals and slides. Use
whenever someone asks for a finished, formatted
or client-ready document.
---

# House documents
1. If the document type isn't clear, ask.
2. Start from the matching template in assets/.
3. Follow references/style-guide.md: fonts,
colours, logo.
...
```

1 **name**

Lowercase words and hyphens. Matches the folder name.

2 **description**

What it does and when to use it. The AI reads only this to decide whether to open the skill, so it's the most important line you write. Write it last, in the words people actually type.

3 **instructions**

Steps, rules and the checks to run before handing back. A page or two, not a manual.

4 **references/ and assets/**

Style guides, real examples and templates. Loaded only when the job needs them.

GOOD TO KNOW

A skill isn't code and isn't a plugin. It's a text file and a few documents. If you can brief a new starter, you can write a skill.

The ten at a glance

The ten we'd set up first in any business, whatever it sells. They cover what you send out, what fills your diary, how you run, what you know, and how you keep getting better.

MAKE ORGANISE MEETINGS KNOW GROW

01 Your house documents
Drafts into finished, on-brand files

02 Your voice
Writes like you and your brand

03 Where things live
Knows where everything is filed

04 End-of-session wrap-up
Files, logs and learns after every job

05 Meeting to actions
Turns meetings into owners and dates

06 Brief me before I go in
A one-page brief before every meeting

07 Process to playbook
Turns how you work into a checklist

08 Ask the business
Answers staff questions, with the source

09 Second opinion
Tests your plan before customers do

10 Skill builder
Helps anyone build the next skill

10
skills, all plain written instructions

1 hr
to build a working first version

0
lines of code needed

See them working first

We run free online sessions and events at the AI Adoption Lab where you can watch skills being built in live build-alongs, and ask your questions. **See what's on at aiaccelerator.uk/events**

Your first month

An hour or two a week. Start with what leaves the building, because that's where quality shows and the payoff is obvious early. Finish by sharing, because a skill only one person uses is still just a good prompt.

WEEK 1 — What you send out

- 01 Your house documents
- 02 Your voice

WEEK 2 — What fills your diary

- 05 Meeting to actions
- 06 Brief me before I go in

WEEK 3 — How you run

- 03 Where things live
- 07 Process to playbook
- 04 End-of-session wrap-up

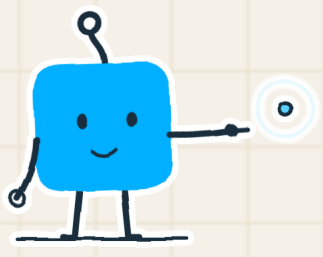
WEEK 4 — Share it

- 08 Ask the business
- 09 Second opinion
- 10 Skill builder

Week 3 is the plumbing. Skills 3 and 4 work together: one knows where things go, the other puts them there.

How to use the starter skills

1. **Make a folder** with the exact name on the skill's `name` line.
2. **Save the starter as SKILL.md** in that folder and fill in the [brackets].
3. **Add what it needs** style guides and real examples in references/, templates and logos in assets/.
4. **Add it to your AI tool** as a skill where your tool supports them. Elsewhere, paste the instructions into a custom GPT, agent or project and upload the files.
5. **Try it on three real jobs** When it gets something wrong, fix the skill, not the chat.



MAKE

Your house documents

Turns any rough draft into a finished, on-brand Word document, PDF or slide deck.

01 of 10

YOU GIVE IT
A rough draft, notes or a half-finished file

→

THE SKILL
Your house documents

→

YOU GET
A finished Word, PDF or slide file in your house style

BUILD	YOU'LL FEEL IT	YOU'LL NEED
45 min	next proposal	3 great documents

Why it matters

Your documents are your business in the room when you're not. Every proposal, report and letter either builds trust or quietly costs it. Without a skill, AI drafts look like AI drafts and someone spends an hour fixing fonts and structure. With one, the first draft already looks like you, and the time goes on the thinking, not the formatting. It's also the easiest skill to prove: put a before and after side by side.

What goes in the folder: your style guide and two or three documents you're proud of in `references/` ; your templates and logo in `assets/` .

TIP

Don't start from a blank template. Give the AI your three best documents and ask what they have in common. Edit its answer into your style guide.

house-documents/SKILL.md — STARTER SKILL

```
---
name: house-documents
description: Turns drafts and notes into finished documents in our house style, including
reports, letters, proposals and slides. Use whenever someone asks for a finished, formatted
or client-ready document.
---

# House documents
1. If the document type isn't clear, ask.
2. Start from the matching template in assets/.
3. Follow references/style-guide.md: fonts, colours, logo.
4. Match the tone and length of references/examples/.
5. UK English. Short sentences. No jargon.
6. Never invent a name, number or date. Mark gaps [CHECK].

Before handing back, list everything a person must confirm.
```

MAKE

Your voice

02 of 10

Writes emails, posts, proposals and replies the way your business writes, or the way a named person writes.

YOU GIVE IT
What you want to say, in a line or two

→

THE SKILL
Your voice

→

YOU GET
An email, post or proposal that sounds like you

BUILD	YOU'LL FEEL IT	YOU'LL NEED
30 min	next email	5–10 real samples

Why it matters

Customers spot generic AI writing in a sentence, and it costs you trust. Your voice is one of the few things a competitor can't copy, and it's exactly what AI flattens by default. A voice skill makes your best writing the standard for everything: a new starter's emails sound like your best salesperson's. It also compounds, because every other skill that writes for you calls on this one.

What goes in the folder: five to ten real samples you'd happily send again, in `references/samples/`. Real samples beat adjectives: "friendly but professional" means nothing to an AI, three of your actual emails mean a lot.

TIP

Ask the AI to read your samples and write your voice as ten rules. Correct its list. That's most of the skill done in ten minutes.

our-voice/SKILL.md — STARTER SKILL

```
---
name: our-voice
description: Writes in our brand voice. Use for anything that goes out under our name, such
as emails, posts, proposals, replies and web copy.
---

# Our voice
Read references/samples/ first. Copy how they sound,
not what they say.
- Words we use: [three or four]
- Words we never use: [three or four]
- We open with: [e.g. the point, not pleasantries]
- We close with: [e.g. one clear next step]
- Length: shorter than you think.

If it would sound odd read aloud, rewrite it.
```

ORGANISE

Where things live

Tells anyone which system holds what, and where to save what they've just made.

03 of 10

YOU GIVE IT	THE SKILL	YOU GET
"Where does this go?"	Where things live	The right system, folder and file name

BUILD 1 hour · YOU'LL FEEL IT next new starter · YOU'LL NEED a one-page index

Why it matters

AI is moving from answering questions to doing work, and work has to be saved somewhere. If people already struggle to find things, AI that files things will make it worse, fast. One index of where everything lives is the foundation the other skills stand on: the wrap-up skill files by it, ask-the-business searches by it, and new starters learn from it. It's the least glamorous skill on the list and the one we'd least want to be without.

What goes in the folder: one page, `references/index.md`, listing each kind of information, the system it lives in, the folder, the naming rule and the owner.

HOW IT WORKS

The index is just a one-page table. Kept that short, the AI reads all of it every time, so it never has to guess.

where-things-live/SKILL.md — STARTER SKILL

```
---
name: where-things-live
description: Says where any kind of information is kept and where new work should be saved.
Use when anyone asks where something is, or where to file something.
---

# Where things live
Answer only from references/index.md. Never guess.

For each answer give: the system, the folder, the file
name pattern, and who owns it.

If the index has no answer, say so, name the owner of the
nearest match, and suggest a line to add to the index.
```

ORGANISE

End-of-session wrap-up

Closes every piece of AI work properly: output filed, tracker and CRM updated, decisions noted, lessons kept.

04 of 10

YOU GIVE IT	THE SKILL	YOU GET
A finished piece of AI work	End-of-session wrap-up	Output filed, tracker updated, lesson noted

BUILD 20 min · YOU'LL FEEL IT next session · YOU'LL NEED skill 3 in place

Why it matters

Most AI work happens in a chat window, and most chat windows are never opened again. The result, the decision and the lesson all vanish with it. A wrap-up skill is the habit that turns individual AI use into an organisation that learns: outputs land where colleagues can find them, records stay current, and each session makes the next one faster. It's also a safety net, because it asks before it changes anything.

What goes in the folder: which tracker and CRM you use and what a good update looks like, in `references/systems.md`; a short log template in `assets/`.

WHY IT ASKS FIRST

Anything that changes a record waits for a yes. It costs one click, and it's what lets you trust a skill near your CRM.

wrap-up/SKILL.md — STARTER SKILL

```
---
name: wrap-up
description: Closes out a working session. Files outputs, lists tracker and CRM updates,
and logs decisions and lessons. Use when someone says wrap up or close, or a piece of work
is finished.
---

# Wrap-up
1. List what we made and where each item should be filed
   (use the where-things-live skill).
2. List tracker and CRM updates, using references/systems.md.
3. Note decisions made, and anything still open.
4. Note one thing that would make this faster next time.
5. Show the list. Change nothing until a person says yes.
```

MEETINGS

Meeting to actions

Turns a transcript or rough notes into a summary, decisions, owners, deadlines, CRM notes and a follow-up email.

05
of 10

YOU GIVE IT
A transcript or rough meeting notes

→

THE SKILL
Meeting to actions

→

YOU GET
Summary, owners, dates and a follow-up draft

BUILD	YOU'LL FEEL IT	YOU'LL NEED
20 min	next meeting	one real transcript

Why it matters

Meetings are where decisions get made and where they most often get lost. The cost isn't the meeting; it's the actions nobody owns and the follow-up that goes out three days late, or never. AI is very good at this job, and a skill makes it consistent: the same format every time, owners named, gaps flagged rather than guessed. Of the ten, this is the one most people feel in their first week.

What goes in the folder: your summary format and a CRM note template in `assets/` .

TIP

Transcripts beat notes. The AI can see who actually agreed to what. Always ask permission before you record.

meeting-to-actions/SKILL.md — STARTER SKILL

```
---
name: meeting-to-actions
description: Turns a meeting transcript or notes into a summary, decisions, an actions
table, a CRM note and a follow-up email. Use when someone shares a transcript, meeting
notes or minutes.
---

# Meeting to actions
Produce, in this order:
1. Three-line summary: why we met, what we decided.
2. Actions table: action, owner, due date.
3. Open questions.
4. A CRM note, using assets/crm-note.md.
5. A short follow-up email to attendees, in our voice.

Never invent an owner or a date. Write [OWNER?] or [DATE?].
```

MEETINGS

Brief me before I go in

A one-page brief before any meeting: who they are, your history with them, what they care about, talking points and a proposed agenda.

06
of 10

YOU GIVE IT
A name, a company and a meeting time

→

THE SKILL
Brief me before I go in

→

YOU GET
A one-page brief, every fact with its source

BUILD 30 min | YOU'LL FEEL IT next call | YOU'LL NEED your brief layout

Why it matters

Preparation is the difference between a meeting that moves things on and one that goes over old ground. Most people know they should prepare and run out of time. A brief skill makes good preparation the default, not the exception. Because every fact carries its source, you can trust what's on the page, and the rule that it writes "not found" rather than guessing is what makes it safe to rely on.

What goes in the folder: your one-page brief layout in `assets/` . It works best when your AI tool is connected to your CRM and email.

HOW IT WORKS

Connect your AI tool to your CRM, email and calendar and the skill checks them itself. Without that, paste in what you have; it still works.

brief-me/SKILL.md

STARTER SKILL

```
---
name: brief-me
description: Writes a one-page pre-meeting brief with a source for every fact. Use when
someone asks to prepare for a meeting or call, or asks who they are meeting.
---

# Brief me before I go in
Check, in order: our CRM, our email history, their
website, recent news. Fill assets/brief.md, one page:
- Who they are, and who I'm meeting
- Our history with them
- What they probably care about right now
- Three talking points and two likely objections
- A proposed agenda

Give the source for every fact. If you can't find
something, write "not found". Never fill a gap with a guess.
```

ORGANISE

Process to playbook

Turns "how we do X" into a clear playbook or checklist, with an owner and a review date.

07 of 10

YOU GIVE IT
Someone who knows the job, talking it through

→

THE SKILL
Process to playbook

→

YOU GET
A checklist with an owner and a review date

BUILD	YOU'LL FEEL IT	YOU'LL NEED
30 min	next holiday	one job expert

Why it matters

Every business has jobs only one person knows how to do. When they're on holiday, ill or gone, the job stops or goes wrong. Writing processes down is the fix everyone agrees with and nobody gets round to. With AI doing the interviewing and drafting, it takes minutes, not days. And written processes are what AI needs to do the work too: today's playbook is tomorrow's automation.

What goes in the folder: your playbook template in `assets/`, and where finished playbooks are filed.

TIP

Let the AI interview the person who does the job, out loud if your tool allows. People explain far more when they talk than when they write.

process-to-playbook/SKILL.md — STARTER SKILL

```
---
name: process-to-playbook
description: Interviews someone about how a job is done and writes it up as a one-page
playbook. Use when someone wants to document a process, or write an SOP or checklist.
---

# Process to playbook
1. Interview one question at a time: what starts it, the
   steps, the tools, the checks, what goes wrong, who
   signs it off.
2. Draft with assets/playbook.md: purpose, owner, steps,
   checklist, review date.
3. Mark any step you had to assume with [CHECK].
4. Keep it to one page. Link out for detail.
```

KNOW

Ask the business

A shared assistant that answers your team's questions from your own policies, processes and past work, and shows where the answer came from.

08
of 10

YOU GIVE IT
A question from anyone on the team

→

THE SKILL
Ask the business

→

YOU GET
An answer from your own documents, with the source

BUILD	YOU'LL FEEL IT	YOU'LL NEED
1–2 hours	first week	written policies

Why it matters

The same questions get asked every week, and they land on the same few people. That's expensive, and the answers drift depending on who you ask. A knowledge skill gives everyone the same answer, from your own documents, with the source to check. It also shows up the gaps: every question it can't answer is a document you should write.

What goes in the folder: the documents it may answer from, and only those, in `references/`. Start with the twenty questions people ask most.

WHY SOURCES MATTER

An answer without a source is a guess you can't check. Citing the document builds trust, and shows when a policy is out of date.

ask-the-business/SKILL.md — STARTER SKILL

```
---
name: ask-the-business
description: Answers staff questions from our own policies, processes and past work, citing
the source. Use when anyone asks how we do something or what our policy is.
---

# Ask the business
Answer only from the documents in references/.
Name the document and section for every answer.
If the answer isn't there, say so and name who to ask.

Never answer individual HR cases, legal advice or pay
questions. Refer those to [person or team].
```

KNOW

Second opinion

09
of 10

Challenges a plan or proposal cold, with no stake in defending it, and reviews anything customer-facing through your ideal customers' eyes.

YOU GIVE IT	THE SKILL	YOU GET
A plan, proposal or page before it goes out	Second opinion	The three strongest objections, and how to fix them

BUILD 30 min · YOU'LL FEEL IT next launch · YOU'LL NEED 2–4 personas

Why it matters

Everyone who's worked on a plan is too close to see its weak spots, and colleagues are often too polite to say. An AI with no stake in the outcome will tell you what your customers would think, before they think it. It's the cheapest risk check you can run before a launch, a price change or a big pitch, and asking for the three strongest objections gets you something to act on, not a score.

What goes in the folder: two to four short personas of your best customers, drawn from real ones, in `references/personas.md`.

TIP

Build personas from real customers: their role, their worries, why they bought. Invented personas give polite, useless feedback.

second-opinion/SKILL.md — STARTER SKILL

```
---
name: second-opinion
description: Challenges a plan, proposal, page or email through our customers' eyes. Use
before anything big or customer-facing goes out, or when asked to stress-test something.
---

# Second opinion
You have no stake in this. Read it cold.
1. Read it as each persona in references/personas.md.
2. For each: what lands, what's unclear, and what
   would make them say no.
3. Give the three strongest objections overall.
4. Suggest a fix for each. Don't rewrite the whole thing.
```

GROW

Skill builder

Helps anyone in your team package their own repeatable job into a new skill, so the list keeps growing.

10 of 10

YOU GIVE IT
A job someone repeats every week

→

THE SKILL
Skill builder

→

YOU GET
A new skill, ready to test and share

BUILD 20 min | YOU'LL FEEL IT skill eleven | YOU'LL NEED the other nine

Why it matters

Ten skills is a start, not a finish. The biggest gains come from the jobs only your team knows it repeats. A skill builder lets anyone turn one of those into a skill, in the agreed format, without being an AI expert, and with a review before it's shared. That's how ten becomes fifty, and how AI capability spreads across the business instead of sitting with one enthusiast.

What goes in the folder: a blank skill template and your naming and review rules in `references/`.

TIP

Test every new skill on three real requests before sharing it. If one fails, fix the skill and run all three again.

skill-builder/SKILL.md — STARTER SKILL

```
---
name: skill-builder
description: Turns a job someone repeats into a new skill in the Agent Skills format. Use
when someone wants to make, write or improve a skill.
---

# Skill builder
1. Ask what the job is, what starts it, and what good
   output looks like. Ask for one real example.
2. Draft SKILL.md: a name, a description that says what
   and when, steps, rules, checks before handing back.
3. Suggest what to put in references/ and assets/.
4. Write three test requests to try it on.
5. Remind them who reviews a skill before it's shared.
```

Five rules for skills that keep working

Skills are easy to start and easy to let rot. These five habits keep them useful.

1. **One job per skill.**
   A skill that does everything does nothing well. If the description needs “and also”, split it.

2. **Write the description last, and carefully.**
   It decides whether the skill is ever used.

3. **Fix the skill, not the chat.**
   When a result is wrong, change the skill so it's right for everyone next time.

4. **Every skill has an owner and a review date.**
   Your business changes. Skills nobody owns drift out of date quietly.

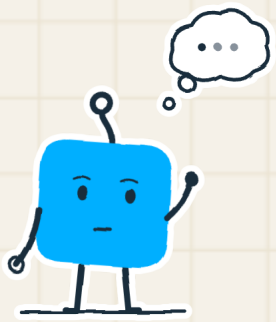
5. **Decide what it may do, not just what it knows.**
   A skill that drafts is low risk. One that sends, deletes or updates records needs a person to say yes first.

SAFE TO RUN ON ITS OWN

- ✓ Drafting documents, emails and briefs
- ✓ Summarising meetings and notes
- ✓ Answering from approved documents
- ✓ Challenging a plan

NEEDS A PERSON TO SAY YES

- ! Sending anything outside the business
- ! Updating your CRM or tracker
- ! Deleting or moving files
- ! Anything involving money or personal data



The businesses getting the most from AI won't have the cleverest prompts. They'll have the best skills, owned, reviewed and shared.

NEXT When you're ready to go further

Where to go next

These are the ten we think matter most. Here's how we can help you build them.

START FREE

Join us on Learn

Lessons, worked examples, and reusable skills and context files to download and adapt. Start free with the AI Primer deck.

learn.aiaccelerator.uk/trial

FREE, ONLINE AND AT THE LAB

Join a live build-along

Watch skills like these built and used, live, at our free online sessions and events. Come once, or every time.

aiaccelerator.uk/events

AT THE AI ADOPTION LAB

Bring your team

Work through it together in our Lab in Greenwich: see these skills working and try them on your own work.

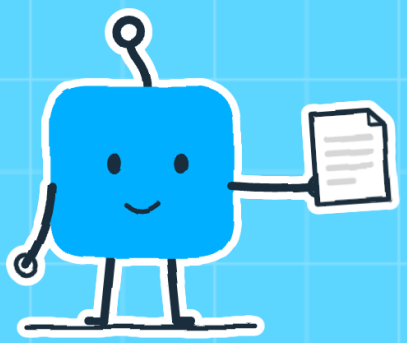
aiaccelerator.uk/lab

FOR YOUR BUSINESS

Talk to us

Want skills built around your tools, documents and team? We'll help you choose where to start.

Book a call



hello@aiaccelerator.uk