

Start Here

Foundation Kit · A welcome note and orientation

13 MAY 2026 · FOR HELEN MILLAR

Start Here

A welcome note and orientation to the package.

What this is

A self-contained foundation kit for the Chugai Marketing AI capability programme. Built in May 2026 from a working session on prompting practice. Two audiences: **you, personally**, as a sophisticated AI user looking for the next level, and **the wider Chugai Marketing team**, as participants in the AI Commercial Excellence Programme you will be helping to lead.

Everything inside is designed to land at both levels at once. Skim the package in twenty minutes. Use the toolkit as your personal practice manual. Use the deck outline to build the kick-off training session. Print the pocket card for the room.

What's inside

Documents

00-Start-Here.pdf — this orientation note.

01-Foundation-Toolkit — the main reference. 14 sections plus appendices. The full practice manual, structured against Chugai's 4Cs framework, with a starter promptbook of ten ready-to-use prompts for oncology marketing and a six-week team rollout playbook.

Read this end-to-end once (about 30 minutes). After that, use it as a reference. Section 11 is the starter promptbook. Section 12 is the team rollout playbook. Both are designed to be lifted directly into Chugai capability material.

02-Training-Deck-Outline — the kick-off training deck, slide by slide. 40 slides across seven acts. Each slide has layout guidance, body content, speaker notes (delivery script), and visual direction. Companion to **01**.

Open this side-by-side with Chugai's PowerPoint template when you build the deck. Roughly 45 minutes of runtime. Three activity moments built in so the session is participatory.

03-Pocket-Reference-Card — a printable A5 card with the 4Cs, the 30-second pre-send check, the master rules, and the three habits that matter most. Designed to print 1-up on A4 or A5 and pin next to a monitor.

Print one per attendee. Hand out at the start of the kick-off session.

Each document is provided in three formats:

- **PDF** — clean, polished, primary read. Open anywhere, print anywhere, forward anywhere.
- **DOCX** — Microsoft Word format. Use this if you want to edit, extract sections, or adapt for Chugai's house template.
- **MD** — the markdown source. For power users, version control, or if you want to maintain the toolkit as a living document.

Images

Images/ — six AI-generated hero images for the training deck. 1792×1024 PNG, editorial register, designed with negative space so text overlays cleanly in Chugai's PowerPoint template. See **Images/README.md** for the image-to-slide map.

Suggested reading order

If you have **20 minutes**: read the Executive Summary and Section 2 of the Foundation Toolkit. That's the framework and the three habits.

If you have **60 minutes**: read the Foundation Toolkit end to end. Save your reusable context block (Section 3) into a Claude Enterprise Project as you go.

If you have **2 hours**: read both documents in full. Sketch your delivery of the kick-off session against the deck outline. Identify which worked examples you want to substitute with your own.

A quick note on terms

This kit uses two terms from Claude Enterprise that are worth knowing up front.

A **Project** is a workspace inside Claude Enterprise. Think of it as a folder you set up once and reuse for one area of your work — your *Akynzeo OS Launch* Project, your *Brand Planning* Project. Each Project holds three things: custom instructions, reference documents you upload, and all your chats on that topic.

Custom Instructions is a saved preamble attached to a Project. Anything you write there loads automatically into every chat you start inside that Project — your role, your audience defaults, your house style, your compliance rules. Write them once; every future chat in that Project begins with the lot already applied.

To find them in Claude Enterprise: look in the left sidebar for **Projects**. Click **Create Project**, give it a name, then open it and look for the **Custom Instructions** field.

Section 3 of the Foundation Toolkit covers this in more depth, with a ready-made context block you can adapt.

What to do next

Three concrete actions to take this week:

- I. **Save your context block.** Open Claude Enterprise, click **Projects** in the left sidebar, click **Create Project**, name it after your most-used workstream, then paste the context block from Section 3 of the Foundation Toolkit into the **Custom Instructions** field (after adapting it to your role). This is the single highest-leverage move in the entire kit.

2. **Build the deck.** Using `02-Training-Deck-OutLine` as your guide and the six images in `Images/` as your section heroes, build out the training deck in Chugai's PowerPoint template. Substitute the worked examples in Slides 6, 7, and 14 with examples from your own practice where stronger.
 3. **Book the room.** Schedule the kick-off session. Schedule the six-week follow-up at the same time. Send Section 12 of the Foundation Toolkit (the rollout playbook) to your team leads for sign-off.
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A note on Bunny Fonts

The PDFs render in Vollkorn (body) and Inter Tight (headings) via Bunny Fonts — the GDPR-compliant, privacy-first mirror of Google Fonts. No data leaves to Google's CDN when the documents are viewed. The same standard applies to anything ElmsPark builds for you.

Future updates

If you want to revise any of this once you have run the kick-off session, the markdown source files are the editable base. Edit, then regenerate the PDFs from those sources. The build scripts and CSS that produced this package live in `.build/` (folder hidden by default — show hidden files in Finder to see them).

If you would prefer the kit hosted online as an interactive site for your team to reference (with the prompts copyable, the 4Cs scorer interactive, and so on), that is a separate companion deliverable that can sit at a Chugai subdomain.

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