

AI MASTERY

BUILD AN AI-POWERED BUSINESS WITH CLAUDE CODE

The complete live program for founding and running a business where every department has an AI employee - marketing, sales, customer service, HR and operations. Real business workflows, AI agents and Vibe Coding, without writing a single line of code.

DATES

**Aug 12 - Sep 6,
2026**

SCHEDULE

**Wed & Sun, 18:00-
22:00**

SCOPE

**8 sessions • 32
hours**

FORMAT

100% live on Zoom

PROGRAM GOAL

Graduates leave with a working "AI company": a Claude-based workforce covering their real business - a knowledge HQ, customer-facing front desk, marketing content engine, HR toolkit, analyst desk, documented operations, self-built software tools and AI agents - plus the management skills to run and grow it. Every session produces a real, usable asset for the participant's own business.

WHO IT'S FOR

- Managers: product, project and operations leads
- Entrepreneurs and business owners streamlining their processes
- Marketing, sales and CRM professionals seeking workflow automation
- Tech professionals expanding into fast no-code AI solutions
- No programming, AI or no-code background required
- Requirements: business-process understanding, analytical thinking, basic computer skills

CERTIFICATION

Graduates who attend at least 80% of sessions, complete the program assignments and present their AI company at the final session receive the **"Certified Claude Code Operations Specialist"** certificate from AI Agent School by Peleg Dror.

TUITION & ENROLLMENT

- **Tuition: 10,000 ILS including VAT.** Official tax invoice and payment receipt issued on payment.
- Enrollment includes a short intake call to confirm the course fits the participant's business.
- Seats are limited; the cohort is kept small for personal attention.
- Employer / education-assistance programs: enrollment confirmation letter, this syllabus, tax invoice and receipt, attendance record and completion certificate are provided on request.

S1 Founding Day & The Briefing Skill

Wed 12/8 • 4 hours

- Live demos: what Claude can do for a business
- Plans, setup and the delegation mindset
- Choosing your company for the course
- Anatomy of a great brief: goal, context, format, tone
- Showing examples instead of explaining
- Iterating until the output is client-ready

OUTCOME: a founded company with an org chart of AI employees, plus the briefing checklist every session builds on.

S2 Company HQ: Onboarding Claude

Sun 16/8 • 4 hours

- Claude Projects: standing knowledge vs. one-off chats
- Uploading company knowledge: products, prices, policies
- Standing instructions: brand voice and house rules
- One Project per department: HQ, marketing, HR, sales

OUTCOME: a working HQ that answers like an insider - the foundation every department is built on.

S3 The Front Desk: Customer Communication

Wed 19/8 • 4 hours

- Complaint replies that keep the customer
- Quotes and proposals from bullet points
- An FAQ built from real customer questions
- One message adapted for email, WhatsApp and phone

OUTCOME: a staffed front desk - complaint playbook, quote template, FAQ v1, multi-channel voice.

S4 The Marketing Department

Sun 23/8 • 4 hours

- Content calendar: from theme to schedule
- Social posts, campaigns and landing-page copy
- Competitor research and positioning
- Keeping one consistent voice across everything

OUTCOME: a month-long content calendar, a week of publish-ready posts and a positioning sentence.

S5 The HR Manager: Hiring & Managing Workers

Wed 26/8 • 4 hours

- Job descriptions and screening rubrics
- CV screening and structured interview kits
- Onboarding plans: the 30-60-90 framework
- 1-on-1s, performance reviews, hard conversations

OUTCOME: a hiring kit for one real role and a manager's toolkit for the existing team.**S6 The Back Office: Numbers, Research & SOPs**

Sun 30/8 • 4 hours

- Company numbers in plain language
- Charts, executive summaries and deep research
- Structured decision briefs before you commit
- SOPs, checklists and policies people follow
- Contracts and long documents: key-point extraction

OUTCOME: numbers explained, one real decision de-risked, one real SOP shipped.**S7 Tools & Agents: Vibe Coding Meets the AI Workforce**

Wed 2/9 • 4 hours

- Vibe coding: describe the tool, Claude writes everything
- Calculators, dashboards, forms and mini-apps
- AI agents: missions, deep research, connectors
- Where agents fit - and where a human stays in the loop

OUTCOME: a working self-built tool plus an agent workforce charter with audit rules.**S8 Business Lab & Demo Day**

Sun 6/9 • 4 hours

- Wiring all departments together
- 1-on-1 instructor review per participant
- Final presentations with live demos
- The takeaway playbook: weekly CEO rhythm

OUTCOME: a presented, working AI company and a playbook to keep it running.**INSTRUCTOR**

Peleg Dror - AI educator and founder of AI Agent School. Has taught 3,000+ students to build apps, AI agents and automations with Claude Code, publishes 65+ free Hebrew guides at pelegdror.com, and builds production AI systems for Israeli businesses. Everything taught in this course runs in production today.

POLICIES

- Opening of the cohort is subject to a minimum number of registrants.
- Cancellations per the site Terms of Use (pelegdror.com/terms) and Israeli consumer-protection law.
- Reasonable changes to the program may occur; participants are notified of any change.