Context-Engineered Workflows for Teaching & Course Creation

How Anthropic's new Claude connectors eliminate "explain-everything" friction across the entire education business stack.

> **Big Idea:** When Claude can pull real data from the tools you already use, your prompts become shorthand commands instead of verbose set-ups. That frees teachers and edupreneurs to spend time **teaching** rather than re-typing context.

---

0 Master Concept: "Context Packs"

Create a saved set of connections—Notion + Canva + Stripe + Intercom—that represents the **state** of your course business. From then on, you issue *context-aware* requests:

Instead of typing...	...say to Claude
"Outline a 6-week AI course for beginners."	"Outline a 6-week AI course based on the ideas in my Notion page **AI-Course-Brainstorm**."
"Write launch emails."	"Draft five launch emails that reference the **AI Foundations** Stripe product and last month's top FAQs from Intercom."

---

1 Curriculum & Lesson Planning

Core Task	Connector(s)	Context-Aware Prompt
Turn idea dump into structured syllabus	**Notion / Google Docs**	"Create a 10-module syllabus from my Notion page *Raw Ideas – Video SEO*."
Map objectives to standards	**Airtable**	"Generate a standards alignment table using fields in Airtable **Standards_DB**."
Estimate seat time	**Google Calendar**	"Rough-in session durations so total seat time ≈ 6 hours; show suggestion in Calendar."

Why it matters

Planners no longer need to copy bullets between docs and spreadsheets—Claude reads the source and writes directly to your curriculum database.

---

2 Content Production Pipeline

Core Task	Connector(s)	Context-Aware Prompt
Script → Slides → Thumbnails	**Canva / Figma**	"Take the script in *Notion › Module 3 Script* and create 12 Canva slides + a thumbnail (16:9)."
Generate code snippets for demos	**GitLab / Replit**	"Insert working Python examples that compile in Replit."
Auto-caption videos	**Vimeo / Descript**	"Pull the latest video in the *AI-Course* Vimeo folder and generate captions + summary."

Payoff

Asset creation happens where the assets live—no download/upload merry-go-round.

3 LMS & Student Progress Automation

Core Task	Connector(s)	Context-Aware Prompt
Enroll purchasers automatically	**Stripe via Zapier**	"When a new *AI Foundations* payment hits Stripe, add learner to **Thinkific Cohort-July** and send welcome email."
Identify at-risk learners	**Airtable / Asana**	"List students with progress < 40 % in Airtable *Progress* and create Asana tasks to nudge them."
Issue certificates	**Google Docs / Drive**	"Generate completion certificates for everyone marked 'Passed' in Airtable *Progress*."

4 Student Support & Community Engagement

Core Task	Connector(s)	Context-Aware Prompt
Triage questions	**Intercom / Slack**	"Summarize today's Intercom tickets into FAQ categories and draft replies."
Weekly recap posts	**Circle / Notion**	"Publish a weekly digest in Circle based on the *Week 2 Highlights* Notion page."
Live Q&A prep	**Zoom / Google Calendar**	"Create Zoom agenda pulling top three discussion threads from Circle topic **Module 3 Questions**."

5 Marketing & Launch Operations

Core Task	Connector(s)	Context-Aware Prompt
Dynamic sales copy	**Stripe / Notion**	"Write urgency-driven copy referencing current Stripe seats remaining for *AI Foundations*."
Social proof carousel	**Canva / Intercom**	"Pull last 10 five-star Intercom ratings and design a Canva Instagram carousel."
Conversion dashboard	**Google Sheets / Plaid**	"Update launch KPI sheet with today's revenue and ad spend."

6 Finance & Compliance

Core Task	Connector(s)	Context-Aware Prompt
Partner payouts	**PayPal / Stripe**	"Calculate partner revenue share for June and draft PayPal mass-pay file."
Expense classification	**QuickBooks / Plaid**	"Categorize last week's Plaid transactions under Teaching Supplies, Marketing, or SaaS."
Accessibility audit	**Figma / Sentry**	"Flag Figma components failing WCAG and cross-reference Sentry accessibility errors."

7 Executive Insight: Monthly AI Debrief

Ask: **"Create the June Education Business Debrief."**
Claude pulls: 1. Revenue & churn from Stripe/PayPal
2. Completion rates from Airtable
3. Support volumes from Intercom
4. Ad spend from Google Sheets
5. Upcoming roadmap tickets from Linear

Output: A narrative PDF with charts, risks, and next-month priorities—ready for stakeholders.

Implementation Tips

- **Start Read-Only:** Connect tools in read-only mode, validate outputs, then grant write scopes.
- **Name Your Context Clearly:** e.g., *Notion › AI-Course-Ideas* so prompts stay concise.
- **Use Chained Prompts:** "Draft → Refine tone → Publish." Each step references prior context.

Next Actions

1. Pick **one** bottleneck (e.g., certificate issuing) and set up its connector flow.
2. Observe how much less context you must type.
3. Expand to adjacent tasks, saving "Context Packs" per course line.

Remember: Context engineering isn't about bigger prompts—it's about richer, *connected* data so Claude can act like a seasoned teaching assistant who already knows the classroom.