

AGENTS OF CHANGE

AI AS YOUR CHIEF OF STAFF

Building a Personal Operating System in Claude Cowork

EXPLORER

PERSONAL_OS

> .claude

> .claude_backup

> .obsidian

> .venv

> 00_Inbox

> 10_Projects

> 20_Areas

> 30_Resources

> 40_Archives

> 50_Personal

> 99_System

> Apps

.claudeignore

.mcp.json

CLAUDE.md

Check micebook AI agency presentation ...

lets generate the missing images

gemini-image-gen skill

Thought for 0s

Bash Check for existing similar images before generating

IN ls /Users/janetteroush/Documents/Personal_OS/30_Resources/AI_Generated_Images/ | grep -iE "mcp|workflow|server|tab

OUT ai_travel_planning_workflow_infographic.png
mcp_servers_mobile_app_interface.png
nyc_curb_cuts_mcp_server_infographic.png

Thought for 1s

Existing MCP images don't match the agency-workflow context. Generating both new images now.

Write gen_micebook_images.py

84 lines

#!/usr/bin/env python3

"""Generate two images for micebook keynote."""

from google import genai

Bash Generate both micebook images via Gemini

IN cd /tmp && python3 gen_micebook_images.py

Perusing...

Preview 2026-05-12_micebook-CSuite-Summit.md

micebook Event Agency C-Suite Summit

Event Details

Date: May 12, 2026

Time: TBD

Venue: Neuehouse NYC

Contact: Howard Givner (howardgivner@gmail.com)

Audience: ~60 C-suite leaders of experiential, meeting, and incentive agencies

Format: TBD (confirm with Howard)

Deliverables

☒ Register (code: CSUITE100) — done Feb 2026

☒ Send bio — done Feb 2026

☒ Send headshot — done Feb 2026

☒ Title

☒ Description

☐ Slide deck

☐ Speaker notes

Final Title & Description

Title: The AI-Ready Agency: Internal Workflows, Client Deliverables and Competitive Moat

Description: What does an agency built for the AI era actually look like? This session breaks it down into three layers: internal workflows AI accelerates (proposals, RFPs, post-event reporting), client deliverables AI enhances (personalized attendee experiences,

THE SHIFT YOU'RE FEELING

YOUR WORK CAN HAPPEN INSIDE OF AI TOOLS NOW.

Queue another message...

USA

YOUR FILES ARE THE SYSTEM.

A folder of plain markdown turns Claude from a chatbot into a coworker that knows your work. The folder you set up today becomes the system you live in tomorrow.

WHAT IS MARKDOWN?

Markdown is just plain text with a bit of structure. A # means 'this is a heading,' a dash means 'this is a list.'

The file extension is .md

```
1  [[00_Inbox]]
2
3  # Daily Agenda for Friday, June 26, 2026
4
5  ## 🚩 Carried From Yesterday
6  _From shutdown 2026-06-25_
7
8  1. 🚩 **Finalize + deliver the 1 PM Agents of Change webinar** –
   fill slides 17 & 18 (recording-mode screenshots or live-demo
   decision), one run-through against the new prep doc. _(Update:
   both screenshots were generated last night –
   `slide17_morning_agenda.png` + `slide18_shutdown.png`. Confirm
   they're pasted into the deck.)_
9  2. **Push the two portals over the line** – IPW notes portal +
   international-offices insights portal (both "getting closer").
10 3. **Wrike AI-vetting project** – check back on
   internal-stakeholder feedback and fold it in. _(Jackie Ennis
   sent the current co-op process docs + offered a walk-through –
   see Emails below.)_
11
12 ## 🚩 Overdue
13 - [ ] **Share VCC AI Policy skill with Brian and Kat at next
   catch-up** (Due: 2026-06-04)
14 - [ ] **Lock Thesis + Angle – Virtuoso Deck** (Due: 2026-06-06)
15 - [ ] **Sync with Brian Watkins on browser-actuation telemetry /
   partner-control roadmap** (Due: 2026-06-10)
16 - [ ] **FY27 attribution / measurement thread – feed Brian
   Watkins** (Due: 2026-06-16)
17 - [ ] **Build 15-min Outline – Virtuoso Deck** (Due: 2026-06-20)
18
19 ## 📅 Due Today
20 Nothing due today.
21
```

WHAT YOU NEED

The Claude desktop app

Download it from claude.ai. The app — not the website — is what opens your folder.

Claude Pro or Max

Any paid plan works. The free tier is the demo, not the product.

One empty folder

Name it `Personal_OS`. That's your whole system, to start.

IT ALL STARTS WITH A FOLDER.

One folder on your laptop. A handful of subfolders inside. That's the foundation everything else runs on.

THE STRUCTURE: PARA

Personal_OS/

- |— 00_Inbox/ captures, agendas, unsorted
- |— 10_Projects/ active work with deadlines
- |— 20_Areas/ ongoing – Calls, People, Companies
- |— 30_Resources/ reference material
- |— 40_Archives/ finished work
- |— 50_Personal/ your life, kept separate
- |— 99_System/ configuration, the brain
- |— CLAUDE.md who you are + the rules

WHERE THINGS GO

00_Inbox everything lands here before it's sorted — drop now, decide later

10_Projects active work with a defined outcome and an end date

20_Areas ongoing responsibilities — Calls, People, Companies, Keynotes

30_Resources reference you'll look up later

40_Archives done — out of the way, still searchable

99_System context, profiles, prompts — the brain

PROJECTS HAVE ENDINGS. AREAS DON'T.

That's the only filing rule you need. Everything else follows from it.

ONE FILE TELLS CLAUDE WHO YOU ARE.

CLAUDE.md sits at the root of your folder. Claude reads it before every conversation, so you never re-explain yourself.

WHAT GOES IN CLAUDE.md

Role what you want Claude to act as — your chief of staff

Who I Am name, title, organization, the context that never changes

Core Behavior how it should work — edit directly, stay concise, ask before deleting

Architecture your folder layout, so it knows where things live

Task Schema the YAML shape of a task — status, due date, priority

WHAT GOES IN CLAUDE.md

CLAUDE.md > abc ## Role

9 ## Core Behavior

equivalent framing. I decide when to stop. Continue executing the task at hand until I say otherwise.

17

18 ## Biographical & First-Person Content

19

20 - **Biography is retrieval-only, never composition.** Any deliverable needing Janette's origin story, career history, personal anecdotes, or anything she has said in the first person MUST be sourced from the vault before drafting that section – primary sources: ``99_System/Context_Library/quotable_moments.md``, ``speaking_positions.md``, ``20_Areas/Keynotes/``, and ``20_Areas/Calls/``. If it's about her life or her words, never compose it from inference.

21 - **A missing source is a question, never a license to fill.** If the story isn't in the files, stop and ask – do not invent a plausible-sounding narrative.

22 - **Label provenance on published/attributed work.** For anything going out under Janette's name (interviews, op-eds, viewpoint articles), tag each claim with its source so she can see what's on the record versus inferred.

23

24 ## Architecture

25

26 PARA-based Obsidian Vault:

- 27 - ``00_Inbox/`` capture and triage
- 28 - ``10_Projects/`` active projects (each has its own CLAUDE.md that auto-loads)
- 29 - ``20_Areas/`` ongoing areas (Calls, People, Companies, Keynotes, etc.)
- 30 - ``30_Resources/`` reference material
- 31 - ``40_Archives/`` – **never search or modify unless explicitly asked**
- 32 - ``99_System/`` profiles, context library, skills config
- 33 - ``50_Personal/`` personal (non-Brand-USA) projects
- 34 - ``Apps/`` software projects (peer of PARA, not nested)

35

36 ## Task Schema

37

38 ```yaml

39 type: task

40 status: [todo, in-progress, done, waiting]

41 created: YYYY-MM-DD

42 due_date: YYYY-MM-DD

43 completed_date: YYYY-MM-DD # set when status → done

44 priority: [high, medium, low]

45 tags: []

46

PROJECT-LEVEL CLAUDE.md FILES ROUTE CONTEXT.

`Personal_OS/CLAUDE.md`

who you are, vault structure, hard rules

└─ `10_Projects/Brand_USA_FY27_Business_Plan/CLAUDE.md`

project goals, stakeholders, deadlines

└─ `20_Areas/Keynotes/CLAUDE.md`

speaking voice, format conventions

└─ `99_System/CLAUDE.md`

system files, profiles, prompts

WORK IN A FOLDER. CLAUDE KNOWS THE RULES.

CLAUDE.md FOR AN INDIVIDUAL PROJECT

10_Projects > IPW_2026 > CLAUDE.md > abc # IPW 2026 — Project Conventions

```
1 # IPW 2026 – Project Conventions
2
3 IPW 2026 is in Fort Lauderdale, May 19–21, 2026. This umbrella folder consolidates everything Brand USA is doing
  at the show. The three sub-projects were merged into a single folder on 2026-05-18.
4
5 ## Sub-Projects
6
7 | Folder | What it is |
8 |---|---|
9 | `AI_Theatre/` | Janette's 20-seat AI meetup + the broader AI session series (Champion, Sales, Leadership,
  Traveler Intelligence, Turn This Week, Personal OS Workshop). All session decks, outlines, handouts, and the
  Confessional Booth artifacts live here. See its own `CLAUDE.md`. |
10 | `Partner_Meetings/` | Meeting Scheduler POC for partner-side meetings (Google Sheets + Apps Script). Reusable
  for future events. See `README.md` and `LESSONS_LEARNED.md`. |
11 | `Staff_Messaging/` | Internal IPW messaging site for Brand USA staff (deployed to Vercel). |
12
13 ## When New Content Arrives
14
15 – **AI session content** (decks, outlines, talking points, demos) → `AI_Theatre/`
16 – **Partner meeting scheduling, sheet schema, Apps Script** → `Partner_Meetings/`
17 – **Staff-facing internal pages, deployment-related** → `Staff_Messaging/`
18 – **Cross-cutting prep (logistics, master schedule, shared talking points)** → at this top level
19
20 ## Cross-References
21
22 – `20_Areas/Keynotes/` – Any speaking slot Janette has at IPW (prep docs live there, decks live in `AI_Theatre/`)
23 – `20_Areas/Calls/` – Prep calls with partners, Maya, staff
24 – `99_System/Context_Library/slide_playbook.md` – ALWAYS load before building decks
25
```

OPEN COWORK. POINT IT AT YOUR FOLDER.

The desktop app works directly inside that folder — reading, editing, and filing as you go. Set the model to Opus 4.8 and point it at your Personal_OS.

CONNECT THE TOOLS YOU ALREADY USE.

Settings → Connectors. Toggle on Outlook, Google Drive, Slack — the same integrations you'd wire up by hand, set up in a click.

Outlook

Google Drive

Slack

Chrome

SET IT UP IN ONE SITTING

- 1 Download the Claude desktop app
- 2 Create one empty Personal_OS folder
- 3 Point Cowork at it — model: Opus 4.8
- 4 Settings → Connectors: turn on your tools
- 5 Ask Claude to interview you and build the structure
(Paste in <https://janetteroush.com/personal-os> for a shortcut)
- 6 Test it — "Build my agenda for today"

JUST ASK.

You write what you want in plain English — "build my agenda," "prep me for this call," "run my shutdown." Cowork turns the sentence into the work.

MORNING

ONE LINE. YOUR WHOLE DAY.

You type: "Build my agenda for today"

WORKSPACE

Personal_OS

00_Inbox

10_Projects

20_Areas

Calls · People

30_Resources

99_System

CLAUDE.md

Claude · Cowork

Opus 4.8

Build my agenda for today

+

Good morning — here's your day, pulled from your vault:

📅 Today

10:00 Team sync

11:00 Partner kickoff — prep brief ready

1:00 Webinar: AI as Your Chief of Staff

2:00 Research review

✅ Tasks

4 due this week (2 today)

📧 Inbox

3 replies [drafted in your voice](#)

🗣️ Speaking

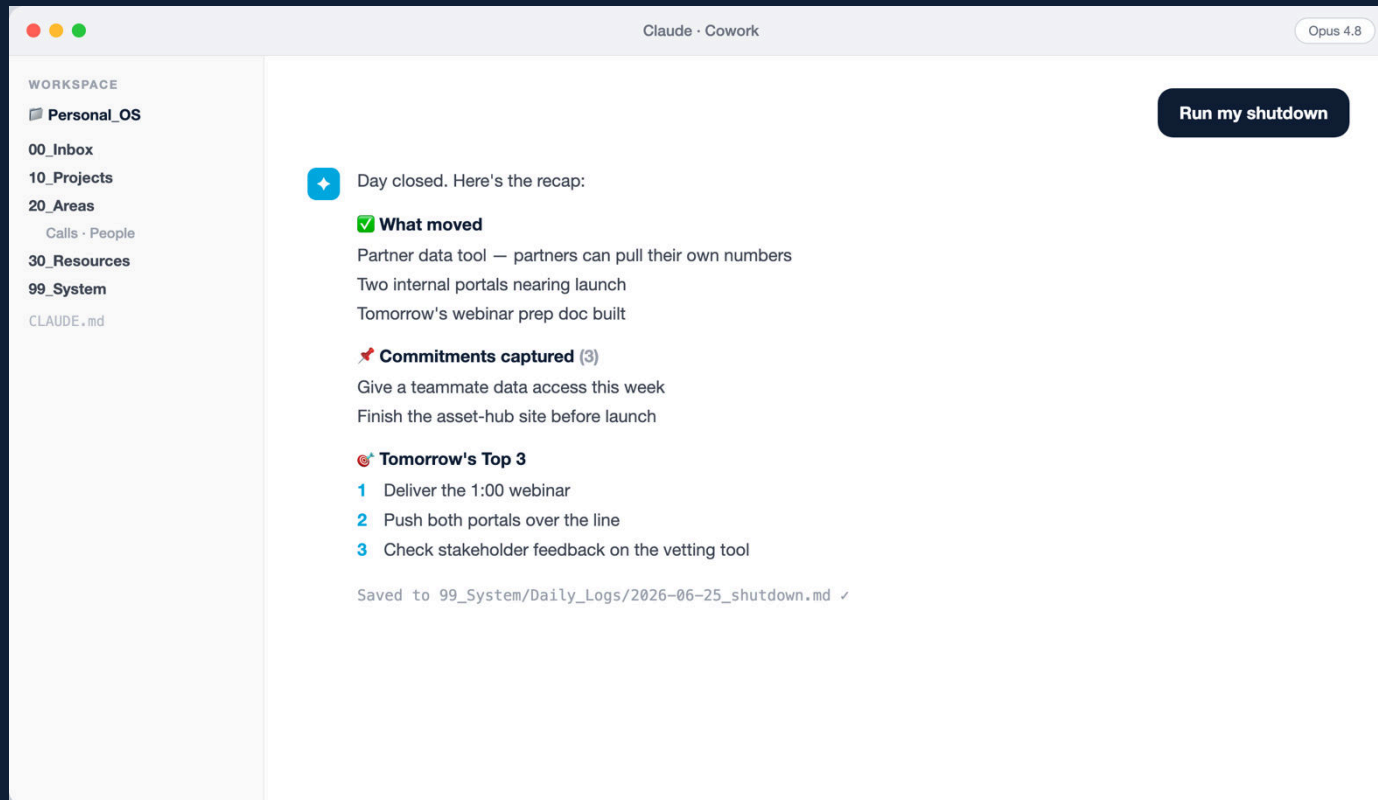
1 engagement today — prep doc linked

Saved to 00_Inbox/2026-06-26_Agenda.md ✓

END OF DAY

CLOSE THE DAY. TEE UP TOMORROW.

You type: "Run my shutdown"



WHEN IT ANNOYS YOU, TELL IT.

Tell Cowork what landed and what to change, then ask it to update your CLAUDE.md. It rewrites its own rules — the system gets more like you every week.

DO THIS TODAY

- Let Claude file things automatically
- Use the inbox liberally for anything unsorted
- Write a rule whenever something annoys you
- Archive finished projects so context stays clean
- Use it tomorrow — the system compounds only if you do

READY TO GO DEEPER?

Claude Code adds typed slash commands, automatic memory, and live data connections. Same files, more power. Full walkthrough at janetteroush.com/personal-os-3.

WHAT'S YOUR FIRST WORKFLOW?

Let's talk.