

The Agency Setup Guide

Install a free 230+ agent AI team into Claude Code. One repo, over 129,000 GitHub stars, sixteen departments, and no code of your own to write.

WHAT'S INSIDE

- Why one AI agent per job beats one AI trying to do everything
- The sixteen departments and 230+ specialist agents inside The Agency
- How to install it in one click with the official desktop app
- How to install it manually, straight into Claude Code
- How to activate any agent with a single plain-English prompt



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NOTE

This guide covers the free, open-source repository at github.com/msitarzewski/agency-agents. You'll need Claude Code installed. If you want the one-click route, add about two minutes to download the desktop app. Total setup time: under five minutes either way.

What Is The Agency

The Agency is a free, open-source collection of AI agent personas that plug directly into Claude Code. It started as a Reddit thread and grew, through months of community contributions, into a catalogue of **230+ specialist agents** spread across 16 departments, from engineering and design to sales and finance. At the time of writing it has passed **129,000 stars on GitHub**, making it one of the largest AI agent collections in the space.

Every agent is a plain markdown file. There's no server, no subscription, and no account to create. You install the files you want into your own Claude Code directory, and Claude reads them the same way it reads any other instruction.

129,000+ GitHub stars	230+ specialist agents	16 departments	R0 MIT licensed, free
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WHY THIS WORKS

One AI model trying to be a frontend developer, a copywriter and a growth marketer all at once does all three worse. Split the work across specialists and each one only has to be excellent at a single job — the same reason a real agency has different people for different roles.

WHAT MAKES EACH AGENT DIFFERENT

Specialised Deep expertise in one domain, not a generic prompt template	Personality-driven Its own voice, communication style and approach
Deliverable-focused Real code, real processes, measurable outcomes	Production-ready Battle-tested workflows and built-in success metrics

The Sixteen Departments

The Agency organises its 230+ agents into 16 departments, defined in the repo's divisions.json. Here's what's inside each one, with an example agent to give you a feel for the roster.

Engineering e.g. Frontend Developer, DevOps Automator	Design e.g. UI Designer, Whimsy Injector
Paid Media e.g. PPC Strategist, Ad Creative Strategist	Sales e.g. Outbound Strategist, Deal Strategist
Marketing e.g. Reddit Community Builder, TikTok Strategist	Product e.g. Product Manager, Sprint Prioritizer
Project Management e.g. Studio Producer, Project Shepherd	Testing e.g. Reality Checker, API Tester
Security e.g. Security Architect, Penetration Tester	Support e.g. Support Responder, Analytics Reporter
Spatial Computing e.g. visionOS Spatial Engineer, XR Architect	Specialized e.g. MCP Builder, Document Generator
Finance e.g. Bookkeeper & Controller, Tax Strategist	Game Development e.g. Game Designer, Unity Architect
Academic e.g. Historian, Psychologist	GIS e.g. GIS Analyst, Cartography Designer

TIP

Every agent file has an identity, a workflow and success metrics built in. It's a full working persona, not a one-line prompt. You can open any file in the repo and read exactly what it does before you install it.

Install the Desktop App

The fastest way in is the official Agency Agents desktop app. No terminal, no cloning the repo yourself. It runs natively on macOS, Windows and Linux, and installs straight into Claude Code for you.

1 Download the app

Go to the releases page and grab the build for your platform: macOS gets a signed .dmg, Windows gets an .exe installer, Linux gets a .deb, .rpm or portable .ApplImage.

```
github.com/msitarzewski/agency-agents-app/releases/latest
```

2 Mac users can also use Homebrew

Skip the manual download entirely and install straight from the terminal.

```
brew install --cask msitarzewski/agency-agents/agency-agents
```

3 Open the app and browse the catalogue

The full roster loads organised by department, with search and filters so you can find specific agents fast.

4 Select agents and install to Claude Code

Pick the agents or whole departments you want, choose Claude Code as the target, and install. Files land in ~/.claude/agents/.

NOTE

The app is a browser and installer, not a single button that drops in the entire roster at once. You choose which agents or departments to install, and the app keeps track of what's installed so you can update or remove agents later without hunting through folders.

Install via Claude Code

Prefer the terminal, or want more control over exactly what gets installed? The repo's install scripts do the same job as the desktop app without needing to download anything extra.

1 Clone the repo

Pull the whole catalogue down to your machine.

```
git clone https://github.com/msitarzewski/agency-agents.git
cd agency-agents
```

2 Install every agent to Claude Code

One command installs the full 230+ agent roster.

```
./scripts/install.sh --tool claude-code
```

3 Or copy just one department

If you only want, say, the engineering agents, skip the script entirely.

```
cp engineering/*.md ~/.claude/agents/
```

TIP

Every agent installs as a plain markdown file in `~/.claude/agents/`. Nothing runs in the background and nothing calls home. Open any file before installing it and read exactly what the agent does.

Activate Your First Agent

There's no special command syntax to remember. Open a Claude Code session and describe what you want in plain English, naming the agent if you know which one you need.

EXAMPLE PROMPTS

"Hey Claude, activate Frontend Developer mode and help me build a React component."

"Hey Claude, activate Ad Creative Strategist and write three Meta ad variations for my new product."

"Hey Claude, activate Reddit Community Builder and help me plan an authentic launch post for r/SaaS."

WHAT HAPPENS NEXT

Claude reads that agent's markdown file and adopts its identity, workflow and communication style for the rest of the session. Its replies come from the agent's built-in processes and success metrics, not a generic response.

TIP

You don't have to name an agent at all. Describe the job, for example "help me write ad copy for a Black Friday campaign," and Claude will typically route to the right specialist on its own.

Choose Only What You Need

Not everyone wants all 230+ agents cluttering their Claude Code directory. Target specific departments instead of installing the entire roster.

```
./scripts/install.sh --tool claude-code --division engineering,security
./scripts/install.sh --list teams # see every department and agent count
./scripts/install.sh # interactive wizard: pick tools and departments
```

QUICK REFERENCE

Install everything	./scripts/install.sh --tool claude-code
Install one department	cp engineering/*.md ~/.claude/agents/
Install several departments	--division engineering,security
List departments & counts	./scripts/install.sh --list teams
Guided setup	./scripts/install.sh

NOTE

The desktop app supports the same targeting. Filter the catalogue by department before installing if you only want a handful of agents rather than the full roster.

You've Got the Whole Agency.

No subscription. No build. Just clone or download, install, and activate. Everything above is free and open source, and it takes less time to set up than it took to read this guide.

Your Three Moves

- Install the desktop app, or run the Claude Code install script
- Activate your first agent with a plain-English prompt
- Install more departments later, only when you actually need them

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