AI FOR PRODUCT MANAGERS

Work Smarter, Build Faster, Lead Confidently.

In this practical, hands-on workshop you will learn how to use AI, boost decision quality and drive product outcomes by applying AI across the product development lifecycle, from market discovery to prototyping. By using a real-world case study and hands-on activities, participants gain practical skills they can immediately apply in their day-to-day work.

Participants will learn how to identify the right moments for AI acceleration, clarify product direction with AI-assisted insights and communicate decisions more effectively. You'll explore how to leverage AI tools such as **specialized agents to monitor competitors, triage backlogs, and draft evidence-backed narratives.** You will also learn to leverage AI to prioritize with confidence, cut busywork, and get to smarter solutions faster, all while maintaining the human insight that drives great products.

You'll leave with repeatable strategies and a plan for integrating AI into your workflows. Join us and discover how to harness AI not just as a tool, but as a collaborative partner that sharpens your judgment, amplifies your output and helps you lead with clarity.

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TOTAL HOURS

7.5

KNOWLEDGE SHARING:
40%

ACTIVE APPLICATION:
35%

DISCUSSION AND REFLECTION:
25%

WORKSHOP PREREQUISITE:
NONE

WORKSHOP OBJECTIVES

MAIN OBJECTIVE: To equip you with practical, hands-on skills to confidently integrate AI and AI agents into your workflows: accelerating discovery, improving decision quality, reducing busywork and increasing your strategic impact across the product development lifecycle.

AI's Impact on Product Management
- What AI can (and can't) do
- Key use cases for PMs
- Prompting basics that work

Accelerating & Deepening Market Discovery
- Market scans with competitive-intel agent AI
- Show how a monitoring agent auto-pulls competitor research and drops a digest straight to you
- Interview guides and insights

Defining the Product & Testing Hypotheses
- Define problems with AI
- Test and validate hypotheses with AI
- Prioritize Using AI and a Scoring Agent

Communication, Risk & Prototyping
- Tailor messaging by audience
- Surface and frame risks
- Build and test prototypes fast

WORKSHOP TOOLS AND TEMPLATES

Detailed FinTech Case Study, AI Use Case Resource, AI in the Product Development Lifecycle Infographic, AI Prompts tailored to Product Management, AI Agent Use Cases and How-Tos, AI Design and Prompt Elements Infographic, AI for Theme Extraction Infographic, Navigating AI Risk in Product Management Infographic, Prototyping/Vibe Coding Infographic

WORKSHOP MODULES

AI's Impact on Product Management – Understand how AI is transforming the PM role, why it matters, and where it adds the most value. Learn about AI capabilities, limitations, and what makes someone an effective AI-powered PM.

Using AI to Understand Market Needs – Learn how to save time and sharpen your insights with AI-agent powered research. From automatically scanning competitors to generating interview guides and extracting feedback themes, this module focuses on front-end discovery.

Defining the Product and Testing Hypotheses – Turn user feedback automatically into clear problem statements, generate hypotheses, and use AI to validate ideas. This module teaches how to make more confident, data-backed product decisions.

Communicating Product Direction and Mitigating Risks – Use AI to craft messaging tailored to each stakeholder. Identify potential risks early and pressure-test plans using AI as your pre-mortem partner.

Prototyping with AI – Bring product ideas to life faster with AI-powered tools. Learn how to create and iterate on prototypes so you can test concepts and get feedback quickly.

WORKSHOP REQUIREMENTS/EVALUATION

By completing this workshop, learners will understand AI's growing role in product management and how to use it effectively across the product lifecycle. They'll explore key use cases, practice prompt design and see examples, and begin creating an AI agent, and use AI tools for market research, insight generation, hypothesis testing, stakeholder communication, and prototyping.

Active participation in exercises and discussions is required. A badge is provided for successfully completing this workshop.

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