



AI IN YOUR PRODUCT

Unleash Innovation. Navigate Complexity.
Lead with Confidence.

AI in Your Product is a **hands-on workshop** that equips product professionals to uncover, evaluate and position high-impact AI opportunities that drive innovation and growth. You'll break down core AI concepts such as Machine Learning, Deep Learning, Large Language Models, and learn how to deconstruct product challenges to identify where AI can create a strategic advantage. You'll also explore critical non-functional considerations like autonomy, trust, transparency and data protection, gaining the confidence to navigate AI trade-offs with clarity and purpose.

Designed for immediate application, this workshop combines real-world examples and active exercises to accelerate your ability to lead AI initiatives. You'll assess your organization's readiness across market, business, technical and data dimensions and craft a compelling plan to win stakeholder support. Whether you're stepping into AI for the first time or advancing your strategic expertise, you'll leave ready to position AI as a key driver of product success and your own professional growth.

TOTAL HOURS

7.5

KNOWLEDGE
SHARING:
30%

ACTIVE
APPLICATION:
40%

DISCUSSION
AND REFLECTION:
30%

WORKSHOP
PREREQUISITE:
NONE

WORKSHOP OBJECTIVES

MAIN OBJECTIVE: Empower product professionals to uncover AI opportunities, evaluate their fit and lead initiatives that drive innovation, build trust and deliver measurable product success.

Foundations of AI in Product

- Core AI concepts and capabilities
- Practical implications for product innovation

Deconstructing Problems for AI Fit

- Diagnosing product problems for AI fit
- Identifying value-driven AI opportunities

Evaluating AI Approaches

- Matching AI applications to product challenges
- Selecting the right AI solutions based on problem characteristics

Dimensions of AI Design

- Managing autonomy, trust, and transparency
- Balancing innovation with risk and responsibility

Readiness Assessments

- Assessing market, user, business, technical, and data readiness
- Uncovering risks and enablers for successful AI adoption

Positioning Your AI Opportunity

- Crafting stakeholder-ready AI positioning statements
- Aligning AI initiatives to product and business goals

WORKSHOP TOOLS AND TEMPLATES

AI Compass, AI Application Matching Guide, Readiness Assessment Framework and AI Opportunity Positioning Template.

A login to ChatGPT (or Gemini, Claude), is required. To maximize your experience and unlock the full potential of the workshop, we strongly recommend a ChatGPT Plus.

WORKSHOP MODULES

Foundations of AI in Product – Build a clear understanding of AI, Machine Learning, Deep Learning, and LLMs, and explore how they apply to real-world product challenges.

Deconstructing Problems for AI Fit – Learn how to deconstruct product problems, assess whether AI is the right solution, and identify opportunities for AI-driven value creation.

Evaluating AI Approaches – Match AI applications—such as Generative, Conversational, or Predictive AI—to the specific characteristics of product problems.

Non-Functional Dimensions of AI Design – Evaluate critical trade-offs like autonomy, trust, transparency, and privacy to design responsible, effective AI-driven product experiences.

Readiness Assessments – Assess market, business, technical, data, and user readiness to ensure internal and external conditions are aligned for AI success.

Positioning Your AI Opportunity – Craft a compelling positioning statement that communicates the value of your AI initiative and secures stakeholder buy-in.

WORKSHOP REQUIREMENTS/EVALUATION



Upon successful completion of this workshop, participants will have identified AI opportunities within their product space, evaluated AI applications for fit and positioned AI initiatives for stakeholder adoption.

Learners are required to actively engage in workshop activities, apply frameworks to real-world examples and participate in group discussions and reflections.

A badge will be awarded for successful completion, demonstrating mastery of the core concepts and frameworks introduced in the workshop.