INTRODUCTION TO
AI FOR PRODUCT PROFESSIONALS

Build Confidence. Unlock Capability. Start Applying AI Today.

v25.06

In this on-demand workshop, you'll gain a clear understanding of how artificial intelligence works and how to use it in your day-to-day product work. From mastering prompt design to identifying high-impact use cases, you'll walk away ready to use AI as a co-pilot, not just a curiosity.

You'll explore five essential applications for AI across the product lifecycle and practice using large language models (LLMs) like ChatGPT to generate insights, analyze data, and support real-world product scenarios. Whether you're brand-new to AI or already experimenting, this course builds the confidence and capability you need to start applying it now.

TOTAL HOURS

2

KNOWLEDGE SHARING:
30%

ACTIVE APPLICATION:
40%

DISCUSSION AND REFLECTION:
30%

WORKSHOP PREREQUISITE:
NONE

WORKSHOP OBJECTIVES

MAIN OBJECTIVE: To equip you with the foundational knowledge and hands-on prompting skills to confidently apply AI in your product role—enhancing productivity, uncovering insights, reducing repetitive work, and driving smarter decisions across the product lifecycle.

AI Fundamentals

- What AI actually is (and what it's not)
- Deterministic vs. stochastic systems
- How models like ChatGPT are trained

Prompting as a Product Skill

- Key elements of a strong prompt
- Advanced prompting techniques

AI in Your Role

- Five essential AI use cases
- Real-world product scenarios
- How to apply prompt design in context

AI in Your Product

- Identify where AI can add value in your product
- Spot common risks and ethical concerns
- Assess if your team and tools are ready for AI

Positioning AI Inside Your Organization

- Roadmap to positioning AI internally
- How to address concerns like cost, complexity, and risk
- Making AI part of your product planning and stakeholder conversations
- Assess if your team and tools are ready for AI

WORKSHOP TOOLS AND TEMPLATES

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

AI Fundamentals – Build a clear, working understanding of how AI systems function—without needing a technical background. You'll learn the difference between deterministic and stochastic systems, and how machine learning and LLMs actually generate outputs.

Prompting as a Product Skill – Learn how to write clear, structured prompts that help AI tools deliver better results. You'll explore the key components of a strong prompt and practice refining outputs through hands-on interactive activities.

AI in Your Role – Discover five essential ways AI can support your work across product research, content, and analysis. Through practical exercises, you'll learn how to generate, iterate, and explore ideas using real-world prompts.

AI in Your Product – Zoom out to explore how AI can enhance your product features and user experience. You'll evaluate AI opportunities, assess readiness across your organization, and consider non-functional elements like trust, transparency, and ethical use.

Positioning AI Inside Your Organization – Learn how to translate AI capabilities into value for your stakeholders and teams. You'll explore a step-by-step roadmap for building buy-in, addressing objections and scaling AI adoption with confidence.

WORKSHOP REQUIREMENTS/EVALUATION

By completing this on-demand course, you'll gain a practical understanding of how AI supports product work and how to apply it across the product lifecycle. You'll explore real use cases, design effective prompts, and use AI tools to generate insights, improve messaging, analyze data, and accelerate your workflow.

Active participation in each interactive activity is required to complete the course. A badge is provided for successfully completing this workshop.