



Online or Face-to-Face **AI-Powered Product Management**

Use AI to accelerate and improve your product management work





Sounds familiar?

“AI skills aren’t optional for our product managers. I need my team to harness AI tools to accelerate product lifecycles, drive innovation, and stay ahead of the competition.”

“I’ve been working in product management for a while now, but I need to learn a structured way to use AI in my workflow – everyone’s talking about AI and I don’t want to fall behind!”

“As a learning and development professional I need a strategy to upskill our product people with relevant AI skills. It’s not just a nice to have. We need to grow and retain the best talent to compete effectively.”

Introduction

Product managers face two AI challenges: building AI into products, and using AI to enhance their own work. This course focuses purely on the second—teaching you practical AI skills to improve your product management outcomes.

You’ll learn hands-on techniques for using AI tools across your product activities, from analyzing market data to crafting propositions.

We’ll show you where AI adds real value and how to get great results. Master these skills now to increase your impact and stay ahead in an AI-enabled world.



The course has five modules:

1. Understanding the basics of AI
2. Interacting effectively with AI
3. Using AI to enhance product management activities
4. Understanding and mitigating AI risks and limitations
5. Action planning

Hands-on practical active learning

Working through a realistic case study, you’ll master AI prompting techniques to accelerate and improve your core product management tasks—from analysing market intelligence to crafting compelling product propositions.

The course follows the proven [Product Activities Framework](#), from Product Focus, ensuring you identify where AI can add the most value to your workflow.

Learning outcomes

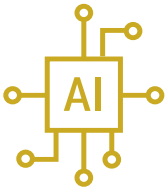
By the end of the course, delegates will be able to:

- Apply AI to enhance their efficiency and effectiveness in their product management workflow
- Create structured prompts that generate high-quality outputs for common product management tasks
- Extract insights from market research, competitive analysis, and customer feedback using AI tools
- Generate innovative ideas for propositions and product features
- Understand and mitigate against AI risks and limitations



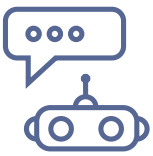
AI-Powered Product Management

course modules in detail



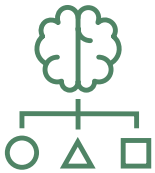
Module 1 – Understanding the basics of AI

- Grasp practical AI concepts relevant to product management
- Identify valuable AI opportunities across product activities
- Distinguish between AI for personal productivity vs product enhancement



Module 2 – Interacting effectively with AI

- Work confidently with leading AI platforms like Copilot™ and ChatGPT™
- Create structured prompts that generate high-quality outputs
- Apply advanced techniques like roles and chain-of-thought reasoning



Module 3 – Using AI to enhance product management activities

- Extract insights from market research and competitive analysis
- Uncover patterns in customer feedback and product data
- Generate innovative product ideas and value propositions
- Transform customer research into clear requirements
- Craft compelling product narratives and go-to-market materials



Module 4 – Understanding and mitigating AI risks and limitations

- Recognize and avoid common AI pitfalls like hallucinations
- Implement verification strategies for AI-generated content
- Navigate data privacy, security, and compliance considerations



Module 5 – Action planning

- Identify new skills and approaches relevant to your products and workflow
- Next steps to apply learning in the workplace

The Advanced Practitioner suite

AI-powered Product Management belongs to the Product Focus Advanced Practitioner suite of courses.

Benefits for product managers:

The suite develops exceptional product management skills through continuous professional development, enabling you to demonstrate advanced expertise and take greater control of your product's success.

Benefits for senior leaders:

An effective product organization drives greater product success and creates more profitable products.

AI-Powered Product Management frequently asked questions

Who should attend?

- Product Managers seeking to strengthen their work through AI
- Product Leaders wanting to guide their teams toward AI success

Prerequisites

- Delegates should know the essentials of product management, ideally having attended the [Product Management and Product Marketing](#) course from Product Focus or an industry equivalent.
- **You must** have a laptop computer with internet access and also access and a license to use [ChatGPT™ Plus](#). **The training is hands-on and practical, so this is essential.**

What is the approach and style of the course?

The training is hands-on and practical using an AI chat application. You'll be working through a realistic case study, where you'll master AI prompting techniques to accelerate and improve your core product management tasks.

What is the course format?

- The course has five modules. Each module has clear learning outcomes and delegates will have tangible takeaways to apply in the workplace.
- Training is delivered over 1 day in-person or 1 day live-online.

Who will deliver the course?

Courses are delivered by highly-experienced senior product management leaders who can give insights into the reality of product management and product marketing in leading businesses today.

What post-training support is provided?

Delegates are provided with unlimited access to the [Product Focus Toolbox](#).

When do public courses run?

Our public courses run in major cities across Europe and we have regular online courses. Please refer to our website for the latest dates. Private courses can be run at any time, at your offices or other location.

Is there any preparation required?

You should familiarise yourself with the activities in the [Product Activities Framework](#), from Product Focus, as we use this in the training to systematically identify where AI can add the most value to your workflow.




“

I've shifted from worrying about AI to seeing it as a smart helpful colleague I can collaborate with for better results.

”

To find out more, please contact us on:

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