



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.”

“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 training 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.

Prerequisites

You’ll need a laptop with internet access and an **enhanced** subscription to your preferred AI. The minimum subscription levels are:

- Copilot (Premium)
- Claude Pro plan
- ChatGPT Plus

Please ensure you’ve read and understood your company’s AI policy so you can comply with it during the training.



The course has three modules:

1. AI-101
2. AI for personal effectiveness
3. AI risks and mitigations

Hands-on, practical, active learning

Working through a personal 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

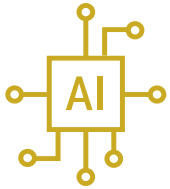
By the end of the course, delegates will be able to:

- Explain how modern AI systems work and evaluate where they add value in product management.
- Apply AI tools and agents across core product management activities to improve speed and quality.
- Generate high-quality product artefacts and critically assess their accuracy and usefulness.
- Define where human judgement remains critical and design effective human-AI workflows for product teams.
- Identify, assess, and mitigate risks associated with AI use.



AI-Powered Product Management

course modules in detail



Module 1 – AI-101

- Explain how modern AI systems work and evaluate where they add value in product management contexts.
- Understand how AI is being used across different industries.
- Articulate the value of AI in product management – to individuals, to teams, and to the business.



Module 2 – AI for personal effectiveness

- Apply AI tools and agents across core product management activities to improve speed and quality of outputs.
- Produce high-quality product artefacts using AI and critically assess their accuracy and usefulness.
- Define where human judgement remains critical and design effective human-AI workflows for product teams.



Module 3 – AI risks and mitigations

- Identify, assess, and prioritize risks associated with AI use, including bias, security and over-reliance, and define mitigation strategies.
- Detect common AI failure modes like hallucinations and apply verification and validation techniques.
- Apply data privacy, security and compliance principles.

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.

What do I need to do before the course?

- 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'll need a laptop with internet access.
- Please ensure you've read and understood your company's AI policy so you can comply with it during the training course.

What software do I need?

You will need an **enhanced** subscription to your preferred AI. The minimum subscription levels are: Copilot (Premium), Claude Pro Plan or ChatGPT Plus.

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 personal 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 three modules. Each 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.




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

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To find out more, please contact us on:

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