AI-Powered Product Management (PM) Training

Duration: **2 Day**

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The **2-day AI-Powered Product Management (PM) Training** is designed to help participants effectively integrate artificial intelligence technologies into **product management, business development, and innovation processes**.

Throughout the training, participants will learn how to:

- Leverage **artificial intelligence in product management and business development** to improve efficiency and accelerate workflows.
- Integrate **AI-powered solutions into products and services** offered to internal and external customers, creating innovative and differentiated solutions that meet customer expectations.
- Identify and capitalize on **AI-driven opportunities in business** while developing essential future-ready skills such as **creative thinking, critical thinking, and insightful thinking**.

Explore opportunities to increase efficiency in business development and product management processes by up to 50% with AI support.

Improve decision-making and business performance by **anticipating customer needs** more accurately.

Identify and evaluate market opportunities faster through **AI-powered data analysis**.

Who Should Attend

This training is intended for professionals working in **product management, innovation, business development, and digital transformation**, as well as those seeking to integrate AI into their existing business processes.

- **Product Managers**
- **Project Managers**
- **Innovation Leaders**
- **Marketing Managers**
- **Business Development Specialists**
- **Strategy and Planning Specialists**
- **Data Analysts**
- **Business Analysts**
- **Product Owners**
- **Technology and Digital Transformation Managers**

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What You Will Learn

- **Efficiency and Cost Optimization:** Learn how to integrate AI tools into product management, business development, and operational processes to accelerate workflows and identify opportunities to reduce costs.
- **Data-Driven Decision-Making:** Use AI-powered analysis to make faster, more informed decisions, reduce risks, and develop stronger business strategies for managing uncertainty.
- **Innovative Product and Service Development:** Discover how to incorporate AI into existing or new products and services to create **personalized, proactive solutions** that address customer expectations.
- **Team Collaboration and Problem-Solving:** Strengthen team communication through AI-assisted ideation methods and improve the effectiveness of **collaboration and problem-solving processes**.

Training Outline

AI and Human Collaboration

- **The role of humans in the AI era** and strategies for adapting to the evolving business environment
- Exploring **new opportunities and areas for growth** emerging from artificial intelligence technologies
- Understanding how AI will transform everyday life, working practices, and various industries

Improving Efficiency with AI

- Exploring the most **productive, creative, and valuable applications of AI** in professional and everyday life
- Examining notable global examples of **AI-powered next-generation business models and working practices**
- Using widely adopted **AI tools to accelerate business and project workflows** and exploring ways to develop products and services faster and at lower costs

AI-Driven Innovation

- **Integrating AI technologies** into existing products and services or newly developed solutions
- Using AI to **anticipate customer behaviors and needs** and design personalized, proactive solutions
- Understanding the role of artificial intelligence in **developing innovation strategies** and creating

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new products and services

- Exploring **successful AI applications** across different industries

AI for Business Management and Decision Support

- Applying artificial intelligence to **evidence-based decision-making** processes
- Creating **prompt-based reports and dashboards** with AI, analyzing business results, and making decisions based on actionable insights

Essential Skills for the AI Era

- Developing the thinking skills required in the AI era through**Sensemaking approaches**, highlighted in work by organizations such as MIT, the Institute for the Future, and the HR Institute:
  - **Creative Thinking**
  - **Critical Thinking**
  - **Contextual Thinking**
  - **Insightful Thinking**
  - **Pattern Recognition**
  - **Out-of-the-Box Thinking**
  - **Visual Thinking**
- Drawing inspiration from the perspectives and thinking approaches of**artists, philosophers, and scientists** to strengthen these essential skills

AI-Assisted Co-Creation and Facilitation

- Using AI tools to conduct **collaborative idea generation and problem-solving sessions**, applying appropriate methodologies and techniques
- Planning and managing **facilitation processes in co-creation workshops**
- Guiding teams in the **effective use of AI for problem-solving**
- Applying **Sensemaking approaches** to stimulate participants' **creative and critical thinking skills** during collaborative ideation sessions

Practical Workshop / Co-Creation Session

Integrating AI into Business Processes, Products, and Services

A collaborative ideation workshop in which participants explore opportunities to**integrate artificial intelligence into business processes, existing products, and newly developed services**.

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