

AI for Product Managers

The course at a glance

Turn the AI hype into hands-on product advantage.



AI for Product Managers

AI is changing how product managers work. This hands-on course shows you where AI can genuinely add value across the product lifecycle, from research and product specifications to workflows, decision-making and go-to-market planning.

Learn how to use AI tools confidently and responsibly, with practical exercises and real-world examples you can take straight back to your role.

At a glance

Learning style

Hands-on exercises, experimentation and peer feedback.

Who is it for?

Product managers and product professionals.

Format

Live online or in person.

Duration

1 day.

Focus

Practical AI skills for product management.

Certification

Tarigo certification included.

Accreditation

CPD accredited.

Why AI for Product Managers?

AI shouldn't be about chasing the latest tool or following the hype. It's about understanding where it can help you work more effectively, make better decisions and create better products.

This course focuses on practical applications of AI across the product lifecycle, helping you understand where AI adds value and where it doesn't.

Put AI to work across the product lifecycle

1 Understand AI without the jargon

Get to grips with the basics of machine learning, LLMs and generative AI, and what product managers actually need to know.

2 Find practical AI opportunities

Identify where AI can add value across research, planning, delivery and beyond.

3 Write better prompts

Learn structured prompting techniques to improve product specifications, sprint planning, customer interviews and more

4 Build smarter workflows

Use AI tools to streamline tasks such as market analysis, user research, customer support and go-to-market planning.

5 Design valuable AI features

Learn how to decide when AI genuinely adds value to a product or feature and when it doesn't.

6 Use AI responsibly

Understand key issues around bias, explainability and data privacy when working with AI-powered products.

7 Test, share and improve

Work with other product professionals to design, test and critique AI-powered ideas using product thinking techniques.

Hands-on from start to finish

This isn't a course about sitting through slides and talking about the future of AI. You'll experiment with AI tools, test ideas, reflect on what works and leave with practical approaches you can apply immediately.



How does it work?



Live online

Live online training that can be arranged to suit your diary.



In person

Face-to-face delivery for individuals or teams.

What you'll take away

By the end of the course, you'll have:

- A clearer understanding of AI and what it means for product management.
- Practical prompting techniques.
- Ideas for integrating AI into your everyday workflows.
- Experience using AI across different product activities.
- A better understanding of responsible AI considerations.
- Practical tools and approaches you can continue using in your role.

Certification & accreditation

Complete the course and gain Tarigo certification, alongside CPD-accredited training. Your certification provides a record of your professional development and the skills developed through the programme.



The CPD Standards Office

CPD PROVIDER: 21699
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www.cpdstandards.com



Take the next step

Ready to put AI to work in your product role?

Talk to Tarigo about AI training for you or your product team.

BOOK A FREE 15-MINUTE CHAT



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