

PUBLIC: 279 € Excl. VAT*

PRIVATE: 2 490 € Excl. VAT*

* Applicable rates from 1/1/24 to 12/31/24

1/2 Day (3.5 Hours)

GENAI & PRODUCT WORKSHOP: LEARN PROMPTING

PRODUCT LEVEL 1

Master and practice the art of prompting in a product context to significantly enhance your daily productivity and creativity.

Target audience and prerequisites

- ✓ **Product Owners and Managers** using generative AI tools occasionally, looking to practice and perfect their prompting methods

This training focuses primarily on the use of major generative text AIs (ChatGPT 3.5, Bard, Microsoft Copilot).

Training objective



Master and practice the art of prompting in a product context to significantly enhance your daily productivity and creativity

- ✓ **MASTER** the art of prompting throughout **the product lifecycle**
- ✓ **PRACTICE** writing prompts **on concrete cases** from your profession
- ✓ **ACTIVATE** the art of **prompting daily** to assist you

GenAI & Product workshop: Learn prompting

Training program



Training program

1/2 Day (3.5 Hours)

MODULE 1 Prompting in Product Strategy

- Use generative AI to:
 - Define your vision, annual objectives, and key results (OKRs)
 - Generate initiative ideas
 - Develop a roadmap
 - Analyze the competition

OKR

ROADMAP

MODULE 2 Prompting in Product Discovery

- In this part, you will learn to:
 - Create relevant personas
 - Generate workshop ideas
 - Perform a quantitative product analysis in less than 5 minutes
 - Analyze survey responses
 - Create user interview guides more quickly

PERSONA

INTERVIEW GUIDE

ANALYSIS

MODULE 3 Prompting in Product Delivery

- Finally, we will cover prompts related to the delivery aspect of our profession:
 - Write user stories
 - Define test scenarios
 - Write product documentation
 - Prioritize effectively
 - Prepare agile ceremonies

USER STORIES

TEST

DOCUMENTATION

Thiga Academy

Our support



Teaching method

Practical work accounts for around 70% of the course. To that we add **30% of theory and discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context. A "red thread" product will be used as a case study to run all the workshops.

Practical information

PRIVATE



Sessions are designed for groups of **6 to 10 people**. We can organize training on **our premises in Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to receiving a **signed agreement**.

PUBLIC



Sessions are designed for groups of **6 to 12 people at our Paris premises**. Registration is available **until the day before the training** session, subject to availability of places and to receiving the **signed agreement** before the session.

- ✓ *We adapt our services for people with disability upon request.*
- ✓ *Special rates for individuals and self-employed people (please contact us).*

A tailor-made offer

Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.

- ✓ Onboard new team members
- ✓ Internal transformation support
- ✓ Retain talents
- ✓ Create internal career paths

Thiga Academy

Our trainers and alumni



Our trainers



Our training courses are led by one of our **experts**. They are simultaneously **trainers**, program **creators** and **consultants** and they combine their professional experience and pedagogy to help you develop your skills.

What our Alumni say



“A training course given by someone who knows what he's talking about, who's really experienced in the field, in methodology. It's good to get reminded of essential concepts (northern star, metrics, perpetual questioning...)”

Vincent — Freelance Product Manager



“A very warm welcome from the members of Thiga, especially our trainer. Her feedback was very enriching, and she was able to adapt certain elements to her audience (including me).”

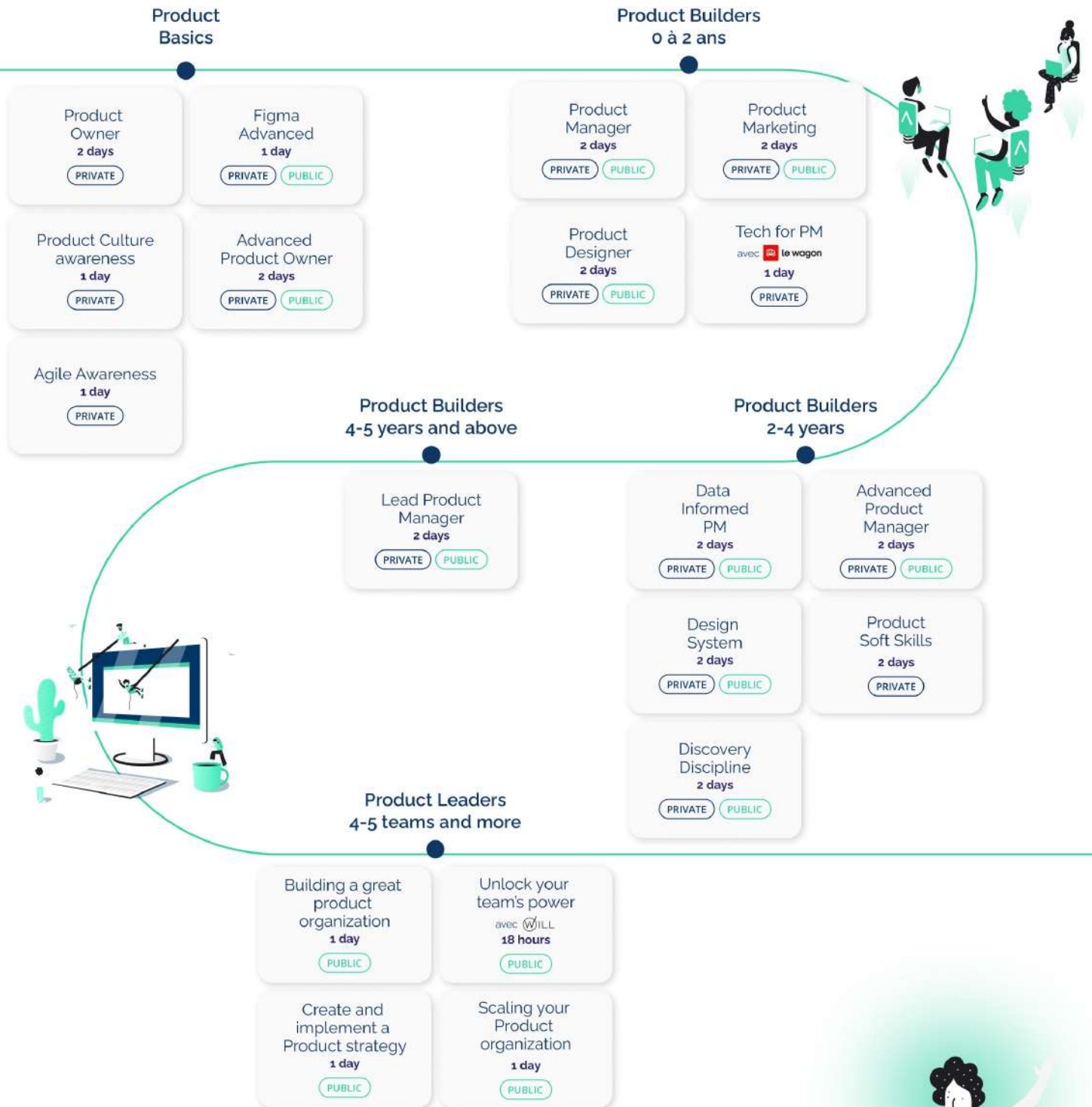
Océane — Product Designer at RCA

Our Partners & Clients



Thiga Academy

Our training path



Thiga Academy

About Thiga



Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our aim? To give the Product community access to actionable advice and methods, from the basics of Product Management to setting up a Product organization. Our entire training program is **built around these books**.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who want to **share their experiences** and find the best ways to **turn their ideas into reality**. We give the European community of Product People the means to **promote the product spirit** in their companies.



Our Media

Discover the media that informs the **Product leaders** of today and tomorrow. You'll find all the Product content you need to support and inspire you every day: practical information sheets, opinion pieces from leading experts, themed series and feature stories. In short, original content to get you through the doors of the best tech companies.

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