3 DAYS (21h)

AI-AUGMENTED PM

Take the AI turn: design your own assistants and agents to increase your impact across the entire Product cycle.

Target audience and prerequisites

This training is aimed at **Product professionals (PM, PO, Lead, Product Ops, etc.)** who want to permanently integrate AI into their practices.

It is designed for participants who have mastered the fundamentals of the product cycle and already have regular experience with generative AI.

⚠️ This is not an introduction to AI, but an advanced program geared toward real-world applications. **You must have mastered the basics of prompting. If you haven't, please let us know.**

Training objective

Take the AI turn: design your own assistants and agents to increase your impact across the entire product cycle.

- ✔ **IDENTIFY** the tasks that can be assisted or automated within its product scope
- ✔ **STRUCTURE** reusable prompts adapted to recurring needs
- ✔ **AUTOMATE** or delegate recurring tasks to gain efficiency and refocus on high-impact activities
- ✔ **BUILD** to balance AI model performance with business objectives and user expectations
- ✔ **DESIGN** and test an ai agent to automate a use case
- ✔ **DESIGN** an ai routine and develop a usage discipline adapted to its pm practice

AI-Augmented Pm
Training program

Training program **3 DAYS** (21h)

MODULE 1   AI & Product Management: laying the foundations

- What Generative AI Can (Well) Do / Can't Do
- Define recurring or analytical tasks that can be assisted or automated within your product scope
- Product-oriented prompt engineering: roles, structures, limitations

`USE CASE` `PROMPT ENGINEERING`

MODULE 2   Strategy & Discovery augmented by AI

- Generate a market analysis
- Structure relevant personas based on data or user feedback
- Synthesize and categorize customer verbatim statements
- Prioritize opportunities or issues
- Explore strategic scenarios or trade-offs

`DISCOVERY POWERED BY AI` `USER INSIGHTS SYNTHESIS` `AUGMENTED PRIORITIZATION`

MODULE 3   Accelerate execution and validate without dependencies

- Generate PRDs, user stories, and release notes
- Create functional prototypes without coding using Vibe Coding
- Simulate a rapid feedback loop using AI

`AUGMENTED PRODUCT EXECUTION` `NO-CODE PROTOTYPING` `ACCELERATED ITERATION LOOPS`

MODULE 4   Building an AI Assistant adapted to its scope

- Understand the logic of an AI assistant (context, memory, specialization)
- Choose an assisted use case that is truly useful within your product scope
- Create a custom AI assistant with the right parameters

`PERSONALIZED AI ASSISTANT`

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Training program   3 DAYS (21h)

MODULE 5   Design an AI agent to automate a use case

- Clarify the difference: assistant vs. agent vs. simple automation
- Define an automatable use case (selection criteria: frequency, complexity, value)
- Design an agent with logic, triggers, memory, and actions (tools: Make, AutoGen, CrewAI, n8n, etc.)
- Test and evaluate its functionality

AI AGENT   **AUTOMATED WORKFLOW**

MODULE 6   Sustaining AI practice: sustainable reflexes & long-term posture

- Create an AI routine: frequency, tools, task types, weekly schedule
- Document and maintain your prompt and agent library
- Measure your gains and avoid bias
- Build your personal 30-day AI roadmap

AI ROUTINE   **CONTINUOUS IMPROVEMENT**   **ACTION PLAN**

Thiga Academy
Our support

Teaching method

Practical work accounts for around 40% of the course. This is complemented by **40% of theory** and **20% of 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 throughout all the workshops.

Practical information

PRIVATE 🇬🇧 🇪🇸 🇫🇷

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

PUBLIC 🇫🇷

Sessions are designed for groups of **6 to 12 participants at our Paris premises**. Registration is open **until the day before the training** session, subject to availability of places and receipt of a **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

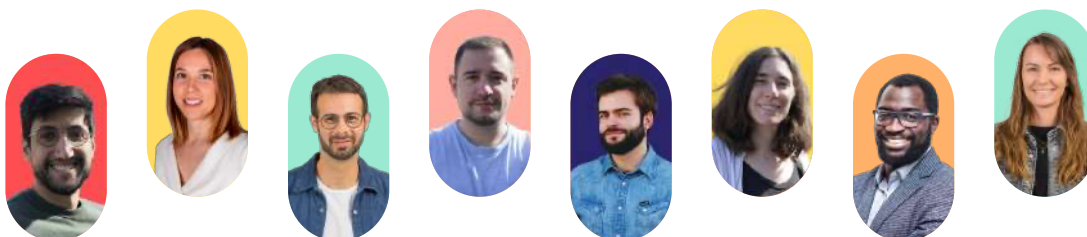**Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.**

✓ 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**, who act as **trainers**, **program designers**, and **consultants**. They combine their professional experience with pedagogical skills to support your skills development.

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

Doctolib Disney deezer ManoMano Carrefour BlaBlaCar

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Thiga Academy
Our training path

Product Basics

Product Owner
2 days
`PRIVATE`

Figma Advanced
1 day
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Product Culture awareness
1 day
`PRIVATE`

Advanced Product Owner
2 days
`PRIVATE` `PUBLIC`

Agile Awareness
1 day
`PRIVATE`

Product Builders 0 à 2 ans

Product Manager
2 days
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Product Marketing
2 days
`PRIVATE` `PUBLIC`

Product Designer
2 days
`PRIVATE` `PUBLIC`

Tech for PM
avec le wagon
1 day
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Product Builders 4-5 years and above

Lead Product Manager
2 days
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Product Builders 2-4 years

Data Informed PM
2 days
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Advanced Product Manager
2 days
`PRIVATE` `PUBLIC`

Design System
2 days
`PRIVATE` `PUBLIC`

Product Soft Skills
2 days
`PRIVATE`

Discovery Discipline
2 days
`PRIVATE` `PUBLIC`

Product Leaders 4-5 teams and more

Building a great product organization
1 day
`PUBLIC`

Unlock your team's power
avec WILL
18 hours
`PUBLIC`

Create and implement a Product strategy
1 day
`PUBLIC`

Scaling your Product organization
1 day
`PUBLIC`

Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our goal? To provide the Product community with actionable advice and methods, from mastering the basics of Product Management to setting up a full-fledged Product organization. Our entire training curriculum is **built around these books**.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who seek to **share their experiences** and discover the best ways to **turn their ideas into reality**. We empower the European Product community to **promote the product mindset** within their organizations.

Our Media

Explore our media platform, designed to inform and inspire today's and tomorrow's **Product leaders**. You'll find everything you need to fuel your Product journey: practical guides, thought pieces by leading experts, thematic series, and in-depth articles.

In short, original content to get you through the doors of the best tech companies.

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