



Presented by Pragmatic Institute in
collaboration with Nils Janse, CEO of Delibr



AI Training for Product Professionals

A Comprehensive Workshop on ChatGPT and Prompt Engineering

This workshop teaches students how to leverage generative AI, particularly GPT, to improve efficiency in daily product activities. By demystifying the increasingly evolving world of AI and exploring the multitude of emergent use cases, this workshop emphasizes how to unlock the full potential of Large Language Models (LLMs) through masterful prompt engineering. Students will have hands-on opportunities to practice prompt creation on product lifecycle activities, from describing market problems to competitor research to partnering more closely with design and development resources by building a demo product.

Topics include: demystifying AI; developing a deep understanding of generative AI capabilities and limitations; leveraging advanced technology; applying generative AI and prompt engineering techniques in practical product management scenarios; understanding the opportunities and risks of integrating AI into customer-facing products; future-proofing your career.

TOTAL HOURS

6

KNOWLEDGE
SHARING:

30%

ACTIVE
APPLICATION:

40%

DISCUSSION
AND REFLECTION:

30%

WORKSHOP
PREREQUISITE:

NONE

WORKSHOP OBJECTIVES

MAIN OBJECTIVE: Unlock the power of generative AI to streamline workflows and optimize product decision-making.

Understanding Generative AI

- Develop a deep understanding of generative AI capabilities and limitations
- Explore ways to differentiate your products and processes through AI integration

Prompt Engineering Proficiency

- Evolve from using existing prompts to masterful prompt engineering
- Determine the right types of prompts to engineer to orient AI for highest value output based on content, interaction, and situation

Strategic Implementation

- Apply generative AI and prompt engineering techniques in practical product management scenarios
- Integrate generative AI-powered content into product development processes
- Optimize marketing strategies and drive meaningful outcomes

Future-Proof Your Career

- Understand generative AI and its relevance to your job, ensuring enhanced performance
- Contribute to overall company success with prompt engineering
- Stay ahead of the curve and become a trendsetter in your field

WORKSHOP TOOLS AND TEMPLATES

- A login to ChatGPT is required. To maximize your experience and unlock the full potential of the workshop, we strongly recommend a ChatGPT Plus subscription (GPT-4).

WORKSHOP MODULES

Understanding Generative AI – Develop a deep understanding of generative AI capabilities and use cases, empowering you to leverage advanced technologies and stay at the forefront of industry trends.

Mastering Prompt Engineering – Acquire the skills and knowledge to effectively engineer prompts that inspire creativity, drive customer engagement, and align with your brand strategy, enabling you to craft compelling content that resonates with your target audience.

Implementation Workshop – Learn how to apply generative AI and prompt engineering techniques in practical product management scenarios. Gain the ability to integrate AI-powered content into your product development processes, optimize marketing strategies and drive meaningful outcomes for your organization.

WORKSHOP REQUIREMENTS/EVALUATION

Upon successful completion of this workshop, students will have moved from the knowledge of workshop materials to cognition and application relative to understanding the importance of leveraging generative AI and prompt engineering to streamline workflows and optimize product decision-making. Students are also required to participate in active application exercises and group discussions. A certification is provided for students successfully completing this workshop.