AI for Product Owners and Product Managers: Accelerate Product Management

Training Program



From needs to a tested prototype: frame, prioritise and decide using verifiable evidence.

This course helps product teams use AI to frame an opportunity, analyse existing systems, prepare a backlog and test a prototype. Participants distinguish facts, assumptions and simulations to support decisions. Dedicated workshops can use the company's product, backlog or project while respecting confidentiality constraints.

Objectives and target skills

- Select AI uses suited to product value, constraints and risks.
- Frame needs, a value proposition and testable assumptions.
- Produce an MVP scope, user stories, acceptance criteria and roadmap.
- Prototype a solution and organise initial user validation.
- Prepare prioritisation, positioning or pricing decisions with explicit sources.

Audience	Prerequisites	Duration
✓ Product Owners, Product Managers, product leads, project managers, innovation leads and product marketing specialists.	✓ Experience in product, digital projects, innovation or product marketing. ✓ A computer and access to an authorised AI assistant; permissions for the chosen prototyping tools. ✓ An idea, backlog or anonymised documents; no advanced development skills required.	2 days, or 14 hours.

Training content

Day 1 - Frame uses and opportunities

- Distinguish assistants, agents, RAG and workflows; assess confidentiality, errors and human oversight.
- Clarify needs, users, stakeholders, expected value and success criteria.

Understand users and existing systems

- Prepare personas, journeys and interview questions; distinguish assumptions from observations.
- Analyse documents, processes or code, map the system and identify unknowns.

Build the MVP, backlog and specifications

- Define scope, epics, user stories and acceptance criteria.
- Prioritise value, risk, dependencies and effort; identify contradictions and prepare a short roadmap.

Day 2 - Prototype and test

- Create a limited mock-up or prototype with screens, content and sample data.
- Prepare test scenarios, share the prototype and summarise user feedback.

Support product decisions

- Compare sourced offerings and make positioning and pricing assumptions explicit.
- Prepare a decision brief with limitations, uncertainty and next validation steps.

Organise team practices

- Share templates, instructions and workflows with developers, UX and business teams.
- Define human reviews and a gradual adoption plan.

Workshops and deliverables

- A product brief, journeys, backlog, acceptance criteria and testable prototype.
- A feedback summary, sourced competitor analysis and product action plan.

Access conditions

Before the course starts, an initial assessment questionnaire identifies the participant's professional activity, expectations, existing skills and technical environment. An additional discussion is arranged if needed to check that the course is suitable and prepare any necessary adjustments. Enrolment is normally arranged between two months and one week before the course starts, subject to available places, prerequisites and, where applicable, the funding body's processing times. Practical arrangements are provided in the joining instructions. Terms and conditions of sale: https://www.opcoach.com/cgv. The initial assessment identifies the product or idea, existing deliverables and sharing and prototyping constraints.

Accessibility for people with disabilities

Participants with disability-related needs are invited to tell OPCoach before the course starts. OPCoach works with them to assess possible teaching, technical and organisational adjustments, including for the initial assessment and learning assessments. Specialist partners may be involved if needed. Disability contact: Chrystèle Lagarde. To be put in touch with her, contact OPCoach at olivier.prouvost@opcoach.ai or +33 6 28 07 65 64.

Training format

The course is trainer-led, on site or remotely, live via Zoom. Demonstrations, exercises and assessments take place during supervised training time.

Group size

Open-enrolment training: 2 to 8 participants. In-company / dedicated training: 1 to 6 participants, on site or remotely.

Fees

Open-enrolment training: **EUR 1,750 excluding VAT per participant**. A minimum of two enrolments is required. For two or more participants from the same company, the in-company rate applies.

In-company / dedicated training: **EUR 2,500 excluding VAT for two participants, +/− EUR 300 excluding VAT per participant added or removed**, for groups of 1 to 6 participants. Access to the tools required for the workshops must be arranged before the course. Subscriptions and third-party services are not included in the fee. The course can be paid for directly by the company or the participant. A funding application may be submitted to the company's French skills funding body (OPCO), subject to its eligibility rules and processing times. Any funding remains subject to the funding body's prior approval.

Schedule

Check the upcoming sessions and arrangements on OPCoach.ai. Availability is updated on this page. For a dedicated session, contact OPCoach.

Training location

Inter-company training takes place in our InterIndep premises at 2 impasse Michel Labrousse, 31100 Toulouse. The training room is accessible by public transport and by car, and has parking facilities. Several restaurants and a hotel are located nearby. A break area is available for cold and hot drinks during breaks. All these facilities are accessible to people with reduced mobility. In-company training is preferably delivered at the client's premises. Hosting conditions are validated before the training. Remote training is delivered with Zoom and can be organized as inter-company or in-company training.

Teaching approach

Alternating short lectures and individual hands-on exercises on a workstation. Sharing and discussion of the results obtained. Technical and teaching assistance is provided by Olivier Prouvost during the course: olivier.prouvost@opcoach.ai - +33 6 28 07 65 64.

Teaching resources

On site: training room with video projector, whiteboard, high-speed Wi-Fi and a training binder provided to the participant. Remote: high-speed internet access, webcam, free Zoom software, PDF course material sent to the participant. One workstation per participant. Digital course materials and exercise files are provided to participants. Connection details and instructions for accessing resources are included in the joining instructions. Participants keep the deliverables they produce during the workshops.

Trainer supervision

Olivier Prouvost, DEA in Computer Science, recognized open source expert and trainer for more than 20 years, developer of AI solutions to optimize SMEs, speaker at international conferences, Eclipse committer on several projects, founder of OPCoach, a Qualiopi-certified training organization since 2020, and ICPF & PSI certified expert trainer and consultant.

Learning assessment

Attendance is recorded through electronic sign-in, both on site and remotely. For remote training, the trainer also checks completion of activities and each participant's progress. Assessment criteria are presented at the start of the course. Participants justify an MVP scope and present a backlog and a tested prototype. Criteria cover the connection between needs and solution, explicit assumptions, acceptance criteria, consideration of feedback and justification of priorities.

Recognition

This vocational training course is non-certifying: it does not prepare participants for a certification registered in the French National Directory of Professional Certifications (RNCP) or Specific Register (RS). A statement of skills records the learning outcomes observed during assessments. A certificate of completion records actual participation.

Satisfaction assessment

At the end of the training, the participant completes a satisfaction survey and takes part in a group feedback session. The participant benefits from unlimited email support for practical questions related to the training. After 3 months, or after applying the training in the workplace, a follow-up questionnaire is completed to assess practical use.

Technical, teaching, administrative and financial contact

Olivier Prouvost, +33 6 28 07 65 64, olivier.prouvost@opcoach.ai