2 DAYS (14h)

AI PRODUCT MANAGER

PRODUCT LEVEL 2 (2 YEARS TO 3 YEARS)

Learn how to imagine, build, and improve AI-based products to bring value to your users.

Target audience and prerequisites

✔   **Product Managers** wishing to familiarize themselves with the challenges of integrating AI into their products.

All participants must master Discovery and Delivery.
For Product Lovers with **2 to 3 years of experience**.

Training objective

Learn how to imagine, build, and improve AI-based products to bring value to your users.

✔   **MASTER THE PRINCIPLES OF DATA MANAGEMENT** to create a solid foundation for your model: data collection, cleaning, storage, governance, and annotation

✔   **CONDUCT AI DISCOVERY** by identifying and defining the most promising use cases, then designing impactful AI features

✔   **DEPLOY AI MODELS** from prototype (MVP) to large-scale industrialization

✔   **DEFINE AND TRACK THE RIGHT METRICS** to balance AI model performance with business objectives and user expectations

✔   **COLLABORATE** with data engineers, data scientists, and data analysts through a common language

AI Product Manager
Training program

Training program

2 DAYS (14h)

MODULE 1   **Understand the environment of an AI Product Manager**

- The fundamentals of AI: technology (machine learning, deep learning, NLP, Generative AI, LLM...) and use cases
- What are the differences between a PM and an AI PM?
- Data Engineer, Data Scientist, Data Analyst: collaborating with a Data team

`FUNDAMENTALS`   `COLLABORATING WITH A DATA TEAM`

MODULE 2   **Identify the value AI can bring to your product**

- Imagine and prioritize use cases: how can AI transform your product?
- AI as a means, not an end: which solution to address your opportunities (AI or not? Make or Buy?)
- Introduction to Data Management: data availability and quality (collection, cleaning, storage, governance, and annotation)

`USE CASE`   `OPPORTUNITY`   `DATA MANAGEMENT`

MODULE 3   **De-risking an AI feature or product**

- Design an AI feature or product: a key success factor
- The challenges of experimenting with an AI feature
- Defining objectives: balancing model performance with business/user impact
- Responsible AI: ethical and regulatory issues, collaboration between product, data science, engineering, and design teams

`DESIGN`   `EXPERIMENTATION`   `OBJECTIVES`

MODULE 4   **Deliver the feature and measure its impact**

- What framework is needed to conduct the delivery of AI products?
- Prepare and deploy the AI model: from MVP to user adoption
- How to account for the continuous evolution of AI capabilities?

`DELIVERY`   `MVP`   `EVOLUTION`

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

meetic · ACCOR · Club Med · DECATHLON · L'ORÉAL · radiofrance

Cartier · CHANEL · Qare · POINT.P · NiCKEL · meilleurs agents
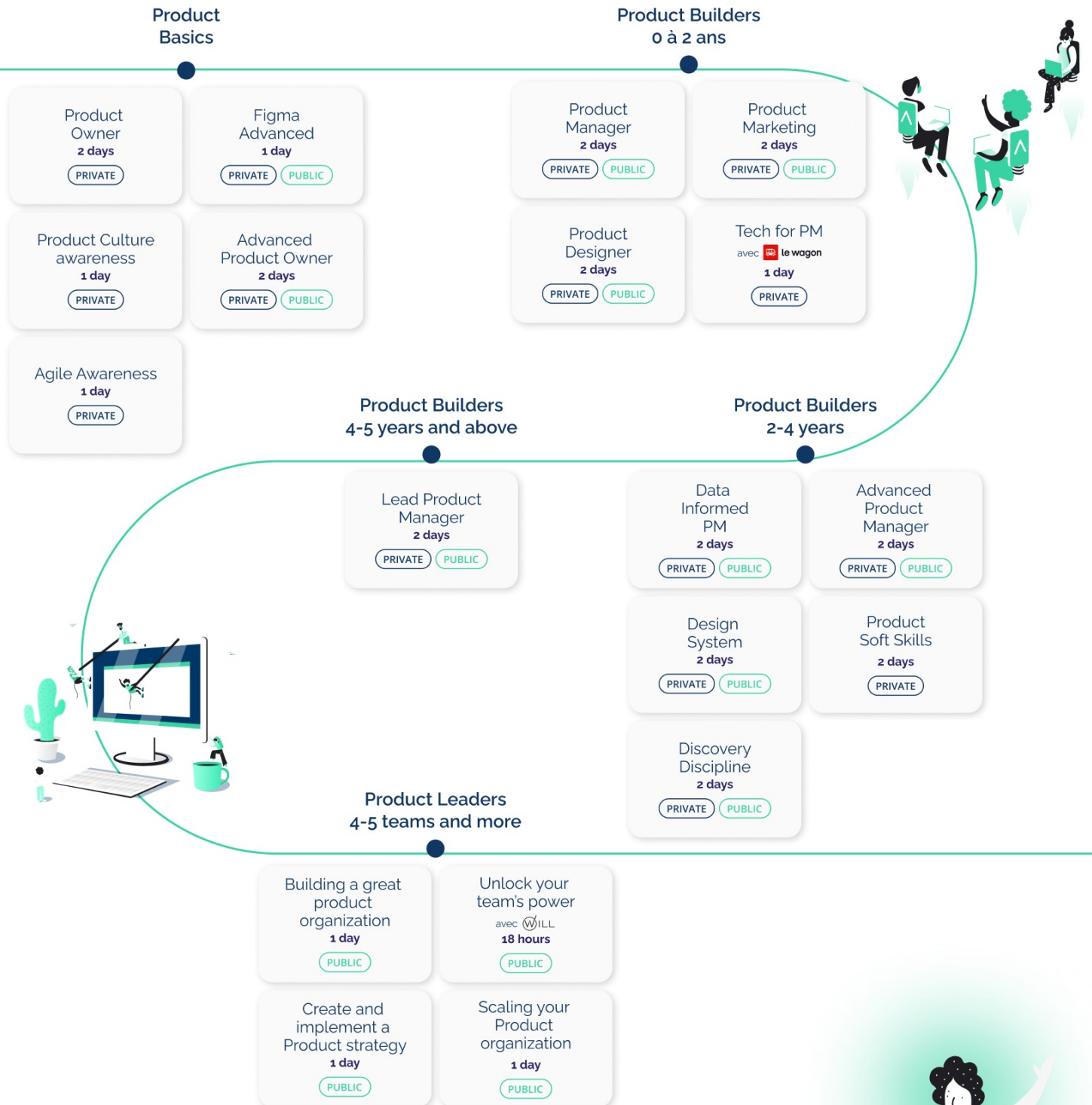
Schneider Electric · AXA · CARGLASS · bouygues · france•tv · SOCIETE GENERALE

Thiga Academy
Our training path

Product Basics

Product Owner
2 days
PRIVATE

Figma Advanced
1 day
PRIVATE · PUBLIC

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
PRIVATE · PUBLIC

Product Marketing
2 days
PRIVATE · PUBLIC

Product Designer
2 days
PRIVATE · PUBLIC

Tech for PM
avec le wagon
1 day
PRIVATE

Product Builders
4-5 years and above

Lead Product Manager
2 days
PRIVATE · PUBLIC

Product Builders
2-4 years

Data Informed PM
2 days
PRIVATE · PUBLIC

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.

Contact

David SCHUSTER
Thiga Academy Director
+33 1 83 75 05 43
academy@thiga.fr

THIGA ACADEMY

23, rue Taitbout
75009 PARIS
RER **A** Auber
M **7** **9** Chaussée d'Antin-La Fayette