AI-Augmented PM on ChatGPT / Codex

Training programme

PRIVATE: €10,400 excl. VAT*

*Prices valid from 01/01/26 to 31/12/26

2 DAYS (14 HOURS)

ChatGPT

Make the shift to AI across the entire Product lifecycle: map how you use AI, get hands-on with ChatGPT's features, then Codex to create your own skills, connect your tools and build a first application for your use case. Leave with reusable deliverables for your own use cases.

Target audience and prerequisites

This course is for Product professionals (PM, PO, Lead PM, Product Ops…) who want to make AI a lasting part of their practice.

An advanced programme focused on real-world application, not an introduction to AI. Prerequisites: a solid grasp of product lifecycle fundamentals, regular use of generative AI and the ability to prompt.

Tech stack

Required setup, completed in advance by your teams:

- ChatGPT desktop app (Chat, Work and Codex)
- ChatGPT Business or Enterprise plan with usage credits
- Atlassian Rovo plugin (Confluence and Jira) authorised by the workspace administrator
- Git installed on your machine

Learning objectives

- ✓ **MAP** the tasks in your Product process that AI can augment
- ✓ **USE** ChatGPT's features on your Product use cases: Deep research, presentations, Sites, Projects
- ✓ **GET HANDS-ON** with the Codex interface
- ✓ **CONNECT** an MCP server and have Codex take action in your Product tools
- ✓ **CREATE AND IMPROVE** a skill that encodes your know-how
- ✓ **SET UP** your project's persistent context (AGENTS.md)
- ✓ **BUILD** a first application for your use case, from idea to development

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Course outline

2 DAYS (14 HOURS)

MODULE 1 GenAI & Product Management: laying the foundations

- What generative AI does well & what it doesn't
- Mapping the Product tasks that AI can augment
- Prompt engineering basics and techniques
- Telling Chat, Work and Codex apart and choosing the right view for your needs
- Getting hands-on with ChatGPT's features on Product use cases: Deep research, presentations, Sites, Projects

USE CASES | PROMPT ENGINEERING | CHATGPT FEATURES

MODULE 2 Getting hands-on with Codex

- Open your working folder in the Codex view of the ChatGPT app
- Identify the essential actions in the interface and start a session
- Understand what a command is and use the key session management commands
- Choose your permission mode and supervise what Codex changes
- Understand the limited duration and memory of a session, and save your work with a commit

CODEX | MODELS | PERMISSIONS | COMMANDS

MODULE 3 MCP, Skills and Context Engineering

- Connect Confluence and Jira to Codex (Atlassian Rovo plugin) and have Codex take action directly in your tools
- Control the permissions of an MCP
- Have Codex generate a skill for a real use case
- Set up the persistent context of your work with an AGENTS.md
- Put together the right context (AGENTS.md, skills, MCP, documents) to get more reliable and relevant results
- Make a working flow run automatically with a scheduled trigger

CONTEXT ENGINEERING | MCP | SKILLS | AUTOMATION

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MODULE 4 Building a first application: from idea to development

- Scope your V1 and write a spec: vision, interface, design
- Produce the implementation plan before building
- Build your V1
- Test your V1 against the expected outcome in your spec, list the gaps and iterate in small batches
- Leave with the next steps: connect your real data, keep improving, deploy

SPEC DRIVEN DEVELOPMENT | PRODUCT BUILDING | ITERATION LOOPS

CONCLUSION Sustaining your GenAI practice: lasting habits & long-term stance

- Structure your personal AI roadmap over short-, medium- and long-term horizons
- Link each action to a measurable gain
- Spread AI practice into your team's rituals
- Embed an AI-augmented PM stance for the long term

AI ROADMAP | DISCIPLINE | MINDSET

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Our support

Assessment

- Learning is assessed throughout the course by the trainers.
- At the end of the session, each participant receives a **certificate of completion**.

Teaching method

Hands-on exercises make up around 60% of the course. This is complemented by **20% theory and 20% discussion** between participants and trainers, so that the content fits each participant's context.
A case study serves as the running example throughout the workshops.

Practical information

PRIVATE

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

✓ ***On request, we can adapt how the course is delivered for people with disabilities.***

Our tailored offer

Tailored learning paths for all your needs, from ten to several hundred participants.

✓ Onboarding ✓ Internal transformation ✓ Talent retention ✓ Career paths

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Our learning path

01 Product Basics

- Agile Awareness
- Product Culture Awareness
- AI Awareness
- Product Owner

02 Product Builders

Product Management

- Advanced Product Owner
- Product Manager
- PM Full Stack
- Advanced Product Manager
- Data-Informed PM
- Discovery Discipline with
- Soft Skills
- Business for PM
- Product Lead
- Lean Portfolio Management

Product Design

- Figma Advanced
- Product Designer
- Design System Strategy
- Business Mindset in Product Design
- Data-Informed Designer
- Workshop Facilitation

Product Marketing

- Product Marketing
- Product Storytelling

SAFe®

- SAFe® for PM & PO
- SAFe® for Architect
- SAFe® Lean Portfolio Management
- Leading SAFe®

Responsible Product

- Responsible Product

Data AI

- Learn to Prompt
- Microsoft 365 Copilot
- AI-Augmented PM on
- AI Product Manager
- AI-Augmented Product Designer
- Accelerate Design to Code with AI
- Learn Claude Code
- AI-Native SDLC from the trenches
- AI in Action: 2.5-hour workshops

03 Product Leaders

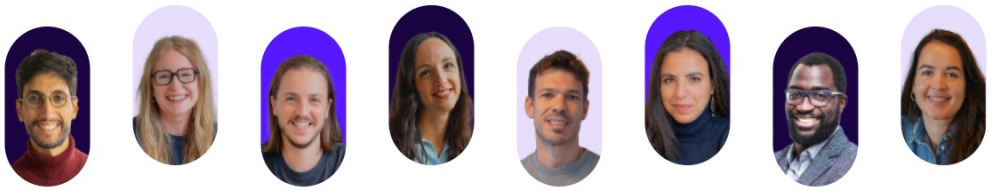
- Leadership Programme with INSEAD
- Building the Best Product Organisation
- Unlock your team's power with WILL
- Create and Implement a Product Strategy
- Scale Your Product Organisation
- AI for Leaders

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What they say about us

Our trainers



Our courses are delivered by one of our experts. As trainers, programme designers and consultants, they combine their professional experience with teaching skills to support you as you build your skills.

What our alumni say

> *A course run by someone who knows what they're talking about, with real 'on-the-ground' experience and methodology. Being reminded of the essential notions (North Star, metrics, perpetual questioning...) feels good.*
>
> **Vincent** - Freelance Product Manager

> *A very warm welcome from the Thiga team members, especially our trainer. The experiences she shared were very enriching and she was able to adapt certain elements to her audience (and to me in particular)*
>
> **Océane** - Product Designer at RCA

Our clients and partners

Doctolib, Disney, deezer, ManoMano, Carrefour, BlaBlaCar, mestic, ACCOR, Club Med, DECATHLON, L'ORÉAL, radiofrance, Cartier, CHANEL, Qare, POINT.P, NICKEL, meilleurs agents, Schneider Electric, AXA, CARGLASS, bouygues, france•tv, SOCIETE GENERALE

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About Thiga



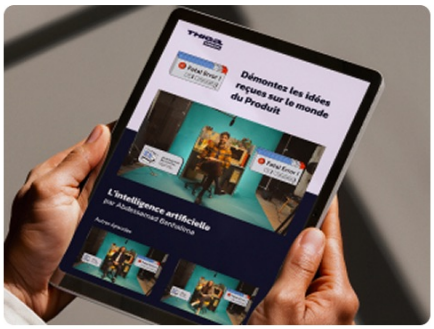
Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our goal? To give the Product community actionable advice and methods, from the basics of Product Management to setting up a Product organisation. Our whole learning path is in fact **built around these books**.

Augmented

Augmented, **Thiga's AI, Product & Tech community**, succeeds La Product Conf'. It brings together everyone who builds tech products: **meetups, workshops, breakfasts and dinners** all year round, and **an annual conference** led by French and international experts.





Our media

Discover the media outlet that informs today's and tomorrow's **Product leaders**. You'll find all the Product content to support and inspire you every day: practical guides, opinion pieces by recognised experts, themed series and long-form features.
In short, original content to take you inside the best tech companies.

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