

PUBLIC: 279 € Excl. VAT*

PRIVATE: 2 490 € Excl. VAT*

*Applicable rates from 1/1/25 to 12/31/25

1/2 Day (3.5 Hours)

GENAI & PRODUCT WORKSHOP: LEARN TO PROMPT EFFECTIVELY

PRODUCT LEVEL 1

Practice the art of prompting in a product management context to boost your productivity and creativity on a daily basis, while learning to customize ChatGPT and create your own CustomGPT.

Target audience and prerequisites

- ✓ **Product Owners and Managers** with an interest in generative AI, looking to learn how to prompt effectively and use the advanced features of ChatGPT.

This training primarily focuses on the use of ChatGPT-4 and ChatGPT-4o.

Training objective



Master and practice the art of prompting in a product context to enhance your daily productivity and creativity, while learning to customize ChatGPT and create your own CustomGPT.



- ✓ **MASTER** the art of prompting throughout **the product lifecycle**
- ✓ **PRACTICE** writing prompts **on concrete cases** from your profession
- ✓ **CREATE** **agents to assist you** in your daily product management tasks.

GenAI & Product workshop: learn to prompt effectively

Training program



Training program

1/2 Day (3.5 Hours)

MODULE 1 The art of prompting

- Identify daily use cases throughout the Product Lifecycle (Strategy, Discovery, Delivery)
- Understand the concept of prompting and its application to improve productivity in a product context
- Refine your prompt-writing skills using models, methods, and tips to achieve desired outcomes

PROMPTS

USES CASES

METHODS

MODULE 2 Prompting for Product Strategy & Discovery

- Identify opportunities to shape your roadmap
- Define user personas
- Analyze user reviews
- Write an interview guide

PERSONAS

ROADMAP

ANALYSIS

MODULE 3 Using ChatGPT's advanced features

- Configure ChatGPT to personalize and optimize your activity
- Create a "CustomGPT" agent for a specific product use case
- Explore the potential of automation agents to support your daily product management tasks

CUSTOMGPT

AUTOMATION AGENTS

Thiga Academy

Our support



Teaching method

Practical work accounts for around 70% of the course. This is complemented by **30% of theory and 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 to run all the workshops.

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

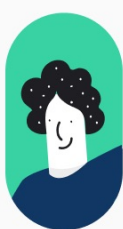


Our trainers



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)."

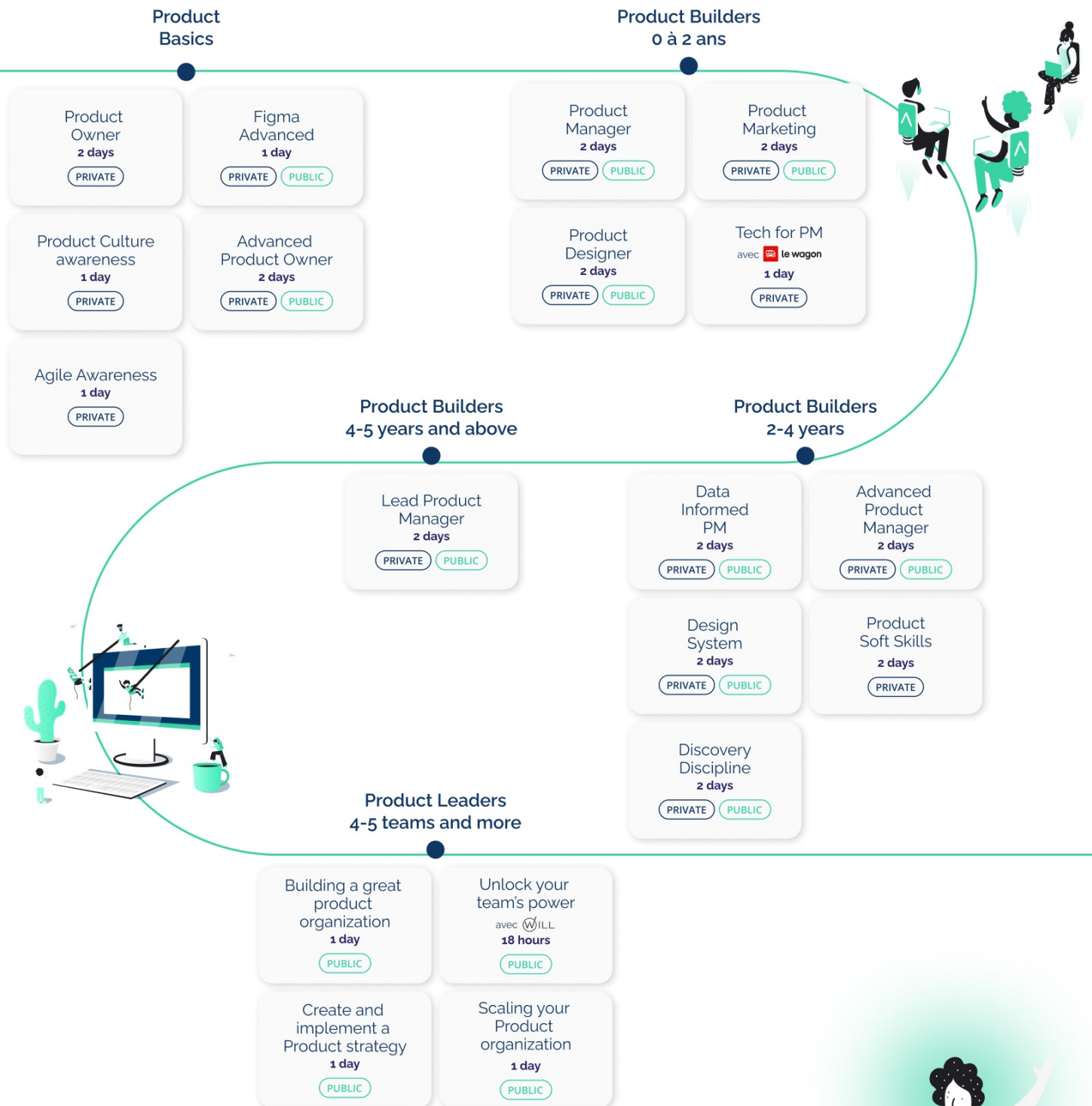
Océane — Product Designer at RCA

Our Partners & Clients



Thiga Academy

Our training path



Thiga Academy

About Thiga



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



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