

AI-Augmented Product Manager

Training program

PUBLIC: €2,000 Excl. VAT*

PRIVATE: €10,400 Excl. VAT*

*Applicable rates from 1/1/26 to 12/31/26

2 DAYS (14h)

Take the AI turn across the entire Product cycle: map your uses, get hands-on with Claude's features, then Claude Code to create your own skills, connect your tools and build a first application on your own use case.

Target audience and prerequisites

This training is aimed at Product professionals (PM, PO, Lead PM, Product Ops, etc.) who want to permanently integrate AI into their practice.

This is not an introduction to AI, but an advanced program geared toward real-world applications. **The basics of prompting must be mastered**: if this is not the case, please let us know.

Technical stack

Claude Code (via the Claude app or via VS Code + Claude Code extension), Claude Enterprise plan or API key, MCP connection to your environment.

Workstation setup must be completed before the session. The step-by-step guide is sent to participants in advance.

If the training takes place on our premises, we provide the entire training environment: computers configured with Claude Code + business tools (Jira, Notion, Microsoft...) for the MCP part.

Training objectives

Leave with reusable deliverables on your own use cases.



- ✓ **MAP** the tasks of your **Product process** that AI can augment
- ✓ **USE Claude's features** on your own Product use cases: Research, Artifacts, Claude Design, Projects
- ✓ **GET HANDS-ON** with **the Claude Code interface**
- ✓ **CONNECT** an **MCP server** and have Claude act within your Product tools
- ✓ **CREATE AND IMPROVE** a **skill** that encodes your know-how
- ✓ **BUILD** the **permanent context** of your project (CLAUDE.md) to get more reliable results
- ✓ **BUILD** a **first application** on your own use case, from spec to a tested V1

AI-Augmented Product Manager

Training program

The training program

2 DAYS (14h)

MODULE 1 GenAI & Product Management: laying the foundations

- What generative AI does well & what it can't do
- Map the Product tasks that AI can augment
- Prompt engineering basics and techniques
- Getting started with Claude's features: Research, Artifacts, Claude Design, Projects

USE CASES

PROMPT ENGINEERING

CLAUDE FEATURES

MODULE 2 Getting started with Claude Code

- Get started with the tool
- Identify the essential actions of the interface and launch a session
- Understand what a command is and use the key session management commands
- Choose your permission mode and supervise what Claude modifies
- Understand the limited duration and memory of a session, and save your work with a commit

CLAUDE CODE

MODELS

PERMISSIONS

COMMANDS

MODULE 3 MCP, Skills and Context Engineering

- Connect MCP servers to your product scope and have Claude act directly in your tools
- Frame the permissions of an MCP
- Have Claude generate a skill on a real use case
- Build the permanent context of your work with a CLAUDE.md
- Compose the right context (CLAUDE.md, skills, MCP, documents) to get more reliable and relevant results
- Produce a tangible deliverable on your own case by combining MCP, skills and context
- Make a working flow automatic with a scheduled trigger

CONTEXT ENGINEERING

MCP

SKILLS

AUTOMATION

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MODULE 4 Build a first application: from idea to development

- Scope your V1 and produce a spec: vision, interface, design
- Produce the implementation plan before building
- Build your V1
- Test your V1 and iterate in small batches

SPEC DRIVEN DEVELOPMENT

PRODUCT BUILDING

ITERATION LOOPS

CONCLUSION Sustaining your GenAI practice: lasting reflexes & long-term posture

- Structure your personal AI roadmap over short, medium and long-term horizons
- Link each action to a measurable gain
- Embed an augmented PM posture over the long term

AI ROADMAP

DISCIPLINE

MINDSET

Thiga Academy

Our support

Training assessment

- Acquired skills are assessed throughout the course by the trainers.
- At the end of the session, participants will receive a **certificate** of completion.

Teaching method

Practical work accounts for around 60% of the course. This is complemented by **20% 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" case will be chosen by the participants and will serve as a concrete case for running all the workshops.

Practical information

PRIVATE



Sessions are designed for groups of **6 to 10 participants**. We can organize the training **on our premises in Paris**, on **your premises**, or **remotely**, up to 7 days before the scheduled date, **subject to 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 the 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).*

Our tailor-made offer

Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.

- ✓ Onboard new team members
- ✓ Retain talents
- ✓ Internal transformation support
- ✓ Create internal career paths

Thiga Academy

Our training path

01 Product Basics

Agile awareness

Product Culture awareness

AI awareness

Product Owner

Figma Advanced

02 Product Builders

0 to 2 years

Advanced Product Owner

Product Manager

Product Marketing

Product Designer

Tech for PM
with  le wagon

Fullstack Product Manager

GenAI:
Learn how to prompt

Responsible Product

2 to 4 years

Data Informed PM

AI Product Manager

Advanced Product Manager

Design System Strategy

Discovery Discipline

Product Soft Skills

Adopt a business-driven mindset in Product Design

Business for PM

AI-Augmented Product Manager

Building great GenAI powered products

4-5 years and above

Product Lead

Lean Portfolio Management

Product ROI

03 Product Leaders: 4-5 teams and more

Product Leadership Programme
with  L'INSEAD

Build the Best Product Organization

Manage yourself to manage better
with  WILL

Create and implement your Product strategy

Scale your Product organization

AI for Leaders

PRACTICAL INFORMATION

Private

- Groups of **6 to 10 people**
- On **our premises in Paris**, on **your premises**, or **remotely**
- Can be scheduled up to 7 days in advance, subject to **receiving a signed agreement**

Public

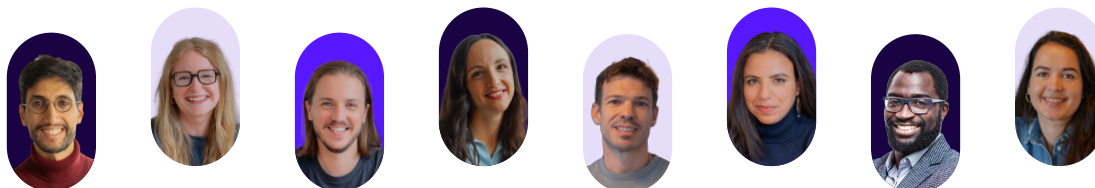
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Thiga Academy

They talk about us

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 they are talking about, with real "field" experience and methodology. Being reminded of the essential notions (northern star, metrics, perpetual questioning...) feels good.

Vincent - Freelance Product Manager

“A very warm welcome from the Thiga team members, especially our trainer. Her feedback from experience was very enriching and she was able to adapt certain elements to her audience (and to me in particular)

Océane - Product Designer at RCA

Our Partners & Clients

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SOCIETE GENERALE

Thiga Academy

About Thiga

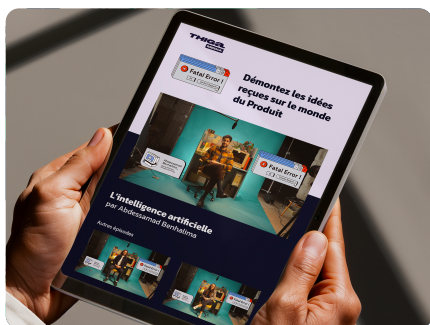


Our books on Product

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.

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