The Art of Prompt Engineering for Product Owners – Mastering AI for Agile Product Development

AI is revolutionizing **product ownership**, and **Prompt Engineering** is the key to unlocking its full potential. This **advanced-level course** is specifically designed for **Product Owners** who want to leverage AI to **enhance backlog management, optimize workflows, and improve stakeholder communication** – all while ensuring they stay in control of strategic decision-making.

Through **hands-on exercises, real-world use cases, and AI-driven problem-solving**, you'll learn how to **use AI as a tool to assist (not replace) your expertise** in writing features, refining stories, and driving product success.

Who Should Attend:

This course is designed exclusively for Product Owners who want to:

⟨   **Improve Backlog Refinement & Prioritization** – Use AI-driven insights to analyze customer needs, technical dependencies, and market trends.

⟨   **Accelerate Writing & Refining Features & Stories** – Learn how AI can assist in drafting clear, concise, and detailed user stories and acceptance criteria – without replacing the Product Owner's expertise.

⟨   **Enhance Agile Workflows** – Use AI to optimize sprint planning, roadmap development, and release strategies.

⟨   **Leverage AI for Customer & Market Insights** – Quickly extract key patterns from feedback, surveys, and competitor analysis to make data-driven product decisions.

⟨   **Automate Repetitive Tasks** – Free up time by using AI for status reporting, meeting summaries, and documentation while keeping full ownership of the product vision.

⟨   **Streamline Stakeholder Communication** – Improve alignment with developers, designers, and business leaders by using AI for clearer requirements documentation and meeting preparation.

⟨   **Boost Ideation & Innovation** – Use AI-powered brainstorming to enhance (not replace) creative problem-solving and feature discovery.

⟨   **Future-Proof Your Role as a PO** – Stay ahead by integrating AI responsibly and effectively in your Agile practice.

Note: This course is specifically for Product Owners. Product Managers may attend, but may benefit more from a separate course focused on AI-driven product strategy and market positioning.

Course Objectives:

⟨   **Master AI-Powered Backlog Management** – Learn how Prompt Engineering can assist in, but not replace, the strategic work of a Product Owner.

⟨   **Write Better Features & Stories -- Faster** – Use AI to generate draft user stories, refine acceptance criteria, and ensure clarity in requirements while maintaining your critical judgment as a PO.

⟨   **Uncover Customer Insights with AI** – Extract key pain points, trends, and feature requests from customer feedback and market data.

⟨   **Balance AI Automation with Human Expertise** – Learn where AI is helpful and where human judgment is essential in product ownership.

⟨   **Refine Agile & Scrum Workflows** – Use AI to optimize backlog grooming, sprint planning, and release planning.

⟨   **Streamline Reporting & Communication** – Automate stakeholder updates, meeting summaries, and impact reports while maintaining PO oversight.

⟨   **Supercharge Innovation & Problem-Solving** – Use AI to assist in brainstorming, feature ideation, and exploratory thinking.

⟨   **Develop an AI-Ready Mindset for the Future** – Ensure you stay in control of AI-driven tools and leverage them for competitive advantage.

Why this Course is Different:

⟨   **Designed for Product Owners** – Focused on how AI supports backlog management, Agile workflows, and stakeholder collaboration.

⟨   **100% Hands-On Learning** – No passive lectures! Engage in real-world AI experiments, interactive challenges, and live backlog refinement exercises.

⟨ **AI as an Assistant, Not a Replacement** – You'll learn how to use AI as a powerful tool while keeping human expertise at the center of decision-making.

⟨ **Gamified, Interactive & Practical** – Compete in AI-powered backlog refinement challenges and leave with actionable AI techniques you can apply immediately.

By the end of this course, you'll be an AI-empowered Product Owner – leveraging AI to work smarter, not harder, while keeping full ownership of your product's success!

Duration:

12 hours