AI-PM Roadmap: From Expert to AI-Fluent Product/Project Manager

Purpose: To transform into a world-class, AI-fluent, non-technical Product/Project Manager who can:

- Lead AI-enabled feature scoping, tooling decisions, and rollout strategy in B2B SaaS and pro-services environments.
- Translate between executive goals, end-user workflows, and developer capabilities.
- Build light prototypes and deeply understand AI use cases.
- Demonstrate a strategic understanding of automation, AI tools, product tradeoffs, risk/governance, and cost-saving implementation.
- Leverage existing technical aptitude to bridge the gap between business needs and engineering execution.

North-star Role: AI-savvy PM for SaaS/Workflow Automation

Cadence: 3-week sprints (Learn → Build → Polish)

Time Budget: ~12 h/week+20 min/day for socials. Specifically: 2h weekday evenings, 2h weekend blocks for roadmap work; 1h daily for extra learning (async video, theory, case prep).

Public Presence: Mandatory GitHub, LinkedIn, Tik Tok. (3 Tik Toks/Shorts per sprint, 1 LinkedIn post per week).

Certifications: Google Agile PM (in progress), Coursera "AI for Everyone" (completed), Reforge (target Q3).

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0. Strategic Adjustments & Enhancements

This roadmap has been significantly refined from the original masterplan to maximize your marketability and ensure a cutting-edge skill set:

- **Doubled PM-focused artifacts** (PRDS, OKRs, cost/ROI docs, governance maps).
- **Injected continuous side-learning** in every week (AI tools, product strategy, frameworks).
- **Explicit hiring prep** (STAR story journal, mock interviews, resume shaping).
- **Added cross-functional domain builds** (Sales, HR, Marketing) to avoid a CS pigeonhole.
- **Monthly vendor benchmark evaluations** (LLMs, copilots, automation tools).
- **Added stretch projects and secondary upskilling** per week.
- **Expanded stretch learning** to include PM podcasts, AI governance, product case studies, and UI/UX strategy.
- **Added long-range course pool** for flexible enrollment based on availability.
- **Added detailed block goals, week-by-week deliverables, and hiring-focused tasks** for each phase of every sprint.
- Integrated foundational AI Ethics throughout early blocks.
- Embraced "Technical PM" positioning to leverage existing coding aptitude.
- Enhanced social media guidance for impact and efficiency.
- Expanded stretch projects to include long-term strategic relevance.

1. Executive Snapshot

- **North-star Role:** AI-savvy PM for SaaS/Workflow Automation

- **Time Budget:** ~12 h/week+20 min/day for socials
- **Tooling Focus:** LangChain.js, Supabase, Vercel, + external tools (Zapier, Claude, Gemini)
- **PM Fluency:** OKRs, RICE, Agile, PRDs, stakeholder alignment, risk/governance
- **Visibility Strategy:** Build-in-public, thought-leader micro-content, case studies
- **Certifications:** Google Agile PM (in progress), Coursera "AI for Everyone" (completed) , Reforge (target Q3)

1.a Self-Guided Course Pool (Curated for AI PM Growth)

Select one course at a time and follow async alongside sprint schedule. Choose based on block alignment and personal interest. Prioritize learning utility and interview signal strength. (Note: "AI for Everyone" is completed)

Course	Provider	Recommended Block	Focus Area
Google Agile Project Management	Coursera	B1-B2	Agile fundamentals, workflows
Prompt Engineering for ChatGPT	Coursera (Vanderbilt)	B3-B5	Prompt patterns, applications
AI Product Management	Duke / Coursera	B5-B7	Strategic AI PM toolkit
Data Science for Product Managers	Udemy	B6-B8	Data intuition, dashboards
Product Strategy	Reforge	B7-B9	Monetization, positioning OKRs
Building Systems with LLMs	DeepLearning.AI	B4, B10	Advanced LLM chaining
Responsible AI and Ethics	edX (Microsoft)	B11-B14	Governance, compliance, risk

Product-Led Growth	Udemy or Reforge	B12-B15	Growth loops, CSAT, activation
Mastering Interview Questions	Exponent.io	B10+	PM interview prep
Strategic Thinking for PMs	LinkedIn Learning	Any	Exec framing, narrative
Introduction to UX Design	Coursera (Georgia Tech)	B5-B6	User-centered design, wireframes, flows
No-Code AI & Automation	Udemy	B3-B6	Zapier, Make.com, automation logic
Developing AI Products	University of Washington / edX	B6-B8	Product lifecycle, feasibility, ethics impact, roadmap
Digital Transformation with AI	Boston Consulting Group / Coursera	B7-B9	Text, image, and multimodal GenAI use, Org building
Generative AI for Everyone	DeepLearning.AI	B2-B5	Generative AI use cases (text, image, multimodal)
Business Analytics Specialization	Wharton / Coursera	B9-B12	Business KPIs, forecasting, experimentation
Becoming a Product Manager	LinkedIn Learning	B1-B2	Role breakdown, entry-level PM prep

Designing and Running Experiments	Coursera (UCSan Diego)	B10-B11	A/B testing foundations
Agile Meets Design Thinking	University of Virginia / Coursera	B6-B8	Agile + UX collaboration

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2. Flagship Builds - Deep Rationale

These core projects are chosen for their direct business impact and comprehensive PM showcase opportunities.

2.1 Help-Desk Copilot

- **Why this, not generic chatbots?**
  - Direct CS ROI levers: Average Handle Time, ↑ CSAT, agent onboarding cost.
  - Mirrors 2025 enterprise roadmap trends (Zendesk & MS Dynamics both shipping AI assistants).
  - Shows end-to-end pipeline: ingestion → classification → generative answer → escalation → human-in-the-loop.

2.2 Voice-of-Customer (VoC) Insights Hub

- **Why not MLOps or vertical AI?**
  - C-suite still struggles to convert raw feedback into root-cause clarity; LLMs can summarize & contextualize.
  - Combines summarization, embeddings, agentic root-cause analysis, and dashboard storytelling—perfect PM showcase.
  - Niche enough to stand out; wide enough to transfer to Sales, Product-Ops, or Rev-Ops.
- **Hiring-Manager Soundbite:** "You built tools that cut costs and surface product insights—exactly what an AI PM should own."

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3. Skills & Concepts Quick Reference by Block

Block	Core Skills / Concepts		Strategic Purpose	
B1	OpenAI API fundamentals, customer-discovery interviewing, token-cost tracking,	*Foundational AI Ethics*	Powers every LLM call; informs backlog.	*Responsible initial design*.

B2	Vector embeddings, stakeholder mapping, data governance, *Ethical data sourcing for AI*	Enables RAG, clarifies CS rollouts. *Mitigates bias in data*.		
B3	Prompt patterns (few-shot, CoT), cost formulas,	*Ethical prompt testing*	Enables prompt reuse + budget awareness. *Ensures fair and safe outputs*.	
B4	LoRA tuning, GGUF export, JS inference	Local model viability, ML-to-PM fluency.		
B5	LangChain.js agents, user story mapping,	*Ethical considerations in automated story generation*	Agentic workflows + agile planning.	*Ensures diverse and unbiased outcomes*.
B6	LlamaIndex, RAG, CI benchmarking	VoC insight depth, interview storytelling.		
B7	AI service design, ROI calculators	Executive artifact fluency.		
B8	Prompt tuning, text classification,	*Fairness heuristics for smart reply*	Copilot MVP foundations.	*Ensures equitable responses*.
B9	Sentiment models, escalation logic,	*Ethical sentiment analysis & privacy*	Adds emotional intelligence to workflows.	*Manages sensitive data responsibly*.
B10	A/B testing, evaluation metrics,	*Bias/Toxicity scoring*	Ensures feature validity and safety.	*Validates ethical performance*.

B11	Jira/Linear API, capacity mapping	Toolchain visibility + ROI clarity.
B12	OKR/KPI dashboards, case studies	Converts tech wins to business impact.
B13	LangSmith, XAI, observability	Builds stakeholder trust & debuggability.
B14	Quantization, caching, FinOps	Enables budget-safe scaling.
B15	GDPR, ISO 42001, PII redaction	Governance leadership, compliance.
B16	Vision APIs, multimodal UX	Adds novel feature flair, shows innovation.
B17	Agent orchestration (CrewAI)	Resume-level end-to-end automation fluency.
B18	Executive data storytelling, thought leadership	External validation & credibility.

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4. Data Strategy

- **Public Boot-up:** Kaggle datasets ("Customer Support on Twitter", "Bank Complaints"), GitHub issues.
- **Synthetic Boost:** Few-shot GPT-4o generation of noisy lookalike tickets (flag for provenance).
- **Partnership Funnel:** Cold DM 5 micro-SaaS founders per sprint on LinkedIn; offer 1 free insight report under NDA-lite.

- **Risk Mitigations:** Use anonymization script, destroy all uploaded data within 90 days, create clear Terms language.

5. Governance & Risk Frameworks

- **Token Budget Tracker:** Google Sheet + Apps Script that auto-logs API spend from OpenAI + Anthropic.
- **RMF (Risk Management Framework):** Notion DB with Scenario, Likelihood, Impact, Mitigation, Owner; auto-linked via PRD.
- **Release Checklist:** Markdown snippet embedded in each repo:
    - [x] Lint
    - [x] Unit tests
    - [x] GitHub Action deploy
    - [x] Canary flag toggle
    - [x] Rollback command
    - [x] RMF entry link

6. Platform & Tooling Setup

Tool	Purpose	Notes	
GitHub	Version control, repos, portfolio		1 org+18 repos suggested
Notion	PM docs, RMF, PRDS	Templates pre-built, synced to LinkedIn page	
Supabase	Vector DB + backend	Free tier allows 500 MB pgvector storage	
Vercel	Frontend hosting	Hobby tier supports 1 live Copilot UI instance	
LangChain.js	AI agent infra	Primary orchestration layer	
Zapier/Make	Workflow automation	Optional for advanced scenarios	
Tik Tok/Shorts	Demo visibility	3 per block, screen-capture format	

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7. External Validation Plan

Milestone	Validation Target
Block 6	Public VoC RAG demo live
Block 9	Quoted testimonial from SaaS founder
Block 12	Case study + Product Tank CFP submission
Block 18	Speaking invite, mentorship interest, 1 open-source PR merged

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8. Key Performance Indicators

KPI	6-month Target	12-month Target	
Public artifacts		≥10	≥25
Social engagement	750	3000	
Prototypes	3	6+ (both flagships included)	
Cost-cutting proofs	1 with	≥20% savings	≥3 one ≥50% savings
External validations	1	3	

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9. Open Questions

- Real dataset partner secured? (due: 17 Aug 2025)
- Governance tracker: Google Sheets vs Notion? (due: 07 Jul 2025)
- Platform scope: Zendesk alone or also Freshdesk? (decide by Block 6)

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10. Key Communities & Engagement

Actively participating in these communities will provide learning, networking, and visibility opportunities to boost your AI PM journey. Focus on genuine engagement, sharing insights, and asking thoughtful questions.

10.a LinkedIn Groups

- **AI Product Management:** Search for general groups dedicated to AI Product Management. These often host discussions, job postings, and shared resources.
- **Product Management:** Broader PM groups (e.g., "Product Management Professionals"). AI is a hot topic here, offering opportunities to discuss AI integration into traditional products.
- **AI Ethics / Responsible AI:** Essential for staying updated on governance, bias, and ethical AI development. Look for groups specifically focused on these areas.
- **Customer Success Leaders/Professionals:** Leverage your existing network. Share how AI is transforming CS and offer insights from your perspective.
- **Specific AI Tool Communities:** If you find a particular tool (e.g., LangChain, Supabase, Vercel) resonates, look for their official or community-run LinkedIn groups.

10.b Reddit Communities

- **r/productmanagement:** General PM discussions, with frequent threads on AI in product. A great place to ask questions or share your progress.
- **r/MachineLearning / r/artificialintelligence:** While technical, these subreddits often have discussions on real-world applications, industry trends, and the productization of AI. Read actively to understand the technical discourse.
- **r/generativeai:** Focuses specifically on generative AI, including applications and new developments.
- **r/Entrepreneur / r/SaaS:** Excellent for understanding business problems, market needs, and startup challenges that AI can address.

10.c Slack / Discord Channels

- **Product Stack:** A popular Slack community for product professionals. Look for channels dedicated to AI, ML, or specific AI tools.
- **Data Science / Machine Learning Communities:** Many large communities have specific "product" or "application" channels where PMs engage. Examples often include communities around popular open-source libraries or frameworks.
- **AI Product Builders / No-Code AI:** Search for these on Discord or Slack. These often include practitioners building with low-code/no-code AI tools.
- **LangChain Discord/Community:** Engage with the community around the specific tools you're using. This is great for direct learning and troubleshooting.

10.d Other Platforms & Activities

- **Meetup / Eventbrite:** Search for local or online "AI Product Meetups," "Product Management" groups, or "AI Guild" events. Attending (and eventually speaking at) these is invaluable for networking. ProductTank is a global community with local chapters, highly recommended.

- **Industry Newsletters & Blogs:** Subscribe to leading newsletters and blogs in AI, Product Management, and your target industry (e.g., SaaS, Customer Service). This keeps you current and provides content ideas for your own posts.
- **Product Hunt Community:** Engage with discussions around new AI product launches. Analyze what makes a product successful or why it fails.
- **Medium / Substack:** Follow AI Product Managers, AI ethicists, and thought leaders on these platforms. Their articles often provide deep insights into industry trends and best practices.
- **Informational Interviews:** Systematically identify and reach out to AI PMs on LinkedIn for 15-30 minute informational interviews. Learn about their career paths, challenges, and advice.

Detailed Block Breakdown

This section outlines the specific goals, learning focus, and deliverables for each 3-week sprint.

Block 1 (B1): AI Fluency + Customer Discovery Kickstart

Block Goal: Launch the challenge, install foundational AI+PM concepts, and ship your first demo. Focus on OpenAI API basics, token budget awareness, real customer needs, and an introduction to AI ethics.

Block Learning Focus: OpenAI completions, prompt anatomy, token cost tracking, discovery interviews, *foundational AI ethics concepts*.

Relevant PM Fluency: MVP scoping, Git/GitHub basics, PRD seeding, cost consciousness, user interview prep.

Week 1 (Learn)

- **Learn:**
  - Read: OpenAI "Getting Started" docs + API intro.
  - Study: The Mom Test Chapters 1-4 (interviewing without leading).
  - Explore: Prompt types (system vs user), completions, role assignment.
  - Understand: Token usage, cost models, temperature + max_tokens.
  - Review: GitHub basics, project setup.
  - *Introduce foundational AI ethics: What are common biases in AI? Why is responsible AI important for PMs?*
- **Suggested Video Learning:**
  - "OpenAI API Tutorial for Beginners" (search for: OpenAI API Get Started, OpenAI API basics)
  - "What is Product Management MVP?" (search for: MVP Product Management, Lean Startup MVP)
  - "AI Ethics Explained: Bias in AI" (search for: AI ethics bias, responsible AI framework)
  - "Understanding LLM Tokens and Costs" (search for: LLM token cost, OpenAI pricing explained)
- **Side Course:** Start "Google Agile Project Management" (Coursera).
- **PM Artifacts:**
  - Token Budget Sheet (GSheet) + burn estimate per block.
  - MVP One-Pager for "Interview Bot".
  - First PRD scaffold (Notion or Markdown).
- **Deliverables:**
  - LinkedIn kickoff post: "Embarking on the AI PM challenge" + poll on CS pain points".
  - GitHub: Create org + chatbot-kickoff repo.
- **Stretch Learning:**
  - Explore playgrounds: Gemini, Claude, Perplexity.
  - Compare output for simple interview prompts.
- **Stretch Project:**
  - Create a Miro flowchart: OpenAI request/response call stack.
  - **New Stretch (Conceptual): AI Use Case Ideation Matrix**: Create a matrix (e.g., in Notion or Google Sheets) where you map common business problems from your past roles (e.g., sales, customer support) against potential AI solutions. This trains your product sense for AI beyond just your current projects. (Long-term relevance: constantly identifying new AI opportunities).
- **Hiring Prep:**
  - Begin STAR journal (Notion or Google Doc).
  - Write 1 paragraph: "Why AI PM?" for LinkedIn bio update.

Week 2 (Build)

- **Project:**
  - CLI-based Interview Bot (Node.js + OpenAI API).
  - Takes user input and returns GPT interview questions or follow-ups.
- **Data Collection:**
  - Conduct 3 short discovery chats with peers/prospects.
  - Collect 10 pain point prompts in JSON format.
- **Suggested Video Learning:**
  - "Building CLI Apps with Node.js" (search for: Node.js CLI tutorial, JavaScript command line app)
  - "Introduction to User Interview Techniques" (search for: user interview tips, discovery interview process)
  - "What is RICE Scoring in Product Management?" (search for: RICE framework product, product prioritization RICE)
  - "Setting up a Kanban Board for Product Backlog" (search for: Kanban product management, agile backlog grooming)
- **PM Artifacts:**
  - RICE scoring table of gathered insights.
  - Simple Sprint Backlog board (Notion/Kanban).
- **Deliverables:**
  - Tik Tok #1: Coding time-lapse or interview prompt teaser.
  - GitHub push of CLI + instructions.
- **Stretch Learning:**
  - Try chaining: ask
    → clarify → recap.
  - Explore basic LangChain use (prompt templates).
- **Stretch Project:**
  - Build "auto-log-to-GSheet" wrapper for inputs/outputs.
- **Hiring Prep:**
  - Write bullet: "Built CLI interview bot with RICE scoring output".
  - Begin STAR #1 outline.

Week 3 (Polish)

- **Validation:**
  - Simulate 5 customer interviews using the CLI bot.
  - Analyze tone, structure, confusion points.
- **Suggested Video Learning:**
  - "How to Analyze User Interview Data" (search for: qualitative data analysis interviews, user research synthesis)
  - "Introduction to Risk Management for Product Managers" (search for: product risk assessment, risk mitigation strategies PM)
  - "AI Chatbot Design Best Practices" (search for: chatbot UX design, conversational AI design)
  - "Effective Communication for Product Managers" (search for: PM communication skills, stakeholder communication)
- **PM Artifacts:**
  - Markdown doc with 3 key patterns surfaced in interviews.
  - Risk Management Table (v0): misunderstandings, tone issues, mitigation.
- **Deliverables:**
  - TikTok #2: Interview session or findings breakdown.
  - LinkedIn post: "What 5 bots taught me about product discovery".
- **Stretch Learning:**
  - Study prompt testing videos or teardown articles.
  - Watch: Intercom AI bot design review.

- **Stretch Project:**
    - Mock wireframe of v2 Interview Bot UI (Figma or Excalidraw).
- **Hiring Prep:**
    - Refine STAR #1 into bullet + resume line.
    - Add first PM artifacts to Notion portfolio.

Block 2 (B2): Embeddings + Search-as-Product Thinking

Block Goal: Learn to embed documents into vector DBs and return semantically relevant results. Deliver your first search-enabled LLM app with stakeholder insight, with an emphasis on ethical data sourcing.

Block Learning Focus: Embeddings, Supabase/pgvector, retrieval scoring, stakeholder mapping, *ethical implications of data sources for embeddings*.

Relevant PM Fluency: Architecture sketching, data ownership modeling, PRD writing, evaluation metrics.

Week 1 (Learn)

- **Learn:**
    - Supabase pgvector basics + REST API overview.
    - Embedding math: cosine similarity, dimensions, normalization.
    - Prompt tuning for retrieval (context windows, recency bias).
    - *Ethical considerations of data sources for embeddings (e.g., potential biases in training data leading to biased search results).*
- **Suggested Video Learning:**
    - "Vector Embeddings Explained" (search for: vector embeddings, what are vector databases)
    - "Supabase PostgreSQL Tutorial" (search for: Supabase pgvector, Supabase backend)
    - "Bias in AI: Data Collection and Representation" (search for: AI data bias, ethical data sourcing AI)
    - "Stakeholder Mapping for Product Managers" (search for: stakeholder analysis product, PM stakeholder management)
- **Side Course:** Start "Generative AI for Everyone" (DeepLearning.AI).
- **PM Artifacts:**
    - Stakeholder Influence Map (Miro or Whimsical).
    - Data Governance Table: source, sensitivity, ownership.
    - Embedding Schema: JSON structure of parsed chunks.
- **Deliverables:**
    - Supabase project created, pgvector enabled.
    - LinkedIn post: "How should AI remember?".
- **Stretch Learning:**
    - Compare: Weaviate vs Supabase vector storage.
    - Review: Semantic search case studies.
    - *Research case studies of bias in search algorithms or AI recommendations.*
- **Stretch Project:**
    - Build flow to chunk and embed `interview_notes.md` into Supabase.
- **Hiring Prep:**
    - Draft stakeholder briefing doc for your first AI product.
    - *Draft a short paragraph on how you considered data ethics in your search-enabled LLM app.*

Week 2 (Build)

- **Project:**
  - Embed 2 CSVs (e.g. support tickets or customer complaints) into pgvector.
  - Build `/search` endpoint that returns top 3 matches using cosine similarity.
- **Suggested Video Learning:**
  - "Building a Semantic Search Engine" (search for: semantic search tutorial, vector search implementation)
  - "AI Architecture Diagrams Explained" (search for: AI system design, LLM architecture)
  - "Estimating LLM API Costs" (search for: OpenAI cost calculation, LLM pricing models)
  - "Deploying React Apps with Vercel" (search for: Vercel deployment guide, React frontend deployment)
- **PM Artifacts:**
  - Architecture Diagram: parse → embed → store → retrieve → display.
  - Cost Estimate Sheet: per-search token cost + monthly estimate.
- **Deliverables:**
  - Tik Tok #1: Semantic search results demo.
  - GitHub repo: ETL + `/search` endpoint deployed.
- **Stretch Learning:**
  - Prompt testing: retrieval phrasing ("what was said about...", "examples of...").
  - Explore: OpenRouter vs OpenAI for cost/speed tradeoff.
- **Stretch Project:**
  - Add "search + summarize" wrapper using prompt chaining.
  - **New Stretch (Technical/PM): Evaluation Metric Dashboard for RAG**: Beyond precision/latency/recall, build a simple dashboard (even in GSheets/Power BI) to track *user satisfaction with search results* based on simulated queries. This pushes you towards outcome-based measurement. (Long-term relevance: defining success metrics for AI features).
- **Hiring Prep:**
  - Resume bullet: "Built retrieval endpoint with vectorized support logs".
  - Begin STAR #2.

Week 3 (Polish)

- **Validation:**
  - Create evaluation sheet (precision, latency, recall).
  - Run 10 test queries and log top 3 outputs each.
- **Suggested Video Learning:**
  - "Evaluating RAG Systems Performance" (search for: RAG evaluation metrics, LLM retrieval assessment)
  - "Product Requirements Document (PRD) Best Practices" (search for: PRD writing guide, effective PRDs)
  - "UX Design for Search Experiences" (search for: search UX best practices, information architecture search)
  - "Case Studies in Semantic Search Applications" (search for: semantic search business use cases)
- **PM Artifacts:**
  - Embedding-to-output tracing chart.
  - Annotated screenshot or walkthrough doc of search UX.
- **Deliverables:**
  - Tik Tok #2: Results walkthrough.
  - LinkedIn carousel: "How semantic search lets AI listen better".
- **Stretch Learning:**
  - Test chunking formats: sentence vs paragraph vs heading-based.
  - Watch: UX critiques of Google search, Perplexity, ChatGPT RAG results.

- **Stretch Project:**
    - Build "explain this result" prompt wrapper for search responses.
- **Hiring Prep:**
    - STAR #2 completed and added to Notion/portfolio.

Block 3 (B3): Prompt Engineering + Cost Tracking

Block Goal: Master reusable prompt engineering patterns and start managing API costs like a PM. Build a public prompt playground, track spending, and validate outputs, with a focus on ethical prompt testing.

Block Learning Focus: Few-shot prompting, Chain-of-Thought (CoT), prompt benchmarking, cost formulas, UX thinking, *ethical prompt testing and output validation*.

Relevant PM Fluency: Cost-aware roadmap planning, qualitative prompt testing, reusable design artifacts.

Week 1 (Learn)

- **Learn:**
    - Prompt engineering types (few-shot, CoT, role-based), LangChain templates.
    - Study: Anthropic prompt guide, OpenAI best practices.
    - *Introduce ethical prompt testing: How to avoid generating biased or harmful content?*
- **Suggested Video Learning:**
    - "Advanced Prompt Engineering Techniques" (search for: Chain of Thought prompting, few-shot prompting LLM)
    - "LangChain Introduction and Use Cases" (search for: LangChain templates, LangChain for beginners)
    - "AI Model Cost Optimization" (search for: LLM cost management, OpenAI API cost breakdown)
    - "Ethical AI: Bias Detection in Prompts" (search for: ethical prompting, AI content moderation)
- **Side Course:** Start "Prompt Engineering for ChatGPT" (Coursera).
- **PM Artifact:** Prompt Catalog v1 (Notion), Cost Tracker Sheet w/ formulas.
- **Hiring:** Begin story for "Prompt Playground" vision.
- **Stretch Learning:**
    - Prompt engineering case studies (e.g. Salesforce AI Prompt Hub), LangChain Hub examples, ChatGPT Prompting UX teardown videos.
- **Stretch Project:**
    - Draft reusable prompt format library (for support, sales, onboarding, etc).
    - **New Stretch (PM/UX): Prompt Version Control System (Conceptual)**: Outline a system (e.g., in Notion or Confluence) for managing different versions of prompts, including who approved them, their performance metrics, and rollback options. (Long-term relevance: managing complex AI products at scale).

Week 2 (Build)

- **Project:**
    - Build prompt playground frontend in React (Vercel deploy).
    - Integrate 5 prompt templates (support reply, tone adjust, escalation, summary, tagging).
- **Suggested Video Learning:**
    - "React Frontend Development for Beginners" (search for: React tutorial, building web apps with React)
    - "Deploying React Apps with Vercel" (search for: Vercel React deployment, web app hosting Vercel)
    - "Designing User Interfaces for AI Applications" (search for: AI UX design, prompt UI design)
    - "LangGraph Introduction" (search for: LangGraph tutorial, advanced LangChain)

- **PM Artifact:** PRD for Playground + baseline cost projections.
- **Deliverables:** Tik Tok #1 teaser, GitHub deploy link.
- **Stretch Learning:**
    - Explore LangGraph (if ready), Figma-to-code AI tools (e.g. Locofy).
- **Stretch Project:**
    - Build version toggle to compare Gemini vs GPT output for same prompt.
    - *Develop a simple "ethics checklist" for prompt design (e.g., checking for discriminatory language, ensuring factual accuracy where expected).*

Week 3 (Polish)

- **Benchmark:** Token usage per prompt (10 example runs).
- **Document:** Strategy deck with insights, RICE ideas, and suggestions for scaling prompts.
- **Suggested Video Learning:**
    - "Benchmarking LLM Performance" (search for: LLM prompt testing, AI model comparison metrics)
    - "Product Strategy for AI Features" (search for: AI product roadmap, scaling AI solutions)
    - "Effective Storytelling for Product Managers" (search for: PM presentation skills, conveying product vision)
    - "UX Design Principles for AI-Powered Products" (search for: AI user experience, prompt iteration UX)
- **Deliverables:** Tik Tok #2 (insights breakdown), LinkedIn carousel post.
- **Hiring:** Finalize STAR #3, publish 1 refined bullet from this project.
- **Stretch Learning:** Write heuristic guide for tone, safety, and role-based prompting.
- **Stretch Project:** Add copy-to-clipboard + share template link feature to UI.

Block 4 (B4): Fine-Tuning & ML Handoff to JavaScript

Block Goal: Gain credibility in light ML tuning workflows and demonstrate how model outputs can integrate with JS-based inference layers.

Block Learning Focus: LoRA fine-tuning, GGUF export, inference pipeline handoff from Python to JS.

Relevant PM Fluency: End-to-end handoff planning, model deployment considerations, technical vendor conversation fluency.

Week 1 (Learn)

- **Learn:**
    - What is LoRA? Basics of parameter-efficient finetuning.
    - Read: LoRA paper + Hugging Face fine-tuning tutorials.
    - Study: TinyLlama setup in Colab; GGUF + GGML formats.
- **Suggested Video Learning:**
    - "LoRA Fine-tuning Explained" (search for: LoRA AI, parameter-efficient fine-tuning)
    - "Hugging Face Transformers Fine-tuning Tutorial" (search for: Hugging Face fine-tune LLM, custom LLM training)
    - "Introduction to GGUF and Quantization" (search for: GGUF format, LLM inference optimization)
    - "MLOps for Product Managers: Deployment Considerations" (search for: AI model deployment strategy, PM machine learning lifecycle)
- **PM Artifact:** Model tuning scope doc, dev handoff sketch.
- **Stretch Learning:** Finetuning cost estimation; inference memory optimization; DeepLearning.AI "LLMs in Production" lecture notes.
- **Stretch Project:** Create data lineage visual of training set provenance.

Week 2 (Build)

- **Project:** Fine-tune TinyLlama on 1k support tickets using Colab + LORA.
- Output GGUF weights; publish them via GitHub repo or LFS.
- **Suggested Video Learning:**
    - "Fine-tuning LLMs with Colab and Hugging Face" (search for: Colab LLM fine-tuning, training LLMs Google Colab)
    - "Publishing Models to Hugging Face Hub" (search for: Hugging Face model sharing, deploying models Hugging Face)
    - "JavaScript LLM Inference" (search for: Node.js LLM, JavaScript AI models)
    - "LLM Quantization Benefits" (search for: 4-bit quantization, LLM inference speed)
- **Deliverables:** Tik Tok #1 (GPU grind timelapse), Hugging Face model card.
- **Stretch Learning:** Tokenization and batching strategies; 4-bit quantization impact.
- **Stretch Project:** Explore local inference with `llama-cpp.js` in Node.
    - **New Stretch (Technical/FinOps): Comparative Cost Analysis Tool**: Build a small tool or detailed spreadsheet to compare the *total cost of ownership* (TCO) between using an external API (like OpenAI) versus fine-tuning and self-hosting a smaller model for a specific use case, factoring in compute, storage, and maintenance. (Long-term relevance: making build vs. buy decisions for AI, FinOps).

Week 3 (Polish)

- **Build:** JS wrapper to load GGUF model (or mock API returning local inference).
- **Document:** Write handoff README and developer setup guide.
- **Suggested Video Learning:**
    - "JavaScript AI Model Deployment" (search for: LLM deployment Node.js, JS model serving)
    - "Creating Developer Documentation" (search for: API documentation best practices, README for developers)
    - "Cost-Benefit Analysis of Fine-tuned Models" (search for: LLM fine-tuning ROI, custom model vs API cost)
    - "Product Handoff Best Practices" (search for: PM to Engineering handoff, product development lifecycle)
- **Deliverables:** Tik Tok #2 (JS infer demo), LinkedIn post on fine-tuning process.
- **Hiring:** STAR #4 (Fine-tuning project), add LoRA PRD to portfolio.
- **Stretch Learning:** Cost analysis: fine-tuned local vs API hosted model.
- **Stretch Project:** Add Slackbot interface to test GGUF model.

Block 5 (B5): Agents + Auto-Generated User Stories

Block Goal: Learn LangChain.js agent patterns and auto-generate usable user stories from support data. Validate through agile-style scoring and prioritization, incorporating ethical considerations for automated story generation.

Block Learning Focus: LangChain agents, user-story generation, story-mapping, prompt-based workflow modeling, *ethical considerations in automated story generation*.

Relevant PM Fluency: Agile backlog creation, Jira/Linear grooming, scenario-based testing.

Week 1 (Learn)

- **Learn:**
    - LangChain.js agent + tools pattern, story-mapping frameworks (Jeff Patton).

    - Study: OpenAI function calling + LangChain memory.
    - *Discuss ethical considerations of automated user story generation, such as ensuring diverse representation in generated scenarios and avoiding perpetuating stereotypes based on source data.*
- **Suggested Video Learning:**
    - "LangChain Agents Tutorial" (search for: LangChain tool usage, AI agent design LangChain)
    - "User Story Mapping Explained" (search for: Jeff Patton story mapping, agile user stories)
    - "AI Ethics: Bias in Data Generation" (search for: AI generated content ethics, fairness in synthetic data)
    - "OpenAI Function Calling Tutorial" (search for: OpenAI tools, GPT function calling)
- **PM Artifact:** Story-Mapping Grid, Prompt Patterns Catalog v2.
- **Stretch Learning:** Compare LangChain vs Autogen for agent flow ; study GitHub issues from Copilot products.
- **Stretch Project:** Map 10 CS pain-points → stories in Miro, score with ICE.

Week 2 (Build)

- **Project:** CLI tool that outputs 10 user stories from example support tickets using LLM.
- **Suggested Video Learning:**
    - "Building AI Agents with LangChain" (search for: LangChain agent development, custom AI agents)
    - "Automating User Story Creation with LLMs" (search for: AI product backlog, generative AI user stories)
    - "Product Backlog Grooming Best Practices" (search for: agile backlog refinement, Jira backlog management)
    - "Figma to Code AI Tools" (search for: AI design tools, UI generation AI)
- **PM Artifact:** PRD for story-generator, Success Criteria Scoring Table.
- **Deliverables:** Tik Tok #1 teaser, GitHub push of CLI.
- **Stretch Learning:** Export stories directly into Linear/Jira format.
- **Stretch Project:** Add prompt swap feature for refining story quality.
    - **New Stretch (PM/Process): Stakeholder Feedback Loop for AI Stories**: Design a process (and mock a simple form/workflow) for collecting feedback from engineers and business stakeholders on auto-generated user stories, and how that feedback informs story refinement. (Long-term relevance: ensuring AI features meet cross-functional needs).

Week 3 (Polish)

- **Validation:** Validate stories using rubric (clear actor, outcome, why).
- **Document:** Summary table of high-quality stories + what worked.
- **Suggested Video Learning:**
    - "Evaluating User Story Quality" (search for: INVEST criteria user stories, user story rubric)
    - "Agile Scenario Testing" (search for: scenario-based testing agile, user story acceptance criteria)
    - "AI in Product Management: Backlog Prioritization" (search for: AI for product prioritization, LLM product roadmap)
    - "Creating Walkthrough Videos for Products" (search for: product demo video, software walkthrough tutorial)
- **Deliverables:** Tik Tok #2 (demo), LinkedIn carousel (prompt vs story examples).
- **Hiring:** STAR #5 (Story tool), draft 2 resume bullets from this build.
- **Stretch Learning:** Refactor agent flow to API endpoint.
- **Stretch Project:** Create walkthrough video for how a PM would validate story fit.

Block 6 (B6): Competitive Intelligence + RAG Pipeline

Block Goal: Scrape competitor data and feed it into a Llamaindex-powered RAG system to create an "Ask Our Competitor" internal tool for CS, sales, or PM use.

Block Learning Focus: Web scraping, embedding docs, Llamaindex retrievals, competitive intel frameworks.

Relevant PM Fluency: Positioning matrix, cost benchmarking, insight synthesis, risk documentation.

Week 1 (Learn)

- **Learn:** Llamaindex core flow, RAG pattern overview, Beautiful Soup basics.
- **Study:** Competitive Intelligence 101, Porter's 5 Forces, differentiation frameworks.
- **Suggested Video Learning:**
    - "LlamaIndex RAG Pipeline Tutorial" (search for: LlamaIndex beginner, RAG system with LlamaIndex)
    - "Web Scraping with Python Beautiful Soup" (search for: Beautiful Soup tutorial, web scraping for data analysis)
    - "Competitive Intelligence for Product Managers" (search for: competitive analysis product, Porter's Five Forces product strategy)
    - "Product Positioning Strategy" (search for: product market positioning, competitive differentiation)
- **PM Artifact:** Competitor Positioning Matrix, Retrieval-Config Sheet.
- **Stretch Learning:** Compare Llamaindex vs LangChain retrieval workflows.
- **Stretch Project:** Scrap 3 competitor blogs + help docs, summarize in Notion.

Week 2 (Build)

- **Project:**
    - Build a basic RAG pipeline with indexed documents.
    - Add: Ask-Competitor UI (React) with natural language Q&A.
- **Suggested Video Learning:**
    - "Building a RAG Chatbot" (search for: RAG system architecture, LLM knowledge retrieval)
    - "React UI Development for AI Apps" (search for: AI frontend React, NLU UI design)
    - "Prompt Chaining with RAG" (search for: RAG advanced prompts, combining RAG and agents)
    - "Monitoring LLM Hallucinations" (search for: AI hallucination detection, RAG accuracy)
- **Deliverables:** Tik Tok #1 (query teaser), GitHub live link.
- **Stretch Learning:** Add source highlighting to RAG responses ; try LangChain Agents w/ RAG fallback.
- **Stretch Project:** Add cost column per doc to estimate RAG infra cost.

Week 3 (Polish)

- **Write:** PDF benchmark sheet of cost, latency, hallucination rate vs OpenAI search.
- **Publish:** Positioning doc w/ strategic narrative for differentiation.
- **Suggested Video Learning:**
    - "Benchmarking LLM Retrieval Systems" (search for: RAG performance metrics, LLM evaluation for retrieval)
    - "Crafting a Product Narrative" (search for: product storytelling, value proposition communication)
    - "Competitive Analysis Case Studies" (search for: product competitive landscape, market differentiation examples)
    - "Identifying and Mitigating AI Risks" (search for: AI risk management, responsible AI deployment)
- **Deliverables:** Tik Tok #2 (demo), LinkedIn article.
- **Hiring:** STAR #6, turn CI matrix + RAG table into case study PDF.
- **Stretch Learning:** Write risk section on RAG hallucinations for enterprise use.
- **Stretch Project:** Publish RAG query logs in anonymized CSV.
    - **New Stretch (Strategic PM): Competitive AI Feature Teardown**: Choose a specific AI feature from a competitor (e.g., HubSpot's AI assistant, Zendesk's AI tools) and perform a detailed

teardown. Analyze its UX, presumed underlying AI tech, value proposition, and potential limitations. Document your findings. (Long-term relevance: understanding the AI product landscape, identifying market gaps).

Block 7 (B7): System Design + ROI Calculator

Block Goal: Design a Copilot system end-to-end and build a frontend ROI calculator that translates tech outcomes to business value.

Block Learning Focus: System diagramming, capacity planning, AI ROI modeling, storytelling with architecture.

Relevant PM Fluency: Executive-facing artifacts, feasibility tradeoffs, stakeholder-friendly pitch decks.

Week 1 (Learn)

- **Learn:** System design for AI applications (frontend/backend/data flows).
- **Study:** LangChain architecture patterns, ROI math (cost saving, time saved).
- **Suggested Video Learning:**
    - "AI System Design Fundamentals" (search for: AI architecture patterns, LLM system design)
    - "Calculating ROI for AI Projects" (search for: AI business value, AI project justification)
    - "Building a Technical Pitch Deck" (search for: PM pitch deck, communicating technical concepts)
    - "Capacity Planning for Software Projects" (search for: software project resource planning, engineering capacity management)
- **PM Artifact:** Draft architecture sketch, RICE Scoring sheet for roadmap features.
- **Stretch Learning:** Study real OpenAI ChatGPT plug-in flow, build diagram in Whimsical or Miro.
- **Stretch Project:** Turn architecture into "pitchable" 1-slide summary (exec-style).

Week 2 (Build)

- **Project:** Create a React-based ROI calculator with sliders for cost/time impact.
- **Suggested Video Learning:**
    - "React Interactive Calculator Tutorial" (search for: React form validation, state management React)
    - "Designing User Flows for AI Applications" (search for: AI UX journey mapping, product workflow design)
    - "Creating Stakeholder Personas" (search for: product stakeholder analysis, PM persona development)
    - "Business Value Proposition Design" (search for: product value proposition, business case for new features)
- **PM Artifact:** MVP brief, stakeholder persona map.
- **Deliverables:** Tik Tok #1 (calculator teaser), GitHub deploy link.
- **Stretch Learning:** Read product teardown: Asana ROI pitch, Intercom calculator deck.
- **Stretch Project:** Export HTML/CSV report from calculator output.
    - **New Stretch (Strategic/Sales): Value Proposition Storyboard for Copilot**: Create a short, visual storyboard (e.g., using Figma or even PowerPoint/Google Slides) that illustrates the "before" and "after" scenario for a customer using your AI Copilot, highlighting the ROI. (Long-term relevance: selling the value of AI products internally and externally).

Week 3 (Polish)

- **Document:** Write Copilot Architecture deck + ROI narrative section.
- **Publish:** Longform LinkedIn post, calculator demo Tik Tok #2.
- **Suggested Video Learning:**

    - "Presenting Product Architecture to Executives" (search for: executive pitch AI, technical concepts for non-technical audience)
    - "Storytelling with Data for Product Managers" (search for: data narrative PM, communicating ROI)
    - "Competitive Pricing Strategies for SaaS" (search for: product pricing models, value-based pricing)
    - "User Experience Design for Calculators" (search for: interactive tool UX, ROI calculator design)
- **Hiring:** STAR #7, resume bullet for business ROI impact.
- **Stretch Learning:** Write competitive pricing benchmark vs similar tools.
- **Stretch Project:** Add language toggle to calculator interface.

Block 8 (B8): Classification + Smart Reply Copilot v1

Block Goal: Launch a local version of Copilot that uses classification and prompt chaining to draft responses to CS tickets, ensuring fairness in its recommendations.

Block Learning Focus: Text classification, smart reply UX, evaluation heuristics, *fairness heuristics for smart reply and ethical output assessment*.

Relevant PM Fluency: PRD validation, classification tuning, customer journey mapping.

Week 1 (Learn)

- **Learn:**
    - Multi-label classification, Zero-shot vs finetuned categorization.
    - Study: Examples of Smart Reply in Gmail, Intercom, and Linear.
    - *Add assessment for fairness, non-discriminatory language, and appropriate tone for sensitive topics.*
- **Suggested Video Learning:**
    - "Text Classification for Product Managers" (search for: NLP classification use cases, AI for categorization)
    - "Smart Reply UX Design Principles" (search for: conversational UI smart reply, AI assistant UX)
    - "Ethical AI: Addressing Bias in Classification" (search for: AI fairness, bias detection NLP)
    - "Customer Journey Mapping AI" (search for: AI customer experience, product journey map AI)
- **PM Artifact:** Annotated PRD, confusion matrix template, journey map.
- **Stretch Learning:** BERT vs GPT for classification ; scoring accuracy vs recall tradeoff.
- **Stretch Project:** Build classification rubric + sample inputs.

Week 2 (Build)

- **Project:** Implement smart reply v1 on localhost ; prompt chain from category → tone → draft.
- **Suggested Video Learning:**
    - "Building a Smart Reply System" (search for: AI auto-reply, generative AI for customer service)
    - "Prompt Chaining for Complex Workflows" (search for: LLM prompt flow, multi-step prompting)
    - "Local LLM Inference with JavaScript" (search for: running LLMs locally JS, offline AI models)
    - "OpenRouter vs OpenAI API Performance" (search for: LLM API comparison, AI model speed cost)
- **PM Artifact:** Cost Sheet v2, Copilot Build Notes.
- **Deliverables:** TikTok #1 (chain demo), GitHub repo with prompt config.
- **Stretch Learning:** Experiment with OpenRouter vs GPT-4o speed/cost.
- **Stretch Project:** Add emoji style/tone switch in final reply.
    - **New Stretch (UX/PM): AI Reply Confidence Score UI**: Design a small UI element within the Copilot that shows a confidence score for its suggested reply. Explore how this score changes

based on input complexity or uncertainty. (Long-term relevance: building trust and transparency in AI outputs).

Week 3 (Polish)

- **Test:** Run 20 sample tickets, score reply quality manually.
- **Document:** RICE Sheet, Failure Mode table, confidence scoring overlay.
- **Suggested Video Learning:**
    - "Qualitative Evaluation of AI Outputs" (search for: human evaluation LLM, AI response quality scoring)
    - "Failure Mode and Effects Analysis (FMEA) for AI" (search for: AI risk assessment FMEA, identifying AI failure points)
    - "UX Writing for AI and Chatbots" (search for: conversational UI writing, writing for bots)
    - "Product Case Study: AI in Customer Service" (search for: AI CS examples, smart reply business impact)
- **Deliverables:** LinkedIn post + TikTok #2 (user testing result).
- **Hiring:** STAR #8, publish Copilot v1 case summary deck.
- **Stretch Learning:** Study UX writing patterns ; read "Writing for Bots" book excerpts.
- **Stretch Project:** Add manual approve + edit UI to Copilot frontend.
    - *Implement a "red-flag" system for detecting potentially unethical or harmful outputs from the smart reply.*

Block 9 (B9): Sentiment Modeling + Escalation Engine

Block Goal: Add emotional intelligence to Copilot by layering sentiment analysis and escalation logic into workflow, with careful consideration for ethical implications of sentiment analysis.

Block Learning Focus: Sentiment models, escalation triggers, early agent orchestration, *ethical considerations of sentiment analysis and privacy*.

Relevant PM Fluency: Escalation policies, UX for emotional tone, agent threshold logic.

Week 1 (Learn)

- **Learn:**
    - Sentiment scoring with open models (e.g. VADER, Hugging Face pipelines).
    - Study: Escalation rules from support teams (Zendesk, Salesforce).
    - *Deeply explore the ethical implications of sentiment analysis, especially regarding privacy, misinterpretation of emotions, and potential for misuse in employee or customer surveillance.*
- **Suggested Video Learning:**
    - "Sentiment Analysis Tutorial (NLP)" (search for: VADER sentiment, Hugging Face sentiment pipeline)
    - "Designing AI Escalation Workflows" (search for: AI customer service escalation, automation triggers)
    - "Ethics of AI Emotion Recognition" (search for: AI sentiment ethics, privacy sentiment analysis)
    - "Building Decision Trees for Support" (search for: customer service decision automation)
- **PM Artifact:** Mood Rubric, Escalation Threshold Map.
- **Stretch Learning:** Review ChatGPT behavior on emotional prompts, study support decision trees.
- **Stretch Project:** Score 50 tickets using rubric, analyze false positives.

Week 2 (Build)

- **Project:** Add sentiment scoring to Copilot, tag critical cases, trigger flag.
- **Suggested Video Learning:**
    - "Implementing Sentiment Analysis in Python/Node.js" (search for: sentiment analysis code example, integrating NLP in apps)
    - "Feature Flag Best Practices for Product Managers" (search for: feature toggles PM, progressive delivery)
    - "QA Testing for AI Features" (search for: AI quality assurance, testing LLM outputs)
    - "Edge Case Handling in AI Systems" (search for: AI robustness, prompt engineering edge cases)
- **PM Artifact:** Feature Flag Map, QA test cases.
- **Deliverables:** Tik Tok #1 (mood detection), GitHub sentiment module.
- **Stretch Learning:** Prompt tune for edge-case emotion detection.
- **Stretch Project:** Create dashboard with escalation frequency per day.

Week 3 (Polish)

- **Build:** Final sentiment-escalation demo, polish UI responses to show empathy.
- **Suggested Video Learning:**
    - "Designing Empathetic AI Interfaces" (search for: empathetic AI UX, human-centered AI design)
    - "Impact of AI on Customer Satisfaction" (search for: AI CSAT, AI customer experience metrics)
    - "Building AI Dashboards for Operations" (search for: AI operations metrics, real-time AI monitoring)
    - "Responsible AI in Customer Service" (search for: AI ethics customer interaction, trusted AI for CS)
- **Deliverables:** Tik Tok #2 (demo), LinkedIn post (behavioral impact).
- **Hiring:** STAR #9, add final Copilot v2 summary deck to Notion.
- **Stretch Learning:** Read paper on "empathy in automation" ; analyze impact of response tone on CSAT.
- **Stretch Project:** Add analytics panel to track sentiment trends.
    - **New Stretch (Data/PM): Sentiment Trend Analysis for Product Improvement**: Analyze sentiment trends over time (even with mock data) to identify recurring negative sentiment topics that could inform *core product improvements*, not just CS responses. (Long-term relevance: using AI insights for product strategy).

Block 10 (B10): A/B Testing + Evaluation Harness

Block Goal: Establish rigorous evaluation metrics for LLM features. Build infrastructure for A/B testing and evaluation reporting, incorporating metrics for bias and toxicity.

Block Learning Focus: A/B frameworks, BLEU/ROUGE/toxicity scores, evaluation harnesses, rollback planning, *bias/fairness evaluation metrics*.

Relevant PM Fluency: Measurable performance claims, experimentation process, risk mitigation.

Week 1 (Learn)

- **Learn:**
    - A/B test structures for product features ; metrics like BLEU, ROUGE, accuracy, tone, toxicity.
    - Study: Prompt injection edge cases, LLM regression risks.
    - *When defining evaluation metrics, explicitly include metrics related to fairness, bias, and potential harm from LLM outputs.*
- **Suggested Video Learning:**
    - "A/B Testing for Product Managers" (search for: product experimentation, A/B test design)
    - "Evaluating LLMs: BLEU, ROUGE, Perplexity" (search for: LLM evaluation metrics, NLP model assessment)
    - "AI Safety: Prompt Injection Attacks" (search for: LLM security, prompt vulnerabilities)

    - "Measuring Bias and Fairness in AI" (search for: AI fairness metrics, ethical AI evaluation)
- **PM Artifact:** Evaluation Planning Sheet, Risk-based Test Coverage Table.
- **Stretch Learning:** Read papers on A/B for LLMs (Microsoft, Salesforce) ; watch Optimizely/Launch Darkly demos.
- **Stretch Project:** Create pass/fail rubric for Copilot replies by persona (e.g. CSM, agent, exec).

Week 2 (Build)

- **Project:** Build prompt-testing harness that supports A/B control group + test variant for 3 prompts.
- **Suggested Video Learning:**
    - "Building an LLM Evaluation Harness" (search for: AI model testing platform, automated LLM evaluation)
    - "A/B Testing Implementation for Web Applications" (search for: feature flagging A/B test, client-side A/B testing)
    - "AI Toxicity Classification" (search for: hateful speech detection AI, content moderation LLM)
    - "Comparing LLM APIs for A/B Testing" (search for: GPT-4o vs Claude performance, LLM API benchmarks)
- **PM Artifact:** Eval Config Sheet, Mock A/B Logs Sample.
- **Deliverables:** Tik Tok #1 (test harness demo), GitHub repo + report.
- **Stretch Learning:** Add toxicity classifier + prompt replay engine.
- **Stretch Project:** Compare OpenRouter vs Claude vs GPT-4o behavior under identical prompt load.

Week 3 (Polish)

- **Document:** A/B Playbook PDF (how, why, rollback plan).
- **Publish:** LinkedIn summary, Tik Tok #2 (unexpected test findings).
- **Suggested Video Learning:**
    - "Creating an A/B Testing Playbook" (search for: A/B testing process, product experimentation guide)
    - "Analyzing A/B Test Results" (search for: statistical significance A/B, interpreting A/B tests)
    - "Rollback Strategies for Software Deployment" (search for: safe deployment practices, production incident response)
    - "Case Studies: Successful AI Feature Rollouts" (search for: AI product launch strategy, Duolingo AI case study)
- **Hiring:** STAR #10, update evaluation project bullets for portfolio.
- **Stretch Learning:** Track rollout success of LLM features (case study: Duolingo, Notion AI).
- **Stretch Project:** Add test toggle UI to Playground project repo.
    - **New Stretch (PM/Data): A/B Test Design for Non-Linear AI Outcomes**: Beyond simple metrics, design an A/B test for an AI feature where the "success" is less direct (e.g., "increase user engagement with feature X by Y% over Z weeks"). Focus on identifying appropriate proxy metrics. (Long-term relevance: advanced AI product experimentation).

Block 11 (B11): Planning Assistant + Workflow Integration

Block Goal: Build a mini AI Planning Assistant integrated into Jira/Linear that helps refine and score upcoming roadmap tasks.

Block Learning Focus: Planning APIs, task slicing, roadmap prioritization, automation affordances.

Relevant PM Fluency: Integration design, priority scoring (ICE, RICE), low-friction UX automation.

Week 1 (Learn)

- **Learn:** Jira & Linear API basics; webhook architecture.
- **Study:** Priority scoring methods (ICE, RICE, MOSCOW).
- **Suggested Video Learning:**
    - "Jira API Integration Tutorial" (search for: Jira automation, Linear API use cases)
    - "Product Roadmapping Best Practices" (search for: agile roadmap planning, product roadmap frameworks)
    - "RICE vs ICE Scoring for Product Prioritization" (search for: product prioritization methods, how to prioritize features)
    - "Webhook Architecture Explained" (search for: webhooks for automation, API integration patterns)
- **PM Artifact:** Planning Assistant MVP spec, Endpoint Map.
- **Stretch Learning:** Explore Zapier/Make integrations into PM workflows.
- **Stretch Project:** Design 3 roadmap scenarios + scoring test inputs.

Week 2 (Build)

- **Project:** MVP Planning Assistant (React frontend + LLM + scoring output).
- **Suggested Video Learning:**
    - "Building AI Assistants with LLMs" (search for: AI planning tool, generative AI for task management)
    - "React Form Development" (search for: React user input, interactive React apps)
    - "Integrating LLMs with Workflow Tools" (search for: AI Jira integration, LLM Linear automation)
    - "Airtable AI Features" (search for: Airtable automation, no-code AI Airtable)
- **PM Artifact:** PRD + integration plan for workflow tool.
- **Deliverables:** Tik Tok #1 (planner teaser), GitHub MVP demo.
- **Stretch Learning:** Review Airtable AI features, Linear AI roadmap assistant behavior.
- **Stretch Project:** Add voice-command mockup input for roadmap items.

Week 3 (Polish)

- **Document:** Assistant Scoring Report + cost-per-task benchmarks.
- **Publish:** LinkedIn explainer, TikTok #2 (live demo of scoring).
- **Suggested Video Learning:**
    - "AI for Product Operations" (search for: product ops AI, AI roadmap automation)
    - "Measuring ROI of Internal Tools" (search for: internal tool business value, productivity gains AI)
    - "Dashboard Design for Product Managers" (search for: product analytics dashboard, KPI reporting UI)
    - "Creating Compelling Product Demos" (search for: product demo techniques, live software demo tips)
- **Hiring:** STAR #11, dashboard deck added to interview toolkit.
- **Stretch Learning:** Add auto-summary feature for 5 tasks.
- **Stretch Project:** Hook up output to auto-generate RICE entries in Notion.
    - **New Stretch (PM Tooling): AI-Powered Backlog Grooming Assistant**: Extend the planning assistant to suggest dependencies between tasks, identify potential blockers based on task descriptions, or reorder tasks based on updated priority scores. (Long-term relevance: AI for internal PM efficiency).

Block 12 (B12): Dashboards + Case Studies + External Proof

Block Goal: Convert all wins into metrics dashboards and case-study artifacts; set up external proof (ProductTank CFP, testimonials, etc).

Block Learning Focus: KPI visualization, OKR alignment, business storytelling, publishing templates.

Relevant PM Fluency: Executive narrative, validation packaging, cross-functional presentation.

Week 1 (Learn)

- **Learn:** KPI dashboard tools (Recharts, Supabase Charts.js, Google Sheets).
- **Study:** PM case-study breakdowns on Medium/LinkedIn.
- **Suggested Video Learning:**
    - "Designing Effective KPI Dashboards" (search for: product KPI visualization, data dashboard best practices)
    - "OKR Framework for Product Teams" (search for: OKR setting product management, aligning product goals)
    - "How to Write a Product Case Study" (search for: product success stories, case study template PM)
    - "Product Management Storytelling" (search for: product narrative development, executive communication)
- **PM Artifact:** Case Study Outline.md, OKR tree for Copilot system.
- **Stretch Learning:** Compare Reforge vs Product Alliance frameworks for case formats.
- **Stretch Project:** Mock write-up for Copilot performance vs baseline.

Week 2 (Build)

- **Project:** Launch Copilot dashboard (usage, cost, performance) + draft 2 full case studies.
- **Suggested Video Learning:**
    - "Building Interactive Dashboards with Charts.js" (search for: JavaScript charting library, data visualization web dev)
    - "Product Analytics Dashboards" (search for: Amplitude dashboard, Retool analytics)
    - "Creating Compelling Product Case Studies" (search for: product marketing case study, business impact documentation)
    - "Metrics for AI Products" (search for: AI product KPIs, measuring AI success)
- **Deliverables:** Tik Tok #1 (dashboard demo), GitHub link to Charts.js build.
- **Stretch Learning:** Study internal dashboards at Amplitude, Retool, Intercom.
- **Stretch Project:** Add role-specific view toggles for dashboard (CSM, exec, eng).

Week 3 (Polish)

- **Submit:** CFP to Product Tank, add case studies to LinkedIn + Notion portfolio.
- **Publish:** LinkedIn long-post, Tik Tok #2 (case study walk-through).
- **Suggested Video Learning:**
    - "Product Tank Presentation Best Practices" (search for: Product Tank talk tips, product community presentation)
    - "Collecting Customer Testimonials for Products" (search for: testimonial acquisition, social proof marketing)
    - "Crafting a Product Portfolio" (search for: PM portfolio examples, showcasing product work)
    - "Executive Communication for Product Leaders" (search for: presenting to C-suite, strategic messaging)
- **Hiring:** STAR #12, publish Copilot ROI summary artifact.
- **Stretch Learning:** Apply storytelling feedback loop to refine AI pitch.
- **Stretch Project:** Build downloadable case study PDF with template design.
    - **New Stretch (Strategic/Networking): AI PM Networking & Mentorship Plan**: Develop a specific plan for identifying and reaching out to 3-5 AI PMs or leaders for informational interviews or potential mentorship. Document your learnings from these interactions. (Long-term relevance: career growth, industry insights).

Block 13 (B13): Explainability (XAI) + Observability

Block Goal: Build observability into your AI features. Explore explainable AI to improve stakeholder trust and traceability.

Block Learning Focus: LangSmith, LLM traces, LIME/SHAP basics, observability dashboards.

Relevant PM Fluency: Trust-building, transparency, post-launch debugging strategies.

Week 1 (Learn)

- **Learn:** LangSmith basics, OpenTelemetry concepts, explainability (LIME/SHAP).
- **Study:** LLM trace analysis examples, AI trust articles from Google/Meta.
- **Suggested Video Learning:**
    - "LangSmith Tutorial: Observability for LLMs" (search for: LangSmith tracing, LLM debugging tools)
    - "Explainable AI (XAI) Concepts" (search for: LIME SHAP explained, AI interpretability)
    - "AI Trust and Transparency" (search for: building trust in AI, ethical AI design)
    - "OpenTelemetry for Distributed Tracing" (search for: OpenTelemetry tutorial, observability concepts)
- **PM Artifact:** Trace Logging Plan, Observability KPI Sheet.
- **Stretch Learning:** Read "Why Did You Say That?" papers from HuggingFace & Anthropic.
- **Stretch Project:** Storyboard how observability works for PM/CS teams.

Week 2 (Build)

- **Project:** LangSmith integration for trace logging + basic observability UI.
- **Suggested Video Learning:**
    - "Implementing LLM Tracing" (search for: LangSmith integration, AI pipeline monitoring)
    - "Building an Observability Dashboard" (search for: Grafana for AI, custom monitoring dashboards)
    - "Alerting and Incident Management for AI Systems" (search for: AI ops alerts, proactive AI monitoring)
    - "AI Model Exception Handling" (search for: LLM error handling, robust AI systems)
- **Deliverables:** TikTok #1 (trace walk-through), GitHub push.
- **PM Artifact:** Alert thresholds + trace summary template.
- **Stretch Learning:** Add exception tagging, SHAP value snapshots.
- **Stretch Project:** Hook observability alerts into Slack via webhook.

Week 3 (Polish)

- **Write:** Blog post on XAI in Customer Success AI features.
- **Deliverables:** Blog publish, LinkedIn carousel, Tik Tok #2 (demo + insight).
- **Suggested Video Learning:**
    - "Communicating Explainable AI to Stakeholders" (search for: XAI for business, AI transparency for non-technical)
    - "Debugging LLM Applications" (search for: LLM troubleshooting, AI error analysis)
    - "Case Studies: Observability in Production AI" (search for: AI monitoring examples, MLOps observability)
    - "Building Trust in AI-Powered Products" (search for: AI user adoption, ethical AI product design)
- **Hiring:** STAR #13, push XAI deck to Notion + GitHub.
- **Stretch Learning:** Add toggle for user to show/hide trace details.
- **Stretch Project:** Export sample trace + audit log package (JSON).
    - **New Stretch (UX/PM): User-Friendly Explanation UI for AI**: For a specific AI feature (e.g., smart reply, classification), design a small UI overlay that provides a simple, non-technical explanation for *why* the AI made a certain suggestion or classification. (Long-term relevance: building user trust and adoption for AI).

Block 14 (B14): Cost Cutting + Quantization + FinOps Mindset

Block Goal: Reduce your infrastructure cost footprint with quantization, caching, and batching. Demonstrate a FinOps-aware approach to AI delivery.

Block Learning Focus: Quantization, batching, caching layers, cost-awareness, FinOps artifacts.

Relevant PM Fluency: PM cost narratives, FinOps benchmarking, optimization plans.

Week 1 (Learn)

- **Learn:** Quantization types (4-bit, 8-bit), batching APIs, cache-first responses.
- **Study:** OpenAI cost breakdowns + enterprise usage tiers.
- **Suggested Video Learning:**
    - "LLM Quantization Explained" (search for: 4-bit LLM, AI model compression)
    - "FinOps Principles for Cloud Cost Management" (search for: FinOps for AI, cloud cost optimization)
    - "Caching Strategies for AI APIs" (search for: LLM caching, API response caching)
    - "OpenAI Pricing and Usage Tiers" (search for: OpenAI cost optimization, GPT-4 pricing strategies)
- **PM Artifact:** FinOps Planning Sheet, Cost Risk Grid.
- **Stretch Learning:** Study Mistral.ai deployment benchmarks, quant impact curves.
- **Stretch Project:** Cost benchmark of v1 vs v2 Copilot infra.

Week 2 (Build)

- **Project:** Add quantization setting toggle + caching layer to existing feature.
- **Suggested Video Learning:**
    - "Implementing Caching in Node.js" (search for: Node.js caching strategy, API caching tutorial)
    - "AI Cost Optimization Techniques" (search for: LLM efficiency, reducing AI inference cost)
    - "Real-time Cost Monitoring for AI" (search for: AI spending tracker, cloud cost visibility)
    - "Deployment Strategies for Cost Efficiency" (search for: production AI cost optimization, scalable AI infrastructure)
- **Deliverables:** Tik Tok #1 (cost win demo), GitHub push.
- **PM Artifact:** Optimization Tracker + RICE adjustments.
- **Stretch Learning:** Add UI readout of savings per user interaction.
- **Stretch Project:** Auto-retry logic for cached vs live fallback calls.

Week 3 (Polish)

- **Publish:** Cost Savings Playbook (PDF), share LinkedIn post.
- **Deliverables:** Tik Tok #2 (quantization lesson), STAR #14.
- **Suggested Video Learning:**
    - "Writing a Cost Savings Playbook" (search for: FinOps documentation, cost optimization reporting)
    - "Communicating Technical Savings to Business" (search for: ROI presentation tech, business value of engineering)
    - "AI Cost Metrics and Benchmarking" (search for: LLM cost per query, AI cost efficiency)
    - "Strategic Trade-offs in AI Development" (search for: AI product compromise, balancing performance and cost)
- **Hiring:** Resume bullet "reduced infra cost by X% with quant/batch strategies".
- **Stretch Learning:** Write heuristic doc for cost-aware PM tradeoffs.
- **Stretch Project:** Record 2-min explainer video: How I Think About LLM Cost.
    - **New Stretch (FinOps/PM): Cost Optimization Feature Prioritization**: Create a RICE-like scoring system specifically for cost-saving initiatives related to AI. Evaluate potential optimizations (e.g.,

quantization, caching, model choice) based on their impact on cost, effort, and risk. (Long-term relevance: driving business value through cost efficiency).

Block 15 (B15): Privacy + Compliance (GDPR, ISO 42001)

Block Goal: Integrate AI ethics, privacy, and compliance controls into your pipeline. Build PII redaction features and demonstrate governance readiness.

Block Learning Focus: PII handling, redaction flows, GDPR principles, ISO 42001, privacy-by-design.

Relevant PM Fluency: Governance architecture, enterprise-readiness checklists, audit prep.

Week 1 (Learn)

- **Learn:** GDPR rules, ISO 42001 overview, DSRs, audit log basics.
- **Study:** Redaction toolkits, PII detection strategies.
- **Suggested Video Learning:**
  - "GDPR Compliance for AI Products" (search for: AI privacy regulations, data protection AI)
  - "ISO 42001 Explained" (search for: AI management system standard, responsible AI governance)
  - "PII Detection and Redaction Techniques" (search for: personal data anonymization, NLP for privacy)
  - "Privacy by Design Principles" (search for: data privacy engineering, secure AI development)
- **PM Artifact:** Compliance Checklist Outline, Privacy Impact Assessment Form.
- **Stretch Learning:** AI Ethics whitepaper highlights (OECD, Microsoft).
- **Stretch Project:** Map Copilot PII risk surface diagram.

Week 2 (Build)

- **Project:** Build PII redaction pipeline using regex + LLM tagging; add delete-after-period function.
- **Suggested Video Learning:**
  - "Building a PII Redaction Pipeline" (search for: NLP data anonymization, text sanitization Python)
  - "Data Retention Policies for AI" (search for: AI data lifecycle, secure data deletion)
  - "Open Source Redaction Tools" (search for: Presidio NLP, Cleanlab data quality)
  - "Implementing Audit Logs for AI Systems" (search for: AI system logging, compliance logging)
- **Deliverables:** GitHub push, TikTok #1 (PII demo).
- **PM Artifact:** Data Deletion SOP, Escalation Plan.
- **Stretch Learning:** Try open-source redaction engines (e.g. Presidio, Cleanlab).
- **Stretch Project:** Export "Redacted vs Original" comparison sheet.

Week 3 (Polish)

- **Document:** Final Compliance Checklist + LinkedIn summary post.
- **Deliverables:** Tik Tok #2 (compliance showcase), STAR #15.
- **Suggested Video Learning:**
  - "Presenting AI Compliance to Stakeholders" (search for: AI governance communication, regulatory compliance for AI)
  - "AI Safety and Red Teaming" (search for: LLM safety evaluation, AI adversarial attacks)
  - "Building a Privacy-Preserving AI Product" (search for: privacy-enhancing technologies AI, secure machine learning)
  - "Navigating AI Regulations (GDPR, CCPA)" (search for: AI legal compliance, data privacy laws for AI)
- **Hiring:** Add GDPR/ISO artifacts to Notion portfolio.

- **Stretch Learning:** Study LLM safety evals from Meta/OpenAI red team reports.
- **Stretch Project:** Record video walkthrough of audit checklist w/ PM framing.
    - **New Stretch (Legal/PM): AI Compliance Audit Checklist for Features**: Develop a simplified internal checklist (based on your learnings) that a PM could use to quickly assess a new AI feature for common compliance risks (e.g., data residency, consent mechanisms, PII handling). (Long-term relevance: ensuring responsible and legal AI deployment).

Block 16 (B16): Multimodal UX + Vision APIs

Block Goal: Explore multimodal UX opportunities by integrating basic Vision API functionality into Copilot. Showcase innovation in accessibility and automation.

Block Learning Focus: OCR pipelines, image-to-text flows, multimodal prototyping.

Relevant PM Fluency: User-centric design, accessibility value, innovation framing.

Week 1 (Learn)

- **Learn:** Vision API basics (OCR, object detection).
- **Study:** Image-to-ticket use cases ; accessibility-first workflows.
- **Suggested Video Learning:**
    - "Google Cloud Vision API Tutorial" (search for: Vision AI API, OCR machine learning)
    - "Multimodal AI Explained" (search for: what is multimodal AI, AI image to text)
    - "Designing for AI Accessibility" (search for: accessible AI products, inclusive AI design)
    - "Innovation in Product Management" (search for: product innovation strategies, ideation techniques PM)
- **PM Artifact:** UX Flow Diagram, Vision Feature Prioritization Grid.
- **Stretch Learning:** Explore Google Vision API vs Azure Computer Vision vs OpenAI vision endpoints.
- **Stretch Project:** Create UI flow for scanning receipt auto-ticket.

Week 2 (Build)

- **Project:** Image-to-text ticket demo using OCR (via Google Vision or OpenAI Vision endpoint).
- **Suggested Video Learning:**
    - "OCR Integration in Web Apps" (search for: JavaScript OCR, image processing AI)
    - "Building Multimodal AI Interfaces" (search for: multimodal UX design, AI input methods)
    - "UX Metrics for AI Products" (search for: AI product metrics, user engagement AI)
    - "Generative AI for UX Design" (search for: AI design tools, rapid prototyping AI)
- **PM Artifact:** Multimodal PRD, UX Metrics Table.
- **Deliverables:** Tik Tok #1 (OCR teaser), GitHub live demo link.
- **Stretch Learning:** Study UI affordances for multimodal triggers.
- **Stretch Project:** Add drag-drop image upload widget + auto-summary prompt.

Week 3 (Polish)

- **Document:** Feature brief for OCR ticket entry → Copilot pipeline.
- **Deliverables:** Tik Tok #2 (demo), LinkedIn post (vision feature pitch).
- **Suggested Video Learning:**
    - "Pitching Innovative AI Features" (search for: AI product pitch, presenting AI concepts)
    - "AI in Customer Service Automation" (search for: intelligent automation CS, AI workflow automation)
    - "User Testing Multimodal AI" (search for: multimodal UX research, AI interaction testing)

    - "Vision AI Use Cases in Industry" (search for: computer vision applications, AI for visual data)
- **Hiring:** STAR #16, showcase as innovation initiative in portfolio.
- **Stretch Learning:** Study You.com vision agent vs GPT-4o visual UX.
- **Stretch Project:** Add visual explainability overlay to processed OCR output.
    - **New Stretch (UX/Innovation): Multimodal Input for Feature Discovery**: Explore how multimodal inputs (e.g., a user drawing a flowchart, or uploading a screenshot of a problem) could be used as direct input for an AI planning assistant or bug reporter. (Long-term relevance: pushing the boundaries of AI user interaction).

Block 17 (B17): Agent Orchestration + End-to-End Workflow

Block Goal: Demonstrate how advanced AI agents coordinate tasks across steps. Build a crew of agents to simulate task routing and handoff.

Block Learning Focus: CrewAI, AutoGen, agent routing strategies, failure recovery.

Relevant PM Fluency: Workflow modeling, autonomy tradeoffs, system resilience.

Week 1 (Learn)

- **Learn:** CrewAI task chaining, AutoGen roles, fallback patterns.
- **Study:** Agent task design, role scope, error modes.
- **Suggested Video Learning:**
    - "CrewAI Tutorial" (search for: CrewAI framework, multi-agent AI systems CrewAI)
    - "AutoGen Tutorial" (search for: AutoGen multi-agent, building AI teams AutoGen)
    - "Designing AI Agent Workflows" (search for: AI workflow automation, agent task orchestration)
    - "AI System Failure Recovery" (search for: AI resilience, robust AI design)
- **PM Artifact:** Workflow Map, Failure Path Table.
- **Stretch Learning:** Analyze Hugging GPT vs AutoGen comparison papers.
- **Stretch Project:** Storyboard 3 real-world workflows for agents (e.g. onboarding, escalation, summarization).

Week 2 (Build)

- **Project:** Build a basic CrewAI or AutoGen demo with 3 agents (e.g., classifier → rewriter → poster).
- **Suggested Video Learning:**
    - "Implementing Multi-Agent AI Systems" (search for: AI agent collaboration, building agent teams)
    - "AI Agent Capabilities and Limitations" (search for: what can AI agents do, agentic AI use cases)
    - "Edge Case Testing for AI Workflows" (search for: AI workflow testing, complex AI scenarios)
    - "LLM Token Usage Optimization for Agents" (search for: agent token efficiency, reducing multi-LLM cost)
- **PM Artifact:** Agent Capabilities Matrix, Edge-Case Planner.
- **Deliverables:** TikTok #1 (multi-agent preview), GitHub repo + logs.
- **Stretch Learning:** Study limits of long agent loops (token drain, latency).
- **Stretch Project:** Add debug log UI + failure simulation toggle.

Week 3 (Polish)

- **Document:** Multi-agent Risk Register + Scenario Walkthrough Deck.
- **Deliverables:** Tik Tok #2 (demo), LinkedIn post on orchestration risk.
- **Suggested Video Learning:**
    - "Risk Management for AI Agents" (search for: AI autonomy risks, managing AI system complexity)

    - "Product Management for Agentic AI" (search for: AI agent product strategy, human-agent collaboration)
    - "Measuring AI Agent Performance" (search for: AI workflow metrics, agent efficiency KPIs)
    - "Integrating AI Agents with Enterprise Systems" (search for: AI automation integration, agent handoff systems)
- **Hiring:** STAR #17, multi-agent artifact added to portfolio.
- **Stretch Learning:** Add metrics for handoff time + fail rate by step.
- **Stretch Project:** Integrate Slack/webhook handoff as part of agent chain.
    - **New Stretch (PM/Process Automation): AI Agent Workflow Redesign Blueprint**: Choose a complex, multi-step process from your past experience (e.g., onboarding a new client, resolving a multi-departmental issue) and create a detailed blueprint of how AI agents could automate or augment each step, including human touchpoints and fallbacks. (Long-term relevance: automating complex business processes).

Block 18 (B18): Public Thought Leadership + Final External Validation

Block Goal: Cement your credibility by publishing high-value artifacts, securing testimonials, and preparing for speaking or mentoring opportunities.

Block Learning Focus: Executive storytelling, speaking CFPs, case packaging, strategic insight distillation.

Relevant PM Fluency: Influence-building, ecosystem credibility, outbound leverage.

Week 1 (Learn)

- **Learn:** How to craft a compelling conference talk abstract.
- **Study:** Previous Product Tank/AI Guild talk decks.
- **Suggested Video Learning:**
    - "How to Write a Conference Proposal" (search for: CFP product management, public speaking application)
    - "Crafting a Powerful Product Narrative" (search for: product storytelling framework, executive presence PM)
    - "TED Talk on Product Innovation" (search for: product management thought leadership, inspiring product vision)
    - "Understanding Storytelling Arcs" (search for: narrative structure for presentations, persuasive speaking)
- **PM Artifact:** Speaker Deck Outline, Industry Takeaways Table.
- **Stretch Learning:** Watch TED-style PM talks ; study storytelling arcs (exposition → tension insight → CTA).
- **Stretch Project:** Draft teaser summary slide for 2 previous builds.

Week 2 (Build)

- **Project:** Create speaker-ready deck (~10-12 slides) for 1 key AI Copilot use case + results.
- **Suggested Video Learning:**
    - "Designing a Speaker Deck" (search for: presentation slide design, visual storytelling for talks)
    - "Product Pitching Techniques" (search for: startup pitch deck, investor presentation)
    - "Behind the Scenes of a Product Launch" (search for: product launch strategy, go-to-market planning)
    - "Getting Feedback on Public Speaking" (search for: presentation coaching, mock presentation tips)
- **PM Artifact:** External Pitch One-Pager, Slide Notes.
- **Deliverables:** Tik Tok #1 (behind the scenes), LinkedIn teaser for talk deck.

- **Stretch Learning:** Submit draft deck to AI PM peer groups or mentors for review.
- **Stretch Project:** Film draft of 3-min lightning talk using phone or webcam.

Week 3 (Polish)

- **Submit:** Final CFP to Product Tank or AI PM Guild; gather testimonial quote from SaaS founder.
- **Publish:** Video teaser, LinkedIn article reflecting on the year.
- **Suggested Video Learning:**
    - "Building a Strong Professional Brand on LinkedIn" (search for: LinkedIn thought leadership, personal branding PM)
    - "Reflecting on Your Career Journey" (search for: career retrospective, professional development planning)
    - "Post-Mortem Analysis for Projects" (search for: project lessons learned, continuous improvement framework)
    - "Creating a Product Portfolio" (search for: PM portfolio examples, showcasing your work)
- **Hiring:** STAR #18, package "year in review" doc for interview prep.
- **Stretch Learning:** Write "What I'd Do Differently" post-mortem with 3 lessons.
- **Stretch Project:** Create downloadable .zip portfolio: PRDs, dashboards, decks, demos.
    - **New Stretch (Leadership/Vision): Future of AI in X Industry Whitepaper**: Write a short (e.g., 5-page) whitepaper or long-form article on the future impact of AI on an industry you're familiar with (e.g., business services, hospitality, or a specific niche within SaaS), outlining key trends, opportunities, and challenges for PMs. (Long-term relevance: demonstrating strategic vision and industry expertise).