

ICAgile Micro-Credential: AI for Product Strategy

Workshop Overview

Build your strategic edge with AI. Practice using AI tools to uncover opportunities, evaluate initiatives, and craft strategies that align with business goals.

- **Spot Trends and Opportunities** – Interpret AI-generated insights to inform product direction.
- **Shape Strategy with AI**– Use AI to identify challenges and propose product initiatives.
- **Prioritize with Confidence** – Apply frameworks that combine AI insights with human judgment.

You'll walk away with tangible strategy artifacts and a clear understanding of how to integrate AI into product strategy responsibly.

Target Audience

Individuals who are responsible for shaping product direction and aligning product outcomes with business strategy.

Professionals in product manager, product director, portfolio manager, strategy consultant, and innovation lead roles who want to leverage AI tools to enhance strategic thinking and decision-making.

Learning Outcomes

- Interpret AI insights to identify trends, risks, and opportunities informing strategic product direction.
- Use AI tools to identify challenges and propose relevant, feasible product initiatives aligned with goals.
- Prioritize AI-generated product initiatives using decision frameworks, justifying choices with AI data and analysis.
- Create concise product strategy summaries linking initiatives to vision, goals, target market, and success metrics.
- Explain how AI insights support strategy decisions and key human skills to act on AI outputs.

Prerequisites

Learners should have:



- Completed Foundations of AI (ICAgile ICP-FAI), or have equivalent knowledge of generative AI tools and capabilities.

About Us



Agilizing is an ICAgile member organization

ICAgile helps professionals transform themselves into agile masters who can incorporate agile methods and go beyond the constraints of agile processes. We do this by ensuring that the Agile workshops you take are certified based on proven, discipline-specific learning outcomes. As a certification body – backed by agile thought leaders – ICAgile work with training providers and organizations to certify their agile workshops and ensure that all learning leads you on your journey to agile mastery.