

Slide 6: Product Managers - AI Strategy & Planning

Objective: Define AI capabilities needed by product managers to effectively plan, specify, and manage AI-enhanced products.

Layout Composition:

The slide is a flex-col with a header sized to its content, a main body that grows, and a footer sized to its content. The main body is a grid with two columns (2fr 1fr) and two rows (auto 1fr). Top-left for strategic skills, bottom-left for communication skills, right column spanning both rows for decision framework.

Content Breakdown:

- Block 1:
 - Block Type: Text
 - Placement: Header section
 - Component Schema: “Role Header”
 - Content:
 - Role_Title: “Product Managers”
 - Role_Icon: “Lightbulb”
 - Subtitle: “AI Strategy, Planning & Communication Skills”
 - Persona_Badge: “Primary: AI Citizen”
 - Creative Brief: Title text-6xl with orange accent color (product/business role). Icon inline with title. Persona badge as small chip/pill. White text.
- Block 2:
 - Block Type: Text
 - Placement: Top-left cell
 - Component Schema: “Strategic Skills Card”
 - Content:
 - Section_Title: “AI Strategy & Problem Definition”
 - Icon: “Target”
 - Skill_Areas: {
 - “Opportunity Identification”: [
 - “Identify processes suitable for AI augmentation”,
 - “Assess AI feasibility and business value”,
 - “Differentiate AI hype from practical applications”
 -],
 - “Solution Specification”: [
 - “Define AI requirements and success metrics”,
 - “Understand ML problem types (classification, regression, clustering, etc.)”,
 - “Specify data requirements and quality thresholds”
 -],
 - “Vendor Evaluation”: [
 - “Evaluate build vs buy vs partner decisions”,
 - “Assess AI vendor capabilities and claims”,
 - “Understand pricing models for AI services”
 -]

- Creative Brief: Card with slate-800 background, rounded corners. Header with icon in orange. Three skill areas with bold subheadings (text-xl) and bullet lists (text-lg). Clear visual separation between areas.
- Block 3:
 - Block Type: Text
 - Placement: Bottom-left cell
 - Component Schema: “Communication Skills Card”
 - Content:
 - Section_Title: “Communication & Stakeholder Management”
 - Icon: “MessageSquare”
 - Skill_Areas: {
 - “Cross-Functional Communication”: [
 - “Translate business needs to technical requirements”,
 - “Communicate AI limitations to stakeholders”,
 - “Facilitate discussions between business and AI teams”
 -],
 - “Ethical & Responsible AI”: [
 - “Identify bias and fairness concerns in AI features”,
 - “Ensure transparency in AI-driven decisions”,
 - “Navigate privacy and regulatory requirements”,
 - “Implement responsible AI principles in product design”
 -]
- Creative Brief: Matching card style to Block 2. Orange header. Two main areas with bullets, text-lg. Ensure adequate spacing.
- Block 4:
 - Block Type: Text
 - Placement: Right column spanning both rows
 - Component Schema: “Decision Framework”
 - Content:
 - Framework_Title: “AI Feature Decision Framework”
 - Icon: “GitBranch”
 - Questions: [
 - {
 - “Question”: “1. Is there sufficient quality data?”,
 - “Yes”: “Proceed to next question”,
 - “No”: “Assess data collection feasibility”
 - ,
 - {
 - “Question”: “2. Is the problem well-defined?”,
 - “Yes”: “Proceed to next question”,
 - “No”: “Refine problem definition first”
 - ,
 - {
 - “Question”: “3. Can success be measured?”,
 - “Yes”: “Proceed to next question”,

```
"No": "Define clear success metrics"
},
{
"Question": "4. Is AI better than rules-based?",
"Yes": "Proceed to next question",
"No": "Consider simpler approaches"
},
{
"Question": "5. Are risks acceptable?",
"Yes": "Proceed with AI solution",
"No": "Implement risk mitigation first"
}
]
Footer_Note: "Use this framework in early product discovery"
```

- Creative Brief: Tall card with slate-700 background. Decision tree flow with numbered questions. Each question is a distinct block with yes/no paths shown visually (arrows or connecting lines). Use color coding: green for proceed, orange for caution. Text-lg for questions, text-base for outcomes. Footer note in italics at bottom.
- Block 5:
- Block Type: Text
- Placement: Footer
- Component Schema: "Simple Footer"
- Content:
Footer_Text: "Training estimate: 24-40 hours foundation | Focus on AI literacy and communication"
- Creative Brief: Centered, text-base, opacity-70.