AI PRODUCT MANAGEMENT 2 · DETAILED COURSE

Product Leadership and Stakeholder Management

The people skills that turn good plans into shipped results: influence, communication and decision-making.

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CHAPTER 22

Product Leadership and Stakeholder Management

The people skills that turn good plans into shipped results: influence, communication and decision-making.

Product Leadership Fundamentals

Setting direction, building clarity and accountability, and growing others while keeping the product outcome in view.

Product leaders set direction, build clarity and accountability, and grow others while keeping the customer outcome in view. Leadership is measured by what the team can do without the leader.

Stakeholder Mapping

Listing stakeholders by influence and interest to decide how to engage each.

List stakeholders by influence and interest, then decide how to engage each. An executive with high influence and low interest needs short, decision-focused updates.

Stakeholder Communication

Tailored, regular updates that state decisions, risks and asks clearly.

Tailored, regular updates state decisions, risks and requests clearly. Stakeholders trust a PM who reports bad news early.

Influence Without Authority

Gaining support through evidence, relationships, shared goals and understanding others' incentives.

Gain support through evidence, relationships, shared goals and understanding of others' incentives. Most PM work happens without direct authority over the people involved.

Cross-Functional Leadership

Aligning product, engineering, design, data, sales and operations on one outcome.

Align product, engineering, design, data, sales and operations on one outcome. Shared goals and a common view of the data reduce conflict.

Engineering Collaboration

Involving engineers early, respecting constraints and agreeing trade-offs on scope and quality.

Involve engineers early, respect constraints, and agree trade-offs on scope and quality together. An engineer's estimate of risk is valuable input, not an obstacle.

Design Collaboration

Co-owning the problem with designers, sharing research and critiquing work against goals.

Co-own the problem with designers, share research and critique work against goals rather than taste. Good critique asks what the user is trying to do.

Data Science Collaboration

Framing the problem, agreeing success metrics and evaluation, and understanding model limits together.

Frame the problem together, agree success metrics and evaluation, and share an understanding of model limits. Data scientists know what the data can and cannot support.

Executive Communication

Lead with the conclusion, give the numbers and the decision needed, and keep it short.

Lead with the conclusion, give the key numbers and state the decision needed. Keep it short, and prepare for the question you least want to be asked.

Product Presentations

Structure around the audience's question: context, insight, recommendation and next steps.

Structure the talk around the audience's question: context, insight, recommendation and next steps. Show the evidence behind each claim.

Negotiation

Reaching agreements by understanding interests, creating options and trading what each side values.

Reach agreement by understanding interests, creating options and trading what each side values less for what it values more. Negotiate scope and date together, not separately.

Conflict Resolution

Surfacing the real disagreement, using shared facts and focusing on the goal.

Surface the real disagreement, use shared facts and refocus on the goal. Most product conflicts are about different assumptions about the user.

Decision-Making

Clear owner, defined criteria, enough evidence for the risk, and a record of the decision.

A good decision has a clear owner, defined criteria, enough evidence for the risk involved and a written record. Decide at the lowest level that has the information needed.

Product Reviews

Scheduled reviews of progress, metrics and risks with leadership.

Scheduled reviews of progress, metrics and risks with leadership. Bring the metrics, what changed, what you learned and what you need.

Product Governance

Standards and forums that guide what is built, approved and retired.

Standards and forums that guide what is built, approved and retired. Good governance speeds decisions by making rules clear in advance.

Managing Product Teams

Hiring, coaching, setting expectations and giving feedback to PMs.

Hire, coach, set expectations and give feedback to PMs. Give feedback close to the event and focus on behaviour and outcome.

Strategic Alignment

Making sure team goals connect to company strategy and to each other.

Make sure team goals connect to company strategy and to each other. Check alignment by asking teams to explain the company goal in their own words.

Product Culture

Shared habits of curiosity, customer focus, evidence and accountability.

Shared habits of curiosity, customer focus, evidence and accountability. Culture shows in what teams do when no one is watching, such as how they handle a failed launch.

Summary of terms

Term	Meaning
Product Leadership Fundamentals	Setting direction, building clarity and accountability, and growing others while keeping the product outcome in view.
Stakeholder Mapping	Listing stakeholders by influence and interest to decide how to engage each.
Stakeholder Communication	Tailored, regular updates that state decisions, risks and asks clearly.
Influence Without Authority	Gaining support through evidence, relationships, shared goals and understanding others' incentives.
Cross-Functional Leadership	Aligning product, engineering, design, data, sales and operations on one outcome.
Engineering Collaboration	Involving engineers early, respecting constraints and agreeing trade-offs on scope and quality.
Design Collaboration	Co-owning the problem with designers, sharing research and critiquing work against goals.

Data Science Collaboration	Framing the problem, agreeing success metrics and evaluation, and understanding model limits together.
Executive Communication	Lead with the conclusion, give the numbers and the decision needed, and keep it short.
Product Presentations	Structure around the audience's question: context, insight, recommendation and next steps.
Negotiation	Reaching agreements by understanding interests, creating options and trading what each side values.
Conflict Resolution	Surfacing the real disagreement, using shared facts and focusing on the goal.
Decision-Making	Clear owner, defined criteria, enough evidence for the risk, and a record of the decision.
Product Reviews	Scheduled reviews of progress, metrics and risks with leadership.
Product Governance	Standards and forums that guide what is built, approved and retired.
Managing Product Teams	Hiring, coaching, setting expectations and giving feedback to PMs.
Strategic Alignment	Making sure team goals connect to company strategy and to each other.
Product Culture	Shared habits of curiosity, customer focus, evidence and accountability.

Practice exercise: Map stakeholders for a launch, then write the executive update: decision needed, recommendation, risks, and next steps in under 200 words.

Self-check

1. Explain Product Leadership Fundamentals in two sentences to a non-technical stakeholder, then say what you would measure for it.
2. Explain Product Presentations in two sentences to a non-technical stakeholder, then say what you would measure for it.
3. Explain Product Culture in two sentences to a non-technical stakeholder, then say what you would measure for it.

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ORIGINAL CONTENT

Original AI Product Management content

The AI Product Management programme already on SkillNavora, included unchanged so the full course is in one place.

Quick links Study Library (all material) Learning sites for PM AI builder tools (how-to) Webhooks & Playwright MCP Webhook URLs and keys (start here) AI Skills Academy AI Skills Map Context engineering (PDF) AI skills & templates (PDF) Orchestration (PDF) PRD library (120 ideas) AI PRD Writer AI PM Toolkit AI Evals (PDF) Browser automation (PDF) AI second brain (PDF) PM handbook Top 100 PM questions AI product sense Q&A (86) PM practice test Practice Lab Tool tutorials AI Agents & MCP for PMs

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Context window

Context window: what a model can see at once

The context window is the most tokens a model can consider in one request. It covers your prompt, any documents you paste, the conversation so far and the reply. Anything outside it is invisible to the model. For PMs: a longer window fits more material but costs more and can slow responses; put the most important facts near the instructions; use retrieval (RAG) rather than pasting whole libraries; and test answers on long inputs, where quality can drop.

Context engineering course Context windows in the AI PM 2 course

Tokens and context in the Grokbot course

AI-First Product Management

Resources for Product Managers

The PM Master Handbook, AI and product tools with their official websites, interview practice, a frameworks cheat sheet, a PRD template and free courses.

Open the PM handbook library: all 68 PDFs ↗ PM Glossary Handbook Tokens, Pricing and Tokenization Vibe Coding addendum

PM Master Handbook by SkillNavora
23 modules and 620+ pages: 12 Product Core modules, an 11-class AI Tools Lab, frameworks, case studies, projects and interview prep.

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Product Core modules

1Fundamentals of Product Management*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
2Product Strategy and Strategic Thinking*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
3Problem Discovery and Market Research*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
4Problem Framing and Prioritization*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
5UX and Design Collaboration*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
6Effective Communication and Stakeholder Management*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
7Product Analytics and Metrics*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
8Product Launch, Growth, and Monetization*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
9Tech 101 and System Design for PMs*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
10LLMs, RAGs, and AI Foundations*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
11Vibe Coding for Product Managers*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
12Agentic AI and AI Systems*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides

AI Tools Lab

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Business AI Stack (chapters 24 to 31)

24The business AI stack: tools and where to learn themPDF ↗ 25Next.js: customer-facing dashboardsPDF ↗ 26Zoho CRM: managing customers and leadsPDF ↗ 27WhatsApp Business Platform: customer messagingPDF ↗ 28Deployment with Vercel and AWSPDF ↗ 29Jira: tracking product and development workPDF ↗ 30Meta Business Suite, social media marketing and Google AdsPDF ↗ 31A one-page website that generates leadsPDF ↗

Complete AI tool guides (15)

1n8n: workflows, Gmail and an AI reply agentPDF ↗ 2Make: scenarios, routers and lead routingPDF ↗ 3Zapier: invoices from Gmail to Drive and a sheetPDF ↗ 4Webhooks: how apps talk in real timePDF ↗ 5Replit: one app for the web and a phonePDF ↗ 6Lovable: a job application trackerPDF ↗ 7Figma: components, auto layout and handoffPDF ↗ 8Claude Code: an AI coding agent in your projectPDF ↗ 9MCP: connecting AI assistants to your toolsPDF ↗ 10LLMs: how they work and how to call themPDF ↗ 11RAG: answers from your own documentsPDF ↗ 12AI agents: a job-search agent with approvalsPDF

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Complete AI tool guides (one PDF, 30 pages) ↗

Libraries

★Framework Library*29 frameworks with worked examples and templates*PDF ↗ ★Case Study Library*12 product case studies*PDF ↗ ★Practical Projects and Portfolio*5 end-to-end portfolio projects*PDF ↗ ★Interview Handbook*100+ PM interview questions with model answers*PDF ↗ ★AI Tools Lab*Every AI tools class with step-by-step labs*PDF ↗

PM interview practice (free, on the original sites)

Hand-picked public question banks and guides from other PM communities. Each link opens the original page in a new tab.

PM frameworks cheat sheet

Framework	Use it to	How it works
RICE	Prioritise a backlog	Reach × Impact × Confidence ÷ Effort. Score each idea, then sanity-check the ranking.
Kano	Decide which features delight	Classify features as Must-be, Performance, Attractive, Indifferent or Reverse using a short survey.
MoSCoW	Scope a release	Must have, Should have, Could have, Won't have (this time).
Jobs-to-be-done	Understand motivation	When [situation], I want to [motivation], so I can [outcome].
AARRR (Pirate metrics)	Map the growth funnel	Acquisition, Activation, Retention, Referral, Revenue.
HEART	Measure user experience	Happiness, Engagement, Adoption, Retention, Task success, each with goals, signals and metrics.
North Star metric	Align the team	One metric that captures the value users get, supported by input metrics the team can move.
Five whys	Find the root cause	Ask 'why?' repeatedly until you reach a cause you can act on.
CIRCLES	Answer product design questions	Comprehend, Identify users, Report needs, Cut through prioritisation, List solutions, Evaluate trade-offs, Summarise.

PRD template

PRD: [Feature name] Owner: [Name] · Status: Draft · Last updated: [Date] 1. Problem Who has the problem, what it is, and the evidence (data, interviews, tickets). 2. Goal and success metrics Primary metric (with baseline and target), secondary metrics, guardrails. 3. Users and use cases Target segment, top 3 user stories: "As a [user], I want [action] so that [benefit]." 4. Solution What we'll build (link designs), what's out of scope, open questions. 5. AI behaviour (if applicable) Inputs, model, prompt/approach, what it must never do, human review, evaluation set and pass criteria, cost per request. 6. Launch plan Experiment design, rollout stages, support and comms, rollback criteria. 7. Risks and dependencies Technical, legal/privacy, operational; owners and mitigations.

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