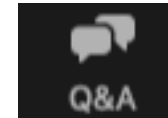# Future-Ready Product Ownership: Building the AI Skills to Thrive

September 10, 2025

Quick Guidelines

- Your microphones will be muted throughout

- This session is recorded. The recording and slides will be available after the webinar within 24 hours.

- Please ask questions!

  - Submit questions by selecting the Q & A icon:

Who is Scrum.org

Mission:
Helping People and Teams Solve Complex Problems

Ken Schwaber
Scrum.org Founder,
Chairman and
Co-creator of Scrum

About Our Speakers

Nils Oud - Professional Scrum.org Trainer AI @ AgileVisor

Within AgileVisor we empower businesses and individuals adopting 'Artificial Intelligence Driven' Agility to achieve efficiency, adaptability, and sustainable growth.

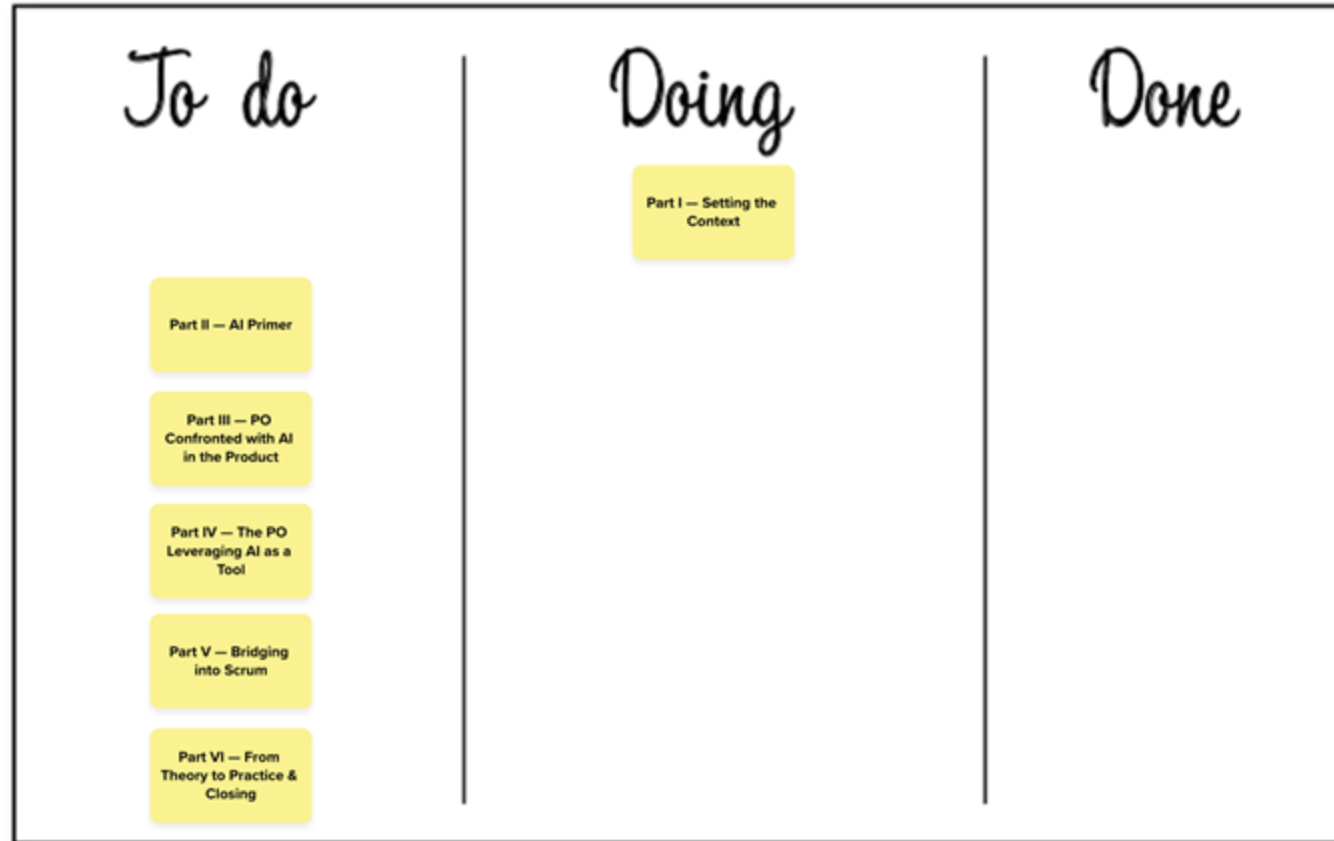✉ noud@agilevisor.com

AgileVisor | AGILE SERVICES

Thijs Oud - Professional AI Trainer @ AgileVisor

'Within AgileVisor I complement the PST's when teaching the 'PSPO AI Essentials' Training. Students seem to love this duo trainership!'
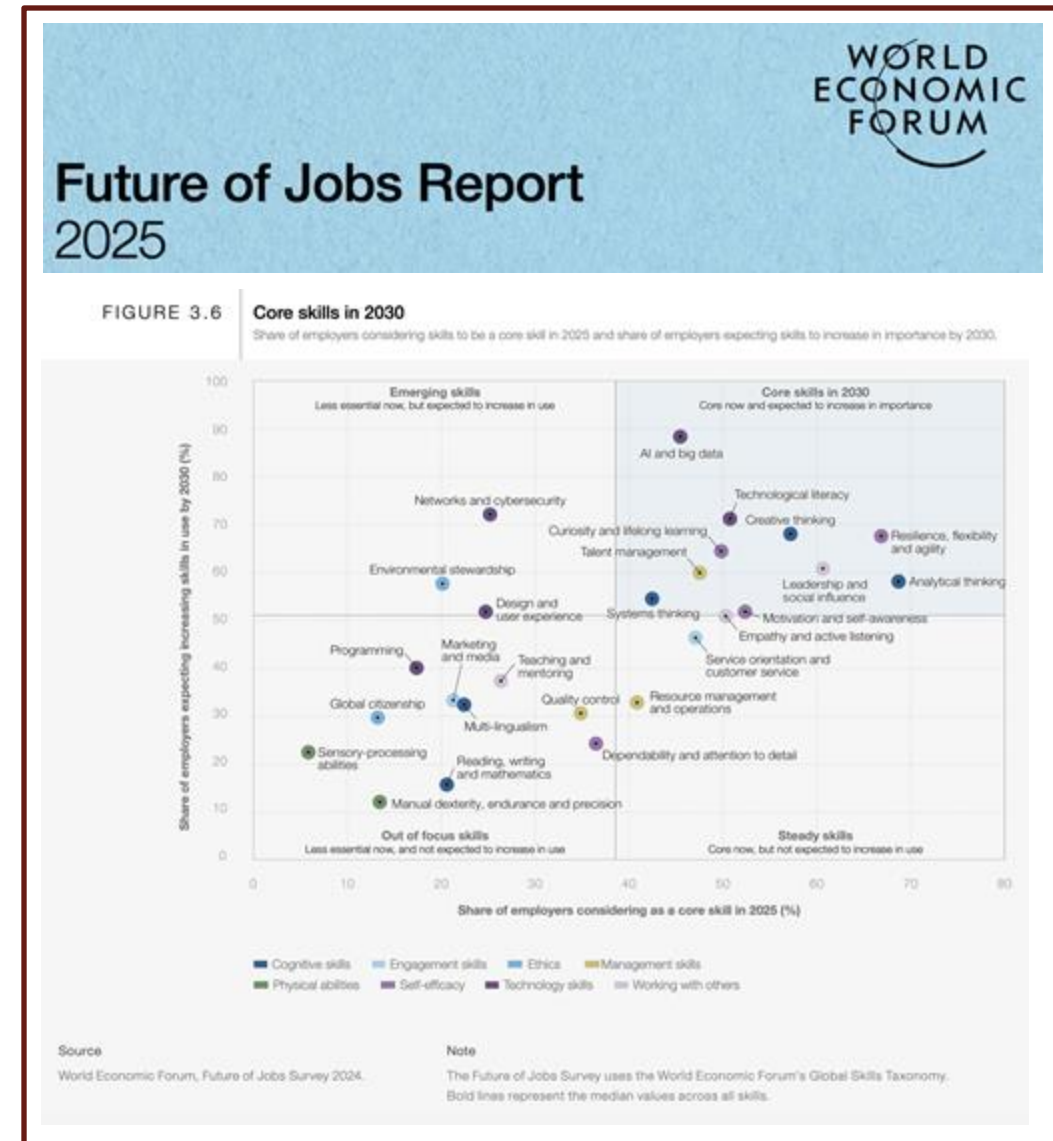
✉ thijsoud@agilevisor.com

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Part I — Setting the Context

Future competitiveness depends on skills (WEF)

- WEF (2025): 39% of workers' core skills will change by 2030

- Human-centered leadership & adaptability rise in importance

- AI & big data, creative thinking among top skills

- POs must build and understand 'AI-enabled product management' now

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Why this matters now: Adoption ≠ Outcomes

The GenAI Divide
STATE OF AI IN BUSINESS 2025

- 78% of organizations use AI in ≥1 function (McKinsey, 2025)
- >80% will have used GenAI apps/APIs by 2026 (Gartner)

And yet: 95% of gen-AI pilots fail to deliver measurable ROI (MIT, 2025)
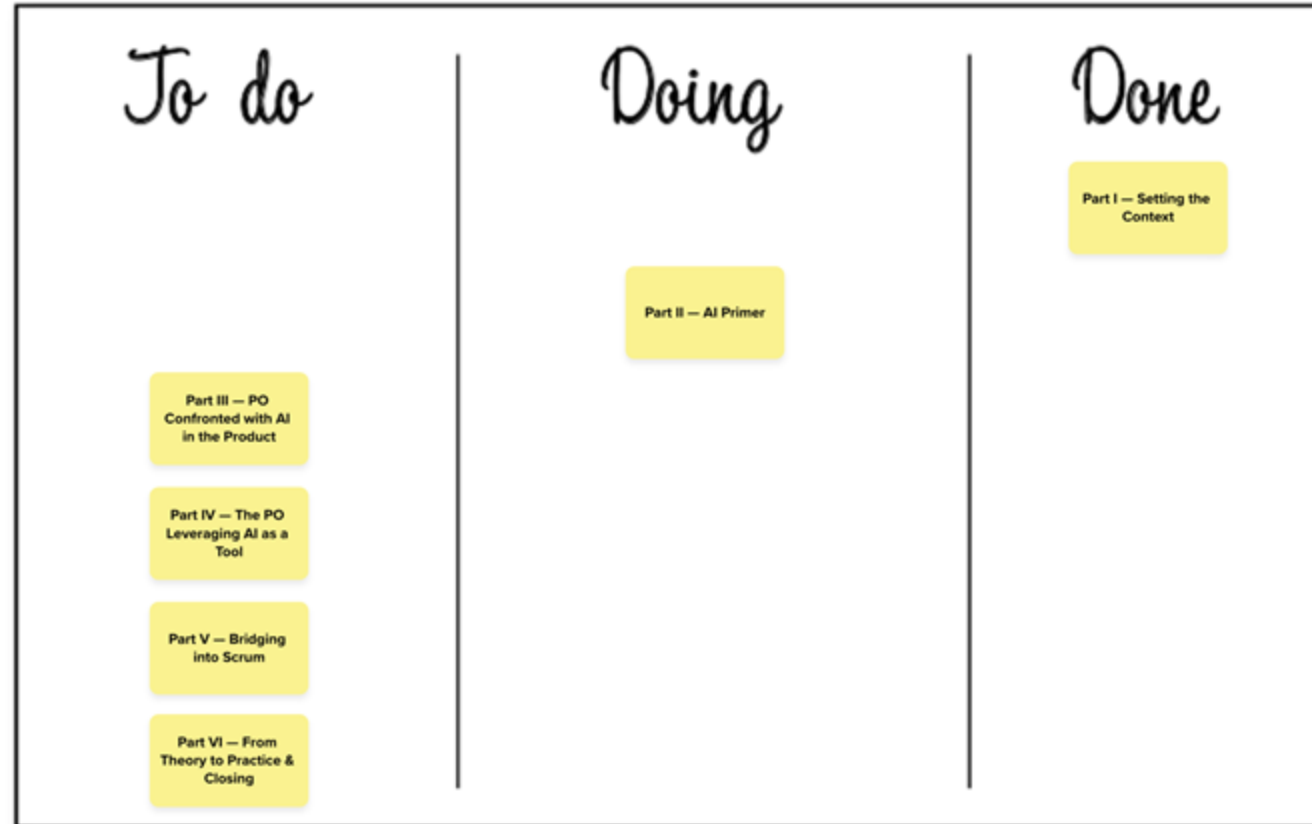
The PO's dual reality with AI – you must take the lead!

- AI IN the product: new features (chatbot, personalization, fraud/risk)
- AI FOR the PO: better ways of working (vision, refinement, communications, metrics)
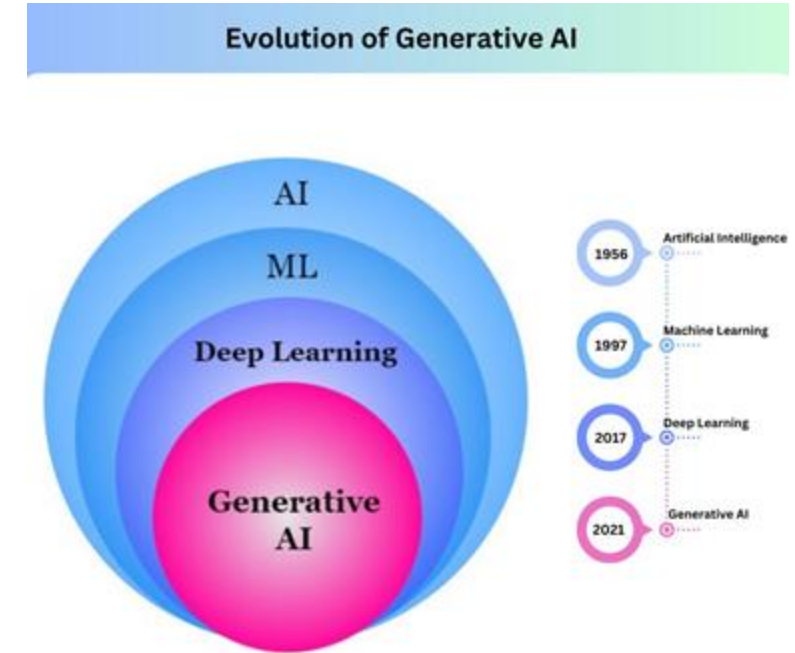
You must lead both—responsibly and measurably

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Part II — AI Primer

To do
- Part III — PO Confronted with AI in the Product
- Part IV — The PO Leveraging AI as a Tool
- Part V — Bridging into Scrum
- Part VI — From Theory to Practice & Closing

Doing
- Part II — AI Primer

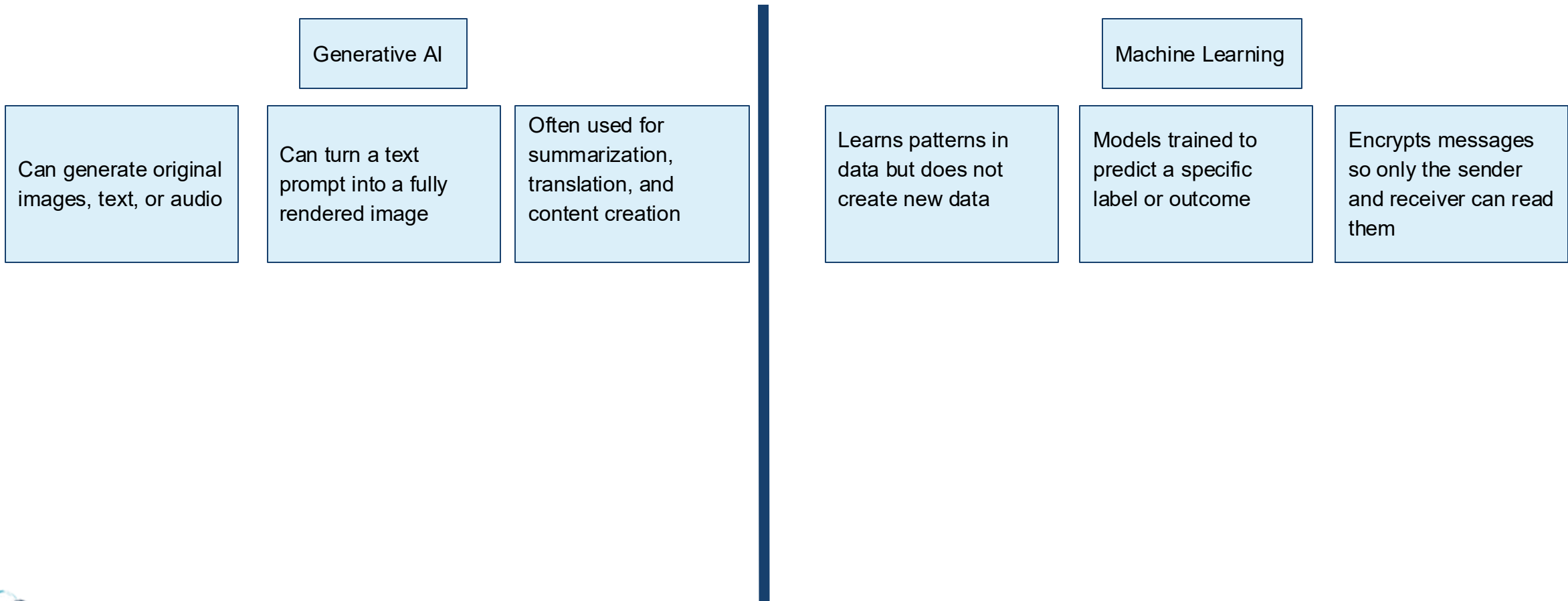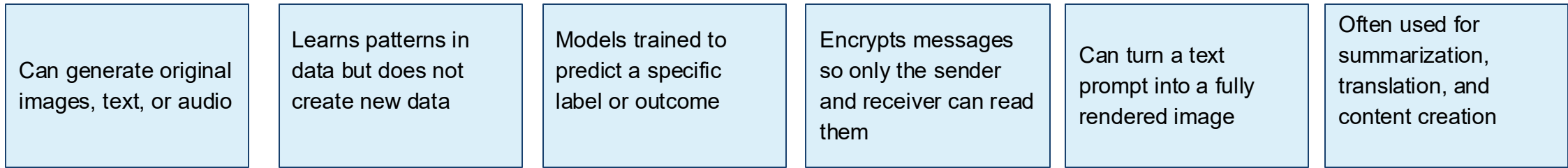Done
- Part I — Setting the Context

What do we actually mean by AI?

- Classical AI: rules & logic (deterministic)

- Machine Learning: patterns from data (predict/cluster)

- Deep Learning: multi-layer neural networks that learn complex patterns from big data

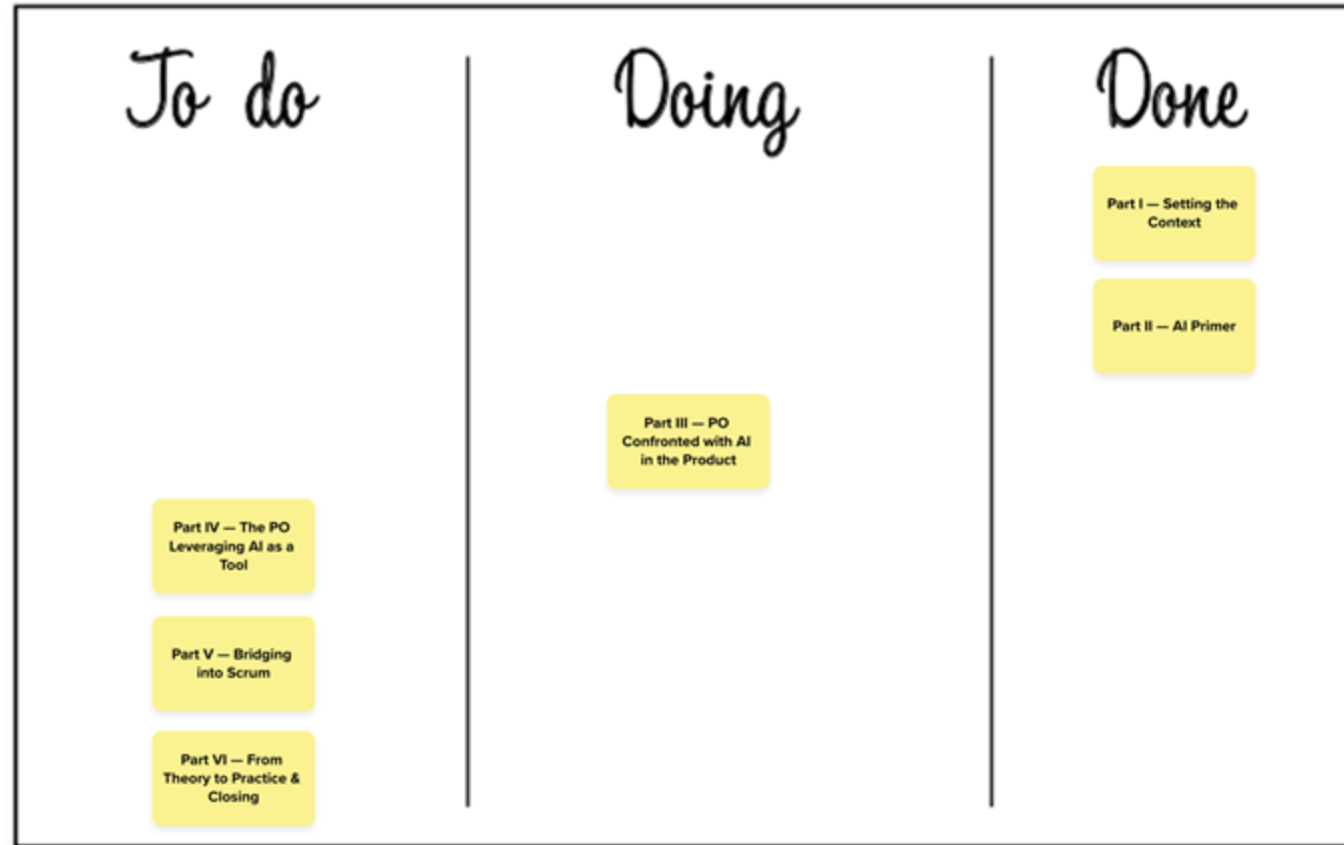- Generative AI: creates text/code/images from prompts
For POs: AI = toolset to find clarity, test faster, communicate better

Evolution of Generative AI

AI
ML
Deep Learning
Generative AI

1956 — Artificial Intelligence
1997 — Machine Learning
2017 — Deep Learning
2021 — Generative AI

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Exercise I — Thijs (AI Card Sorting)

Can generate original images, text, or audio	Learns patterns in data but does not create new data	Models trained to predict a specific label or outcome	Encrypts messages so only the sender and receiver can read them	Can turn a text prompt into a fully rendered image	Often used for summarization, translation, and content creation

Generative AI

Machine Learning

Can generate original images, text, or audio	Can turn a text prompt into a fully rendered image	Often used for summarization, translation, and content creation	Learns patterns in data but does not create new data	Models trained to predict a specific label or outcome	Encrypts messages so only the sender and receiver can read them

Part III — PO Confronted with AI in the Product

To do

Doing

Done

Part I — Setting the Context

Part II — AI Primer

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"AI IN the Product" (What it Means for Pos)

AI = *a feature*, not magic → like adding a database or an API, but with uncertainty.

Examples:

- **Customer-facing:** chatbots, personalization, fraud detection.

- **Internal-facing:** demand forecasting, predictive maintenance, automated QA.

PO's responsibility = connect use cases to business outcomes (not tech for tech's sake).

It's magical, BUT IT'S NOT MAGIC!

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Common AI Use Cases (Practical Examples)

- Customer Experience → recommendation engines (Netflix), natural language support (banking chatbots).

- Operational Efficiency → predictive maintenance (airlines, factories), automated scheduling (logistics).

- Risk & Compliance → fraud detection (payments), anomaly detection (cybersecurity).

Personalization

See What's Next: How Netflix Uses Personalization to Drive Billions in Revenue

Eighty percent of what you watch on Netflix comes from personalized recommendations. Take a look behind the magic curtain and see how they do it.

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From Idea to Outcome (Turning AI Ideas into Measurable Outcomes)

- Always ask: *What problem are we solving?*

- Define KPIs upfront: e.g., ↓ handling time, ↑ customer satisfaction, ↑ revenue.

- Ship in thin slices: prototype → experiment → scale.

- Measure model performance (precision, recall), "Is the AI working correctly?", AND business impact "Does it actually improve time, money, or satisfaction?"

Risks & Guardrails (What Can Go Wrong; How POs Mitigate It)

Example: AI chatbot giving bad medical advice
This is why POs need guardrails like human-in-the-loop

- Data risks: bias, privacy.
- Operational risks: hallucinations, wrong predictions, outages.
- Ethical risks: unfair decisions, harmful outputs.
- Governance needs: transparency, auditability.

PO's Role in AI Delivery (The PO's Role is Still Central)

- You don't need to be a data scientist, but you must:
  - Clarify outcomes.
  - Align stakeholders on risk appetite.
  - Ensure thin-slice delivery.
  - Collaborate closely with data/ML engineers.

- PO = *translator* between business value, customer needs, and AI capabilities.

Remember from PSPO I?

Should a Product Owner be technical?

PROS	CONS
Predict technical trends	Lose sight of business
Communication with developers	Too involved in solutions
Technical customer communication	Tactical, not strategic
Understand challenges & trade-offs	

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Part IV — The PO Leveraging AI as a Tool
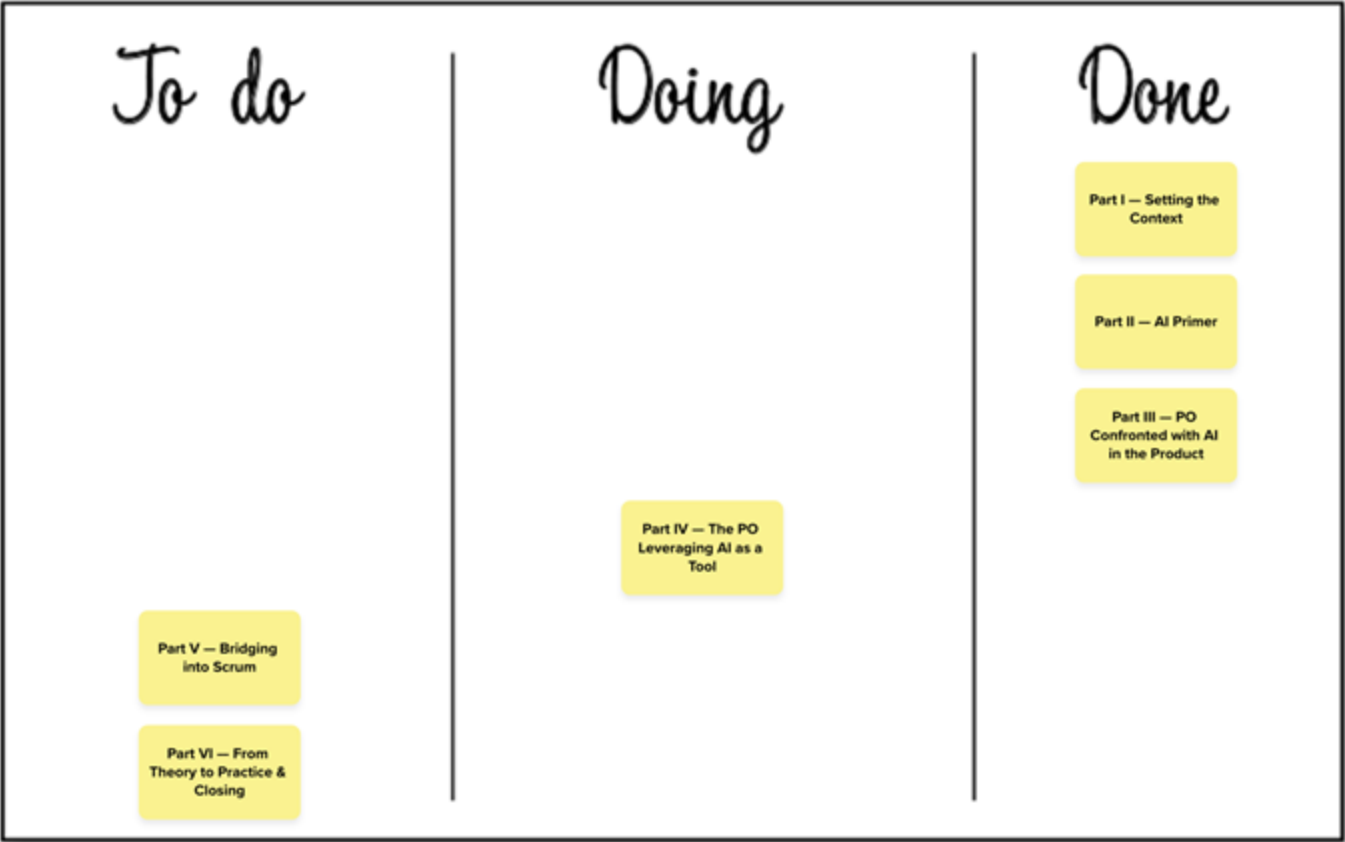
The PO Leveraging GenAI (From Building AI Products → to Using AI as Your Co-Pilot)

- Generative AI Can Make Skilled Workers ~40% More Productive ([MIT Sloan](#))

- ChatGPT Cuts Task Time by ~40% and Increases Quality ([Science](#))

Biggest challenge: **getting started** — the first prompts feel clumsy, but practice builds skill.

AI FOR the PO: the biggest hurdle is starting

- Reading ≠ learning; value comes from doing

- First prompts will be awkward; iterate

- Practice with peers to accelerate learning

- Theory → practice → value

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PO capability map (the 7 AI-era stances)

- Vision & Strategy
- Customer Representative
- Experimenter
- Decision Maker
- Collaborator & Influencer
- Orchestrator
- Security & Ethics

Vision & Strategy (with AI)

- See patterns → Group feedback into clear themes

- Know customers → Build personas & jobs-to-be-done

- Check fairness → Spot missing voices or biases

- Test ideas → Turn insights into quick experiments

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Customer Representative (with AI)

- Listen at scale → Summarize interviews & tickets
- Understand needs → Turn data into customer stories
- Be the voice → Share insights with the team

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Exercise 2 – Thijs

Analyze the website of customer and turn into podcast

Upload the URL of a website and create a podcast to analyze your customers.

Listen

Audio Overview

https://drive.google.com/open?id=1kT-BMfJ8zMZj40m9tp6n9gG3s7DVw0SP&usp=drive_fs

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Experimenter (with AI)

- **Prototype fast** → Create drafts & flows quickly
- **Set limits** → Define success/fail upfront
- **Learn small** → Run thin-slice experiments
- **Capture lessons** → Document what worked (and didn't)

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Decision Maker (with AI)

- **Get clarity** → Auto-summaries tailored to the audience
- **Align faster** → Create briefs, FAQs, and promos
- **Prepare tough talks** → Use evidence
- **Show impact** → Stakeholder-ready demos & scripts

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Collaborator & Influencer (with AI)

- **Save effort** → Automate routine drafting & triage
- **Share tools** → Build a prompt library for the team
- **Keep control** → Use guardrails for agents/workflows
- **Focus energy** → Spend time on judgment, not toil
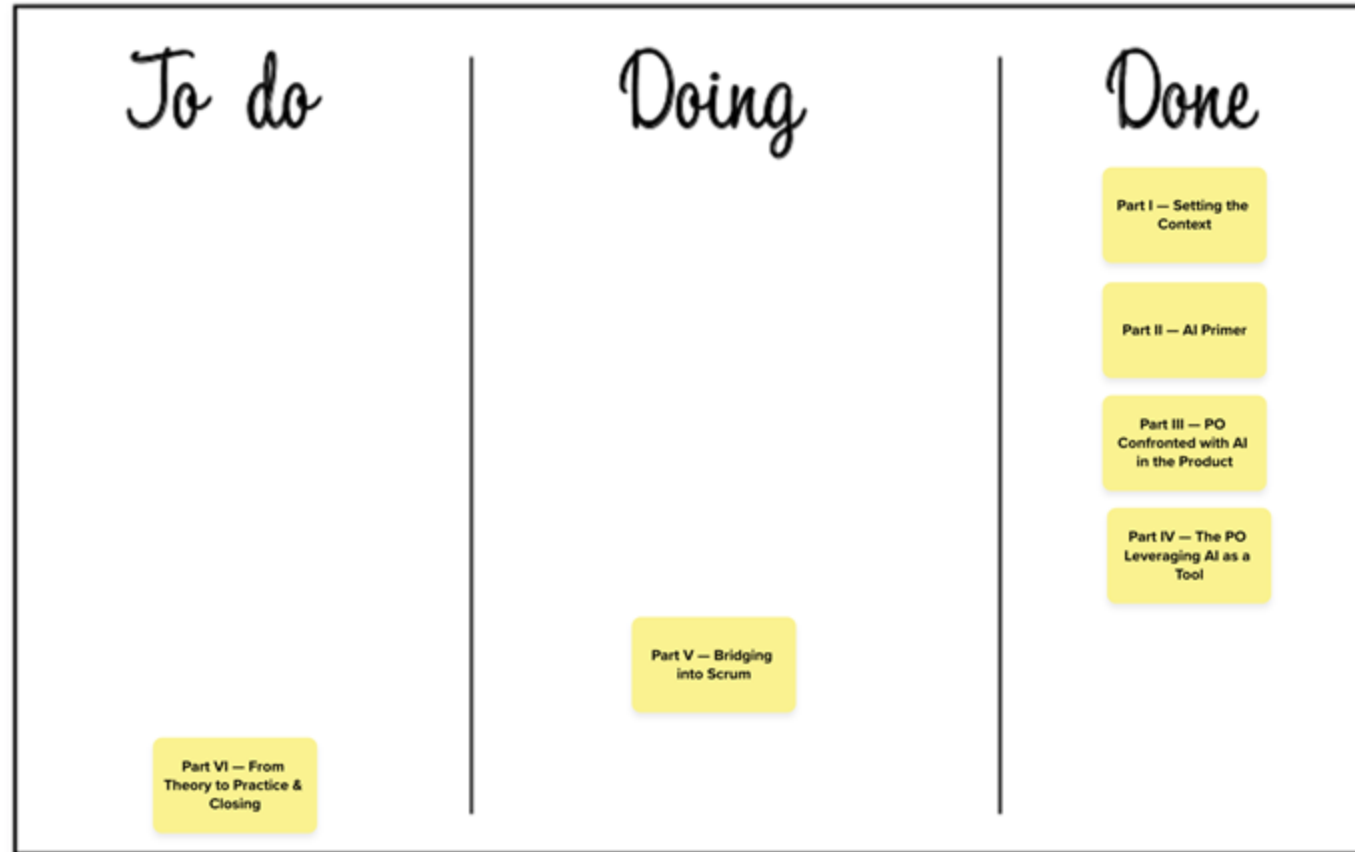
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Orchestrator (with AI)

- Automate routine → Draft answers, reports, updates
- Boost focus → Offload admin, keep energy for decisions
- Build helpers → Create custom agents & workflows
- Stay in control → Human review before final output

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Security & Ethics (with AI)

- Spot risks → Bias, unfair outcomes, unsafe outputs
- Stay accountable → Auditability & traceability in place
- Keep trust → Transparency for users & stakeholders
- Fix mistakes → Ability to roll back and recover

Part V — Bridging into Scrum

| To do	Doing	Done
		Part I — Setting the Context
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Scrum remains the foundation (AI accelerates it)

- Empiricism → inspect/adapt AI every Sprint
- Transparency → make AI work & limits visible
- Accountability → PO still decides what ships
- Acceleration → faster discovery, clearer backlog, code/test inspiration
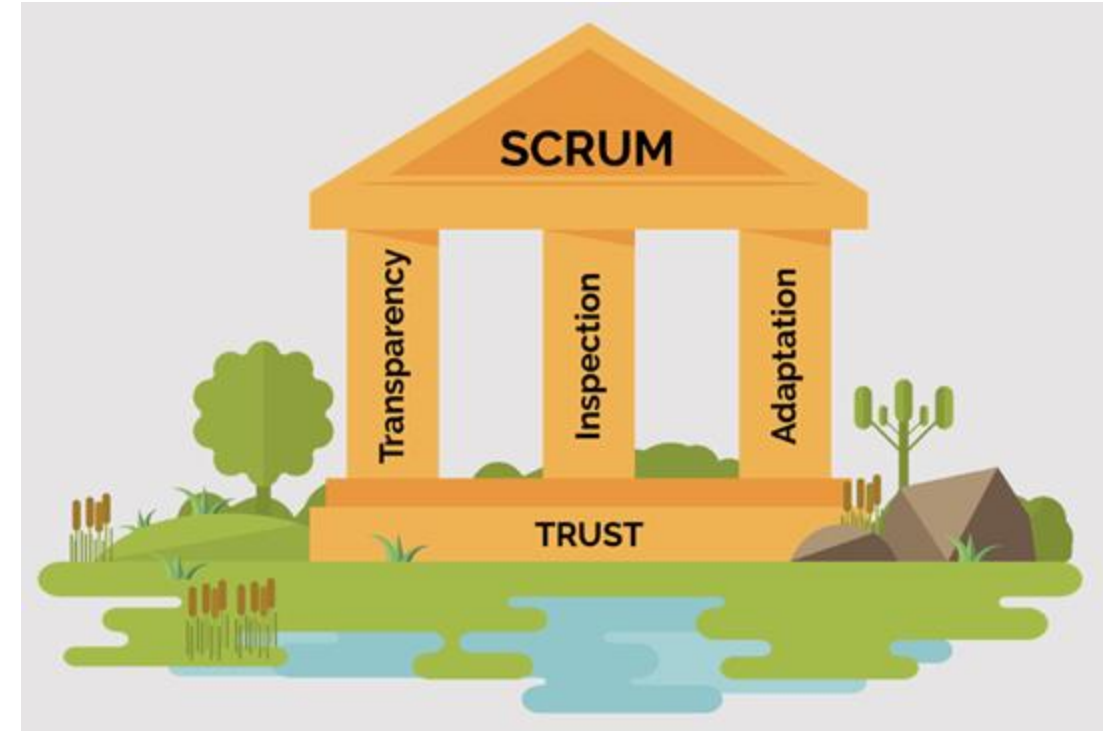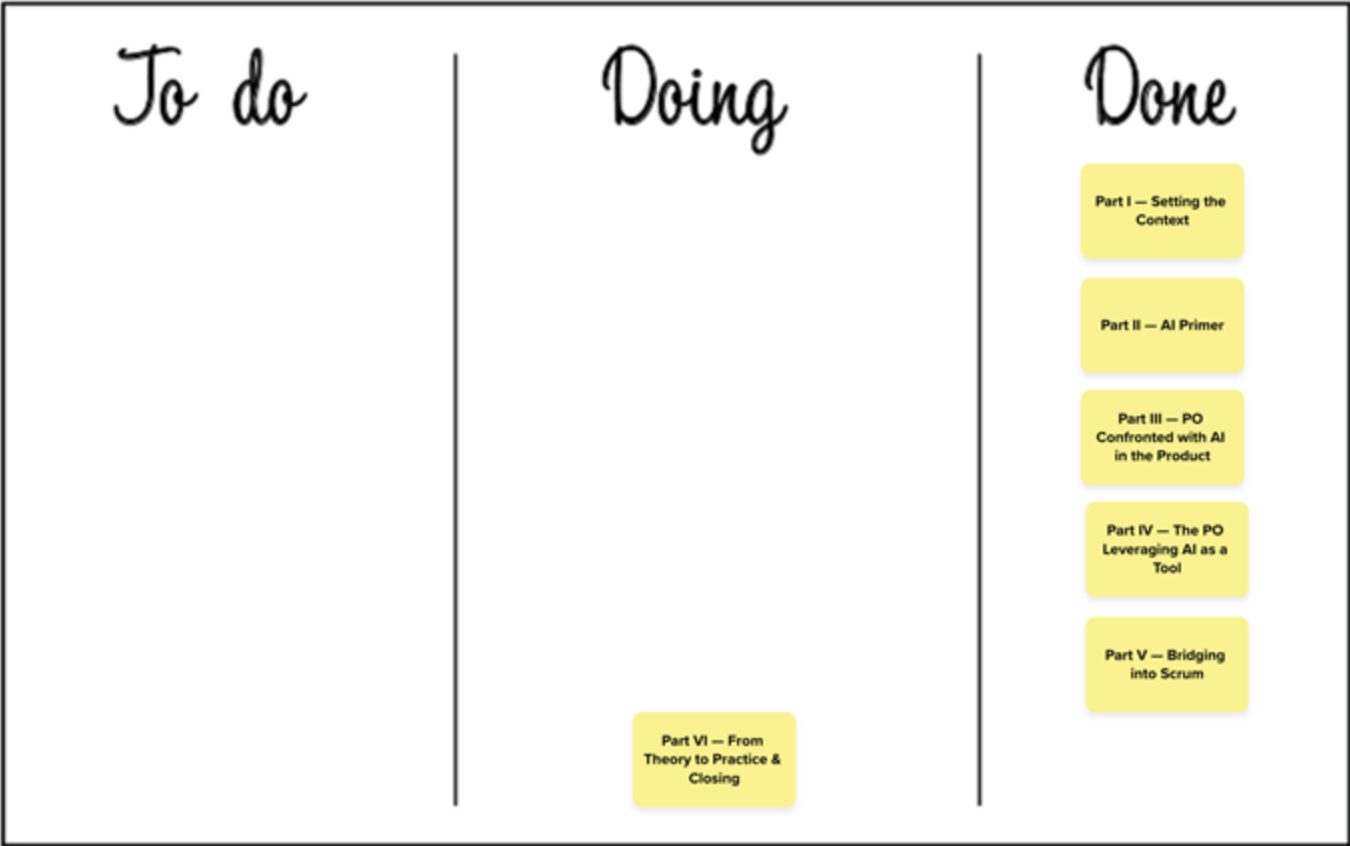
Where AI helps in Scrum events

- Refinement: generate stories/AC, surface dependencies & risks

- Sprint Review: usage insights, stakeholder-ready briefs

- Daily/Delivery: test ideas; code/test suggestions as inspiration
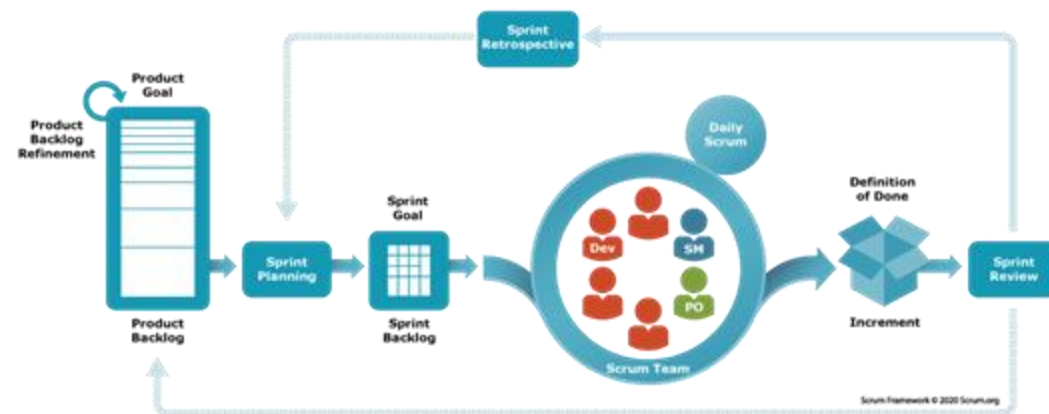
Part VI — From Theory to Practice & Closing

The PO's dual reality with AI – you must take the lead!

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You must lead both—responsibly and measurably

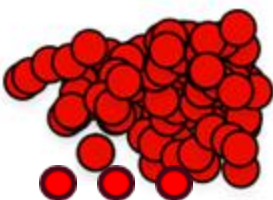# PSPO-AI Essentials training: From theory to practice

- Understand where AI helps POs (dual reality)

- Learn with peers; share patterns & pitfalls

- Practice: refinement, experiments, metrics, guardrails

- Leave with templates, prompts, and confidence

This training helps you with the 'AI FOR the PO' dual reality (incl. a thorough AI primer and very important, a Security & Ethics foundation)

Exercise 3 – Thijs (Security & Ethics)

Fact vs. Fiction

	🔴	🟢
Your prompt and response is sent to a remote server and could be read by real people.		🟢
Your data can be used to train models.		🟢
AI systems are able to make neutral decisions because they are not biased.	🔴	
AI systems are able to generate fictitious responses (hallucinations).		🟢
'Ethical AI' guarantees that the model will not cause any harm to the user.	🔴	
A single image generation uses as much electricity as it takes to charge your smartphone to full.		🟢
Executing a single prompt will consume 10ml of water.		🟢

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Q&A

- One capability you'll strengthen this month?

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Sources & links

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- [Scrum.org blog (Aug 2025): AI & Future Teams](#)

- [MIT NANDA via Fortune (Aug 18, 2025)](#)

- [McKinsey — State of AI 2025](#)

- [Gartner (Oct 11, 2023) — >80% enterprises use GenAI by 2026](#)

- [WEF — Future of Jobs Report 2025 (skills to 2030) — PDF](#)

- https://www.artificialintelligence-news.com/wp-content/uploads/2025/08/ai_report_2025.pdf

- https://mitsloan.mit.edu/ideas-made-to-matter/how-generative-ai-can-boost-highly-skilled-workers-productivity?utm_source=chatgpt.com

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