YOUR WHOLE COMPANY UNSTOPPABLE, IN FLOW WITH AGENTIC ENGINEERING.

Agentic Engineering for Product Managers and Product Owners (AE-PM)

Your engineers get faster with agents, and the bottleneck moves into product. In two days your product team learns to write requirements complete enough for your engineers' agents to work from, so the speed reaches your customers.

WHO IT IS FOR

Product managers, product owners and UX

FORMAT

Two days, remote or on site

GROUP

8 to 12 participants

PRICE

On request

Quoted by volume and part of your offer.

TAILORED

In the preparation call, to your team and your stack

LANGUAGE

German or English

CERTIFICATE

Certificate of attendance

PROCUREMENT AND LEGAL

Contract, NDA and DPA

WHO TRAINS IT

One of our 70+ trainers, with Stefan Munz and Benedikt Stemmildt accountable

WHAT YOUR PRODUCT PEOPLE TAKE AWAY

- Specs your engineers' agents can work from, in your engineering team's vocabulary
- A starter kit: workflows for discovery, requirements and prioritisation, MCP configurations, prompt templates and a team playbook
- Working workflows, in use from the next day

Mentoring: turning skills into habits

Billed separately by the hour. After the training our mentors stay with your product people, embedded in discovery, refinements, sprint planning and reviews, until AI-supported product work is part of their daily rituals.

DAY 1

From idea to prototype, then into code

- **A real product challenge:** your own, through to a validated prototype
- **Synthetic user research:** personas, interviews and insights with an agent
- **Rapid prototyping:** in Lovable or v0, in structured steps
- **Synthetic user testing:** AI personas give structured feedback
- **From LLM to agent:** why structured context sets the quality
- **The prototype in code:** taken further in your team's coding agent

DAY 2

Agentic requirements and the product lifecycle

- **Complete specs:** with edge cases and acceptance criteria
- **MCP for product tools:** the agent on your PM and analytics tools
- **Prioritisation:** impact analysis, RICE scoring, roadmap simulation
- **A new definition of ready:** refinement with a prototype and validated requirements
- **Domain knowledge as a multiplier:** product owners and UX steer the agents' context
- **Starter kit:** prompt templates, MCP configurations and a playbook

Your engineers learn the same vocabulary in Agentic Engineering for Developers and QA (AE-DEV).

GOOD TO KNOW

DAILY HOURS
Usually 9:00 to 17:00, as agreed

LEAD TIME
About four weeks, usually set by your team's calendar

SEVERAL TEAMS
A pilot team first, then team by team in waves of 8 to 12

CANCELLING AND MOVING
Free up to 4 weeks before, then 50%, under 2 weeks 100%. Moving within 8 weeks is free.

YOUR CODE
Stays with you: our trainers never receive, clone or store it.

LICENCES
You provide them, or we bring them and you pay for them.

COMMUNITY
Free for good for every participant

> "We went from 2 engineers playing with agentic coding to 20 using it daily. We created 17 skills and 9 agents available to every engineer."
>
> TOM HIBBERT, CHIEF TECHNOLOGY OFFICER, MOONFARE

ABOUT HACKERS&WIZARDS Practitioners with over 20 years of building and running production systems (OTTO, Breuninger, BLUME 2000). Founded in Hamburg by Benedikt Stemmildt and Stefan Munz.

SELECTED CLIENT TEAMS

Tchibo · SIGNAL IDUNA · IONOS · Krombacher · eventim · blaudirekt · PICNIC · haufe.group · MOIA · VORWERK · Moonfare · LichtBlick · dm · EGYM · statista · EUROGATE · bonprix. · adesso insurance solutions · GLOBAL · OMR · Bünting · unzer · SDK · Suiteify · FRICKE

Want this training for your team?
Tell us about your team and we send you an offer.

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Book a call: haw.dev/call