

AI Product Coaching Case Study

Building Strategic Muscle for AI-Driven Innovation

Challenge

An operations-focused enterprise sought to integrate AI into document workflows and communication systems. While enthusiasm was high, internal product teams lacked a structured process for evaluating AI use cases, communicating value to leadership, or building scalable pilot programs. The goal was to move from fragmented experiments to coordinated, value-driven product strategy tied to measurable business outcomes.

Approach

- Embedded product coaching within the AI team for six months
- Weekly 1:1 coaching and pilot planning workshops
- Developed templates for AI discovery, ROI framing, and vendor evaluation
- Established weekly video updates for leadership alignment
- Prepared team for AI Readiness Audit to catalog automation opportunities

Engagement Milestones

Phase	Key Activities
First 8 Weeks	Defined pilot success metrics, introduced ROI templates, launched stakeholder videos.
Next 8 Weeks	Executed AI pilots, planned AI Readiness Audit, activated cross-functional collaboration.
Final 8 Weeks	Transitioned ownership, completed AI Readiness Audit, scaled storytelling practices, reinforced sustainability.

Artifacts Delivered

- AI Opportunity Framing Toolkit
- Intern Readiness Audit Template
- Vendor Evaluation Scorecards
- Pilot Tracker & Retrospective Framework
- Executive Storytelling Templates

Lasting Impact

By the end of the engagement, the team had institutionalized product-led AI evaluation processes. Internal product managers now own pilot execution, vendor assessment, and executive storytelling. Reusable frameworks and cross-functional rituals are embedded, ensuring future AI initiatives launch with clarity and confidence.