

In-house enablement

Build the Right Product: Product Discovery & Design Thinking



Stop guessing. Start building what matters.

Modern product development demands more than just efficient delivery. It requires teams that understand their users, test assumptions early, and make smart decisions before writing a single line of code.

While most organizations excel at the Delivery part of the cycle, they often struggle with Discovery. We help your teams develop a clear, predictable, and user-centric approach to finding the right solution faster – reducing the risk of wasted investment and ensuring customer success.

Is your organization facing these challenges? We can help!

Our training is designed for teams where:

- The path from problem to solution is unclear or inefficient.
- Opinions dominate decisions rather than insights, data, and user testing.
- New features and initiatives fail to "move the needle" despite successful delivery.
- Engineering-led roadmaps prioritize technical feasibility over actual user needs.
- Silos are creating friction: Business, Product, Design, and Engineering work against each other rather than as a unified force.
- Scaling pains: Your product organization is growing, leading to inconsistent maturity levels across teams.

What your team(s) will learn:

- **De-risk Digital Development:** Identify and test the riskiest assumptions in days, not months.
- **Cross-Functional Alignment:** Get Product, Design, and Engineering on the same page, creating shared ownership of the "Why."
- **Proven Methods:** Master actionable techniques including Auftragsklärung (Mission Alignment), Customer Journey Mapping, Design Studio, Low-Fidelity Prototyping, and Guerrilla Testing.
- **AI-Enhanced Workflow:** Learn how to leverage AI to support and accelerate discovery work.
- **Balanced Product Development:** Understand how to integrate discovery into your existing delivery rhythms without causing delays.
- **Cultural Impact:** Foster a "Discovery Mindset" that makes product development flexible, energizing and collaborative rather than exhausting and siloed.

Training Overview:

- **Duration:** On-Premise: 2 days (8 hours/day), recommended for maximum impact. Remote: 2 days (6 hours/day).
- **Participants:** Optimized for 14–18 participants (maximum 24). Relevant for all product and business roles.
- **Proven format:** A high-energy mix of theory and practice. Teams work through a complete discovery cycle using a realistic use case. Based on 10 years of experience with the internal "Discovery School" of German e-commerce giant OTTO.
- **Languages:** The training is available in English or German. Support in Spanish or Polish is possible if needed.
- **Tailored to your needs:** While our standard format is highly effective, we can customize the training to your specific organizational challenges. Ongoing coaching is also available to help you integrate the training into your day-to-day business.

Let's discuss your organization's potential. Let us be your Ally!

Every organization is at a different level of maturity. Let's talk about your specific situation and determine if this training is the right fit to help your teams build better products.

Contact discovery@myally.work to schedule a call.



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AI-Powered Discovery Build the Right Product in the AI Era



AI is reshaping product development. Don't be left behind.

Your teams know how to do Product Discovery. Now it's time to do it smarter. AI tools are evolving fast – but most product teams are adopting them reactively, plugging them in where it's convenient rather than where it creates real value. This training gives your teams a clear framework for integrating AI into every stage of the discovery cycle – from understanding to ideation, to validation – while maintaining the human judgment that no model can replace.

Our training is designed for teams where:

- AI tools are being used ad-hoc, without a shared workflow or strategic intent.
- Teams are experimenting with AI but struggling to turn it into consistent, repeatable value.
- AI output is regularly dismissed or creates more work than it accomplishes.
- Discovery still takes longer than it should, despite having the right methods in place.
- There's uncertainty about where AI genuinely helps – and where it creates blind spots.
- Leaders want to future-proof their product org without losing depth and quality.
- A general Product Discovery process and core methods should be already in place. If your organization is still building that foundation, our In-house Product Discovery Enablement training is the right starting point. Please contact us for details.

What your team(s) will learn:

- **AI-Augmented Discovery Workflow:** Build an end-to-end workflow that systematically integrates AI across the full discovery cycle – not just in isolated steps.
- **Smarter Ideation & Concept Generation:** How to use AI Models and Tools to rapidly explore solution spaces, stress-test ideas, and surface angles your team wouldn't have considered alone.
- **Prototype Anything, Fast:** AI removes the bottleneck between idea and tangible artifact. Learn how to rapidly prototype not just screens, but dialogues, content, personas, interactive experiences, even marketing materials, whole podcasts and more to make any concept testable within hours, not days.
- **From Information Overload to Clear Decisions:** How to make your organizational knowledge accessible and actionable – surfacing insights from research, staying on top of large volumes of findings, and grounding product decisions in evidence.
- **The Critical View – Where AI Helps and Where It Doesn't:** Not every part of discovery benefits from AI. We take an honest look at where automation can mislead, where human empathy and judgment are irreplaceable, and how to protect the quality of your process.

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- **Duration:** On-Premise: 2 days (8 hours/day), recommended for maximum impact. Remote: 2 days (6 hours/day).
- **Participants:** Optimized for 14–18 participants (maximum 24). Relevant for all product and business roles.
- **Format:** A high-energy mix of theory and practical work using up to date AI tools and practices. Teams work through a complete discovery cycle using a realistic use case. We provide accounts for all necessary AI tools and models.
- **Proven experience:** Our trainers bring 10 years of experience in coaching Product Discovery in larger corporations and with the internal “Product Discovery School” of German e-commerce giant OTTO.
- **Languages:** The training is available in English or German. Support in Spanish or Polish is possible if needed.
- **Tailored to your needs:** We can customize the training to your specific organizational challenges. Ongoing coaching is also available to help you integrate the training into your day-to-day business.

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