

**Stop managing
features.**

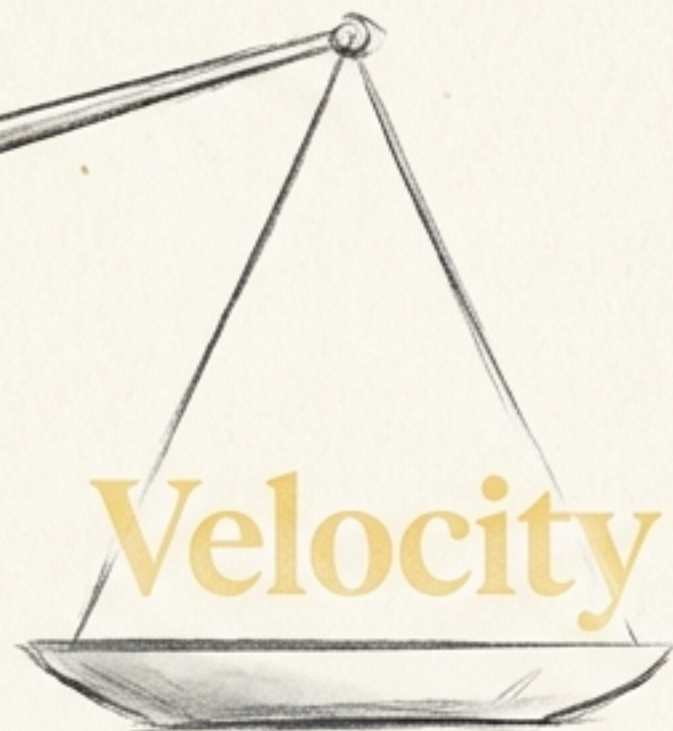
**Start managing
judgment.**



The new product mandate **weights human judgment** heavily over **raw velocity**.

Navigating rapid, ambiguous business questions.

JUDGMENT



Just shipping features faster.

Focus on crisp decisions over verbose AI-generated noise.



Drives the Business

- Creates crisp, slim docs. ←
- Memorializes key decisions.
- Moves fast on what actually matters. ←



Drives the Noise

- Generates verbose AI slop.
- Makes pretty slides. ←
- Creates review bottlenecks for leadership.

Build prototypes to communicate with engineering, not to bypass them.

The Good PM



Systemizers & Partners

- Uses AI to eliminate bureaucracy.
- Systemizes and shares learnings across the EPD triad.
- Partners to push prototypes to production. ←

The Bad PM

Bypassers & Blamers

- Creates prototypes just to bypass engineering concerns.
- Constantly asks why engineering isn't shipping their prototype to production.

Treat AI as a powerful sounding board, not a magic oracle.

Good PMs crystalize viewpoints.

- AI Red Teaming & Roleplaying.
- Running simulations. ←
- Deep evals on tricky corner cases.
- Defining guardrails. ←
- Optimizing spend without degrading UX.

Bad PMs ask for the final answer.

- YOLO prompting. ←
- Treating AI as a single deterministic system.

The ultimate aim is generating new institutional context.



**Good
PMs**

Unprecedented lenses
for understanding
customers, business,
and market.



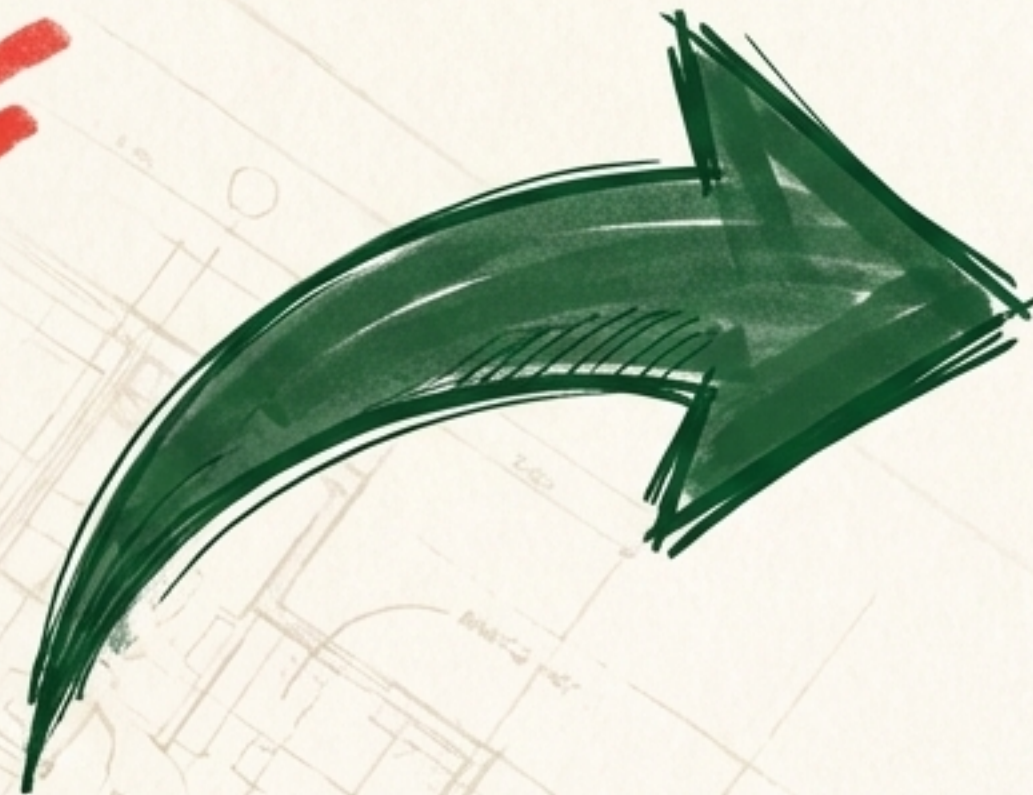
**Bad
PMs**

Creates isolated information
vacuums and new silos.

AI provides the raw output. Human judgment provides the context.

**AI is a force multiplier for judgment,
not a crutch for answers.**

~~Feature
Request
Logger~~



**Chief
System
Architect**

Streamlining bureaucracy.
Questioning assumptions.
Building context.

**Which side of the
playbook are you on?**

**What is the single most important
skill AI PMs need to master right now?**

Drop your answer in the comments below

