

**It's Time to Lead Your
Team of AI Agents.**

“Good news. We’ve just hired five new people.”

Research markets. Write code. Read thousands of interviews.

We've just hired five new people for your product team!

- ⚡ Fast
- ★ Incredible capability
- 🕒 No breaks
- ? But... they know nothing about our company

📊 Data Agent
CONTEXT: 0%

📄 Research Agent
CONTEXT: 0%

🌐 Market Agent
CONTEXT: 0%

💡 Solutions Agent
CONTEXT: 0%

🧪 Experiment Agent
CONTEXT: 0%

ANALYZE
INSIGHTS

COMPETITORS
MARKET TRENDS

EXPERIMENTS
TEST & LEARN



So... how would you manage them?

Would you just hand each of them a task and hope for the best? Would you hover over their shoulders and check every single thing they do? Would you write them a 20-page instruction manual every time they make a mistake?

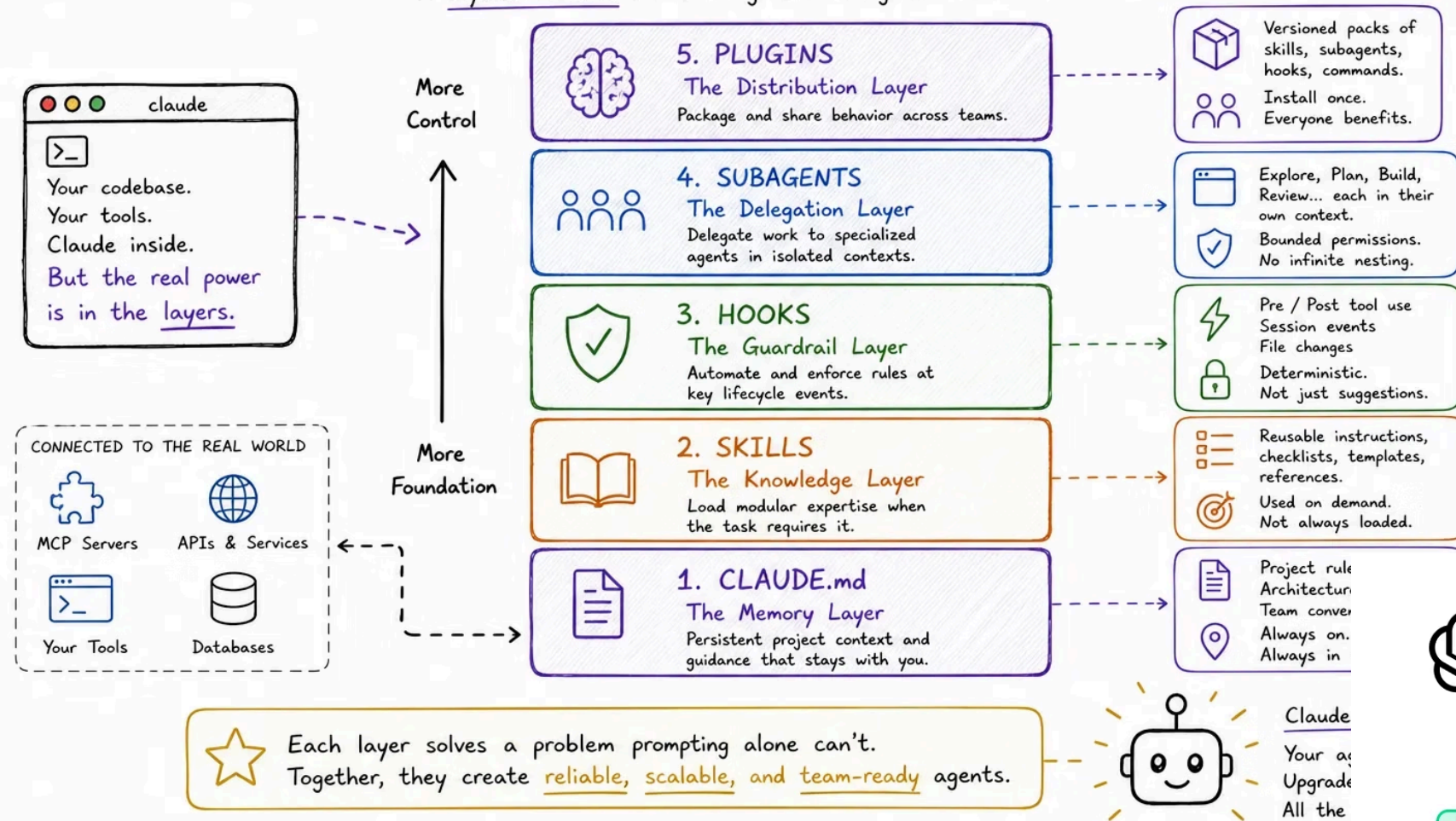
Think about

roles, context, decision rights,

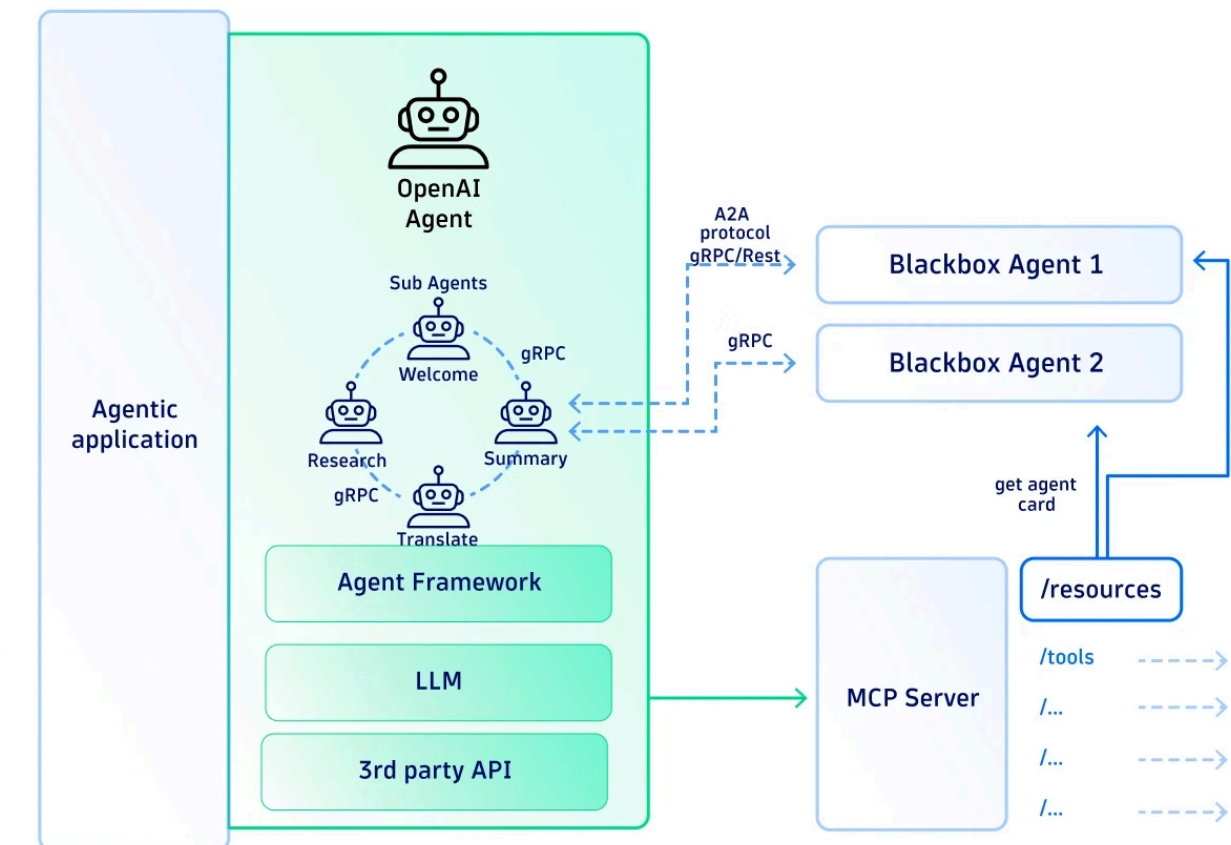
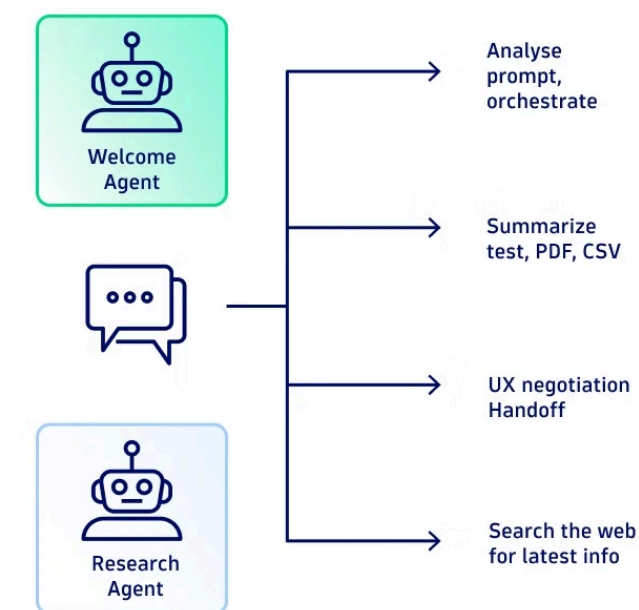
and how to build a high-
functioning team?

Claude Code: The 5-Layer Agent Development Kit

Not just an AI in your terminal.
A layered runtime for building reliable agentic workflows.



OpenAI Agent SDK sample app



**Think about AI
as a true Team Capability**

Working with AI agents isn't actually teaching us new technical skills.

**It is forcing us to practice
some very old product
leadership skills.**

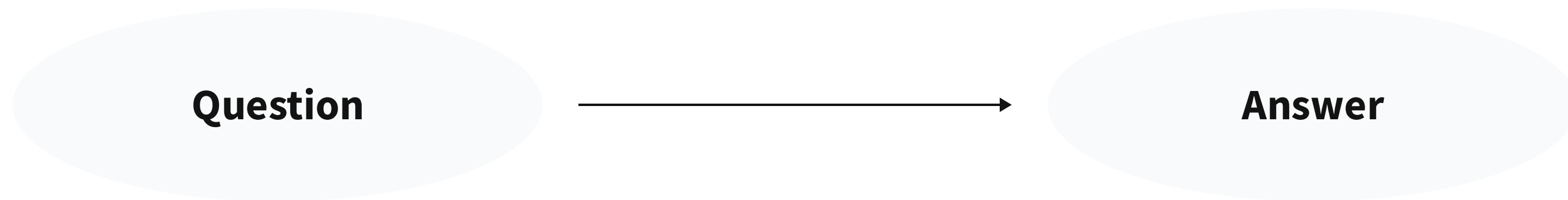
The mental model moves from

Question → Answer

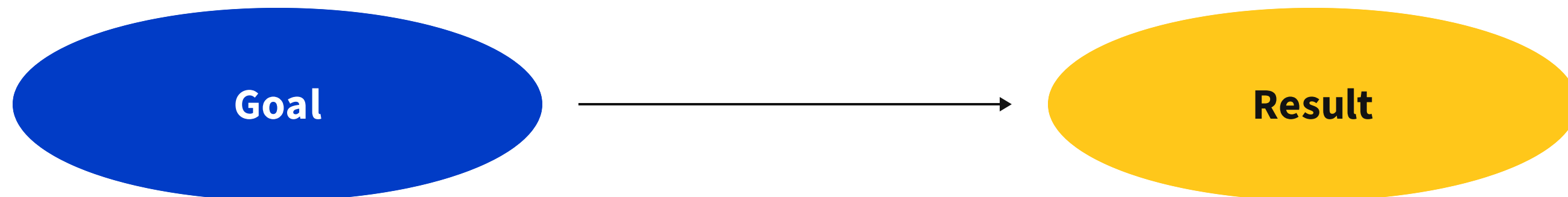
to

Goal → Result

AI AS Q&A — YOU STILL DO THE WORK

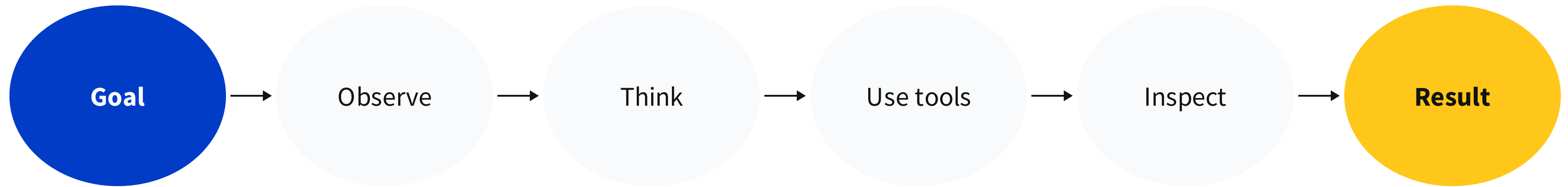


AI AS AGENT — YOU DIRECT THE WORK



From asking questions → to delegating outcomes

How an agent works



...and keeps going until the task is done.

You're no longer using a tool, but directing work.

Which model should I use? How do I write the perfect prompt?

What does it mean to be a great PM?

...when you can suddenly delegate the execution of your product work.

Skill 1:

Delegation & Context

Imagine your leadership team comes to you with a massive problem:

Design a product strategy to

**Reduce returns caused
by size and fit issues**

Data
agent

**Customer
research**
agent

Market research
agent

Solutions
agent

Testing
agent

Suddenly, you have a product team. You are the manager.



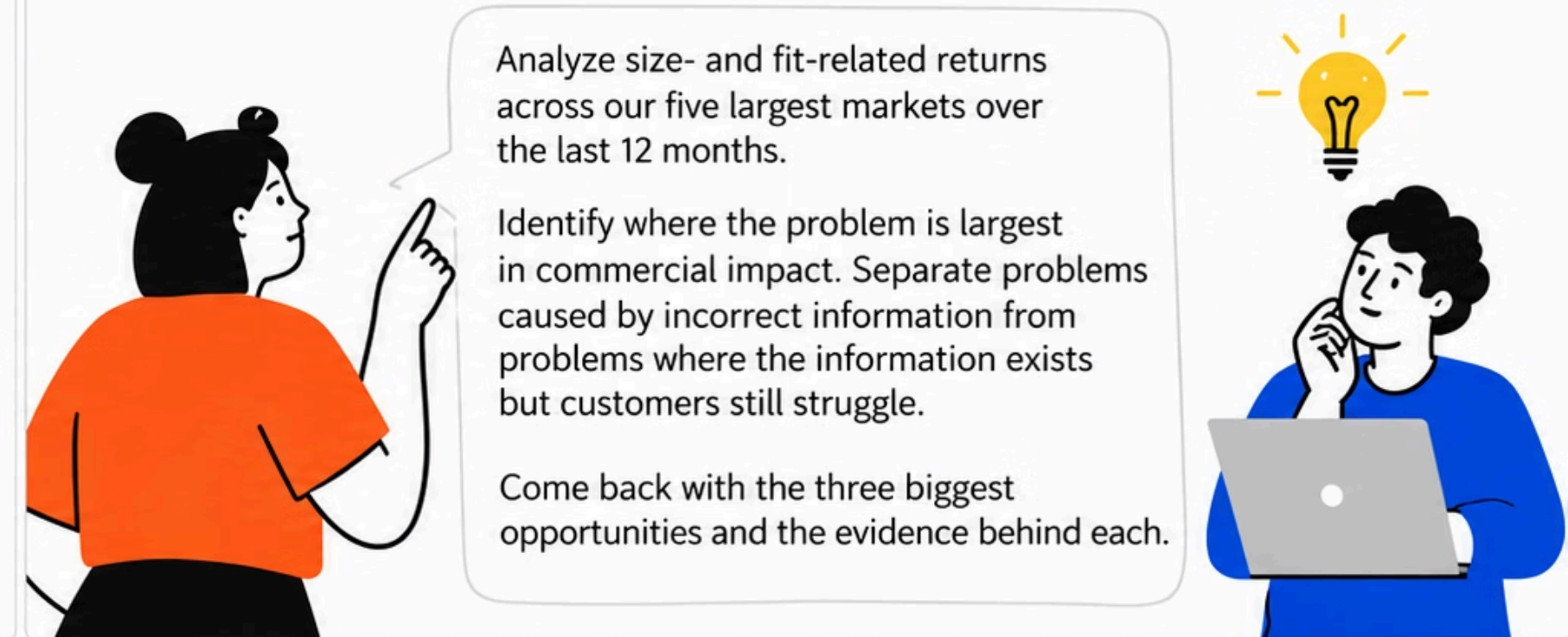
You know all of these things
because you *live* inside the
problem.

The agent doesn't.

A vague task will fail



A good brief sets you up for success



The quality of your output
is entirely dependent
on how well you frame the
work.

Delegation isn't telling somebody what to do.

It's creating enough clarity that somebody else can figure out how to do it.

Giving the agent context

The agent becomes valuable when company context stops living only in your head.

Prompt engineering

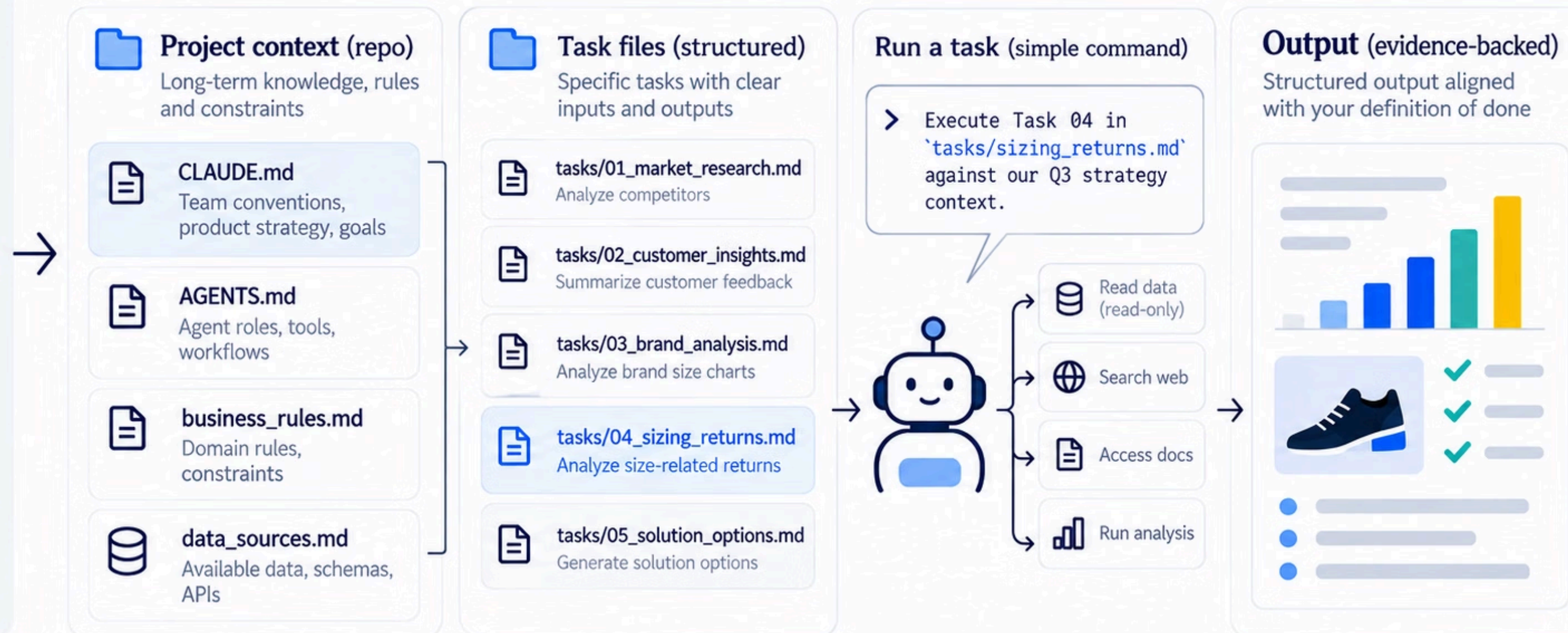
Typing long instructions every time

“Please analyze size-related returns for our top markets, compare by category and brand, consider revenue impact, look at competitors, and give recommendations...”



Context engineering

Define once in structured files, then run with a simple command



Prompt engineering → context engineering

ONBOARD IT ONCE — PERSISTENT CONTEXT

Your strategy

Your constraints

Historical tests (incl. what failed)

Examples of strong evidence



"Investigate the biggest size-related opportunity
we haven't addressed yet."

**Once you do that, your daily prompt becomes beautifully
simple**

You do not want to write a giant prompt every time you ask an agent to do something.

You want to build an environment where the agent already understands the context.

“

As the cost of creating approaches zero, creation itself becomes less valuable.

What becomes more valuable is knowing what to create, why it matters, and how to judge the result.

Skill 2:

**Defining Decision
Boundaries**

What happens when your agents actually start making decisions?

How autonomous should my agents be?"

“What should it decide without me?”

Decision boundaries

Can act

- ✓ Read data
- ✓ Run analysis
- ✓ Use tools
- ✓ Trigger analysis

Generate & propose

- ✓ Create recommendations
- ✓ Explore solutions

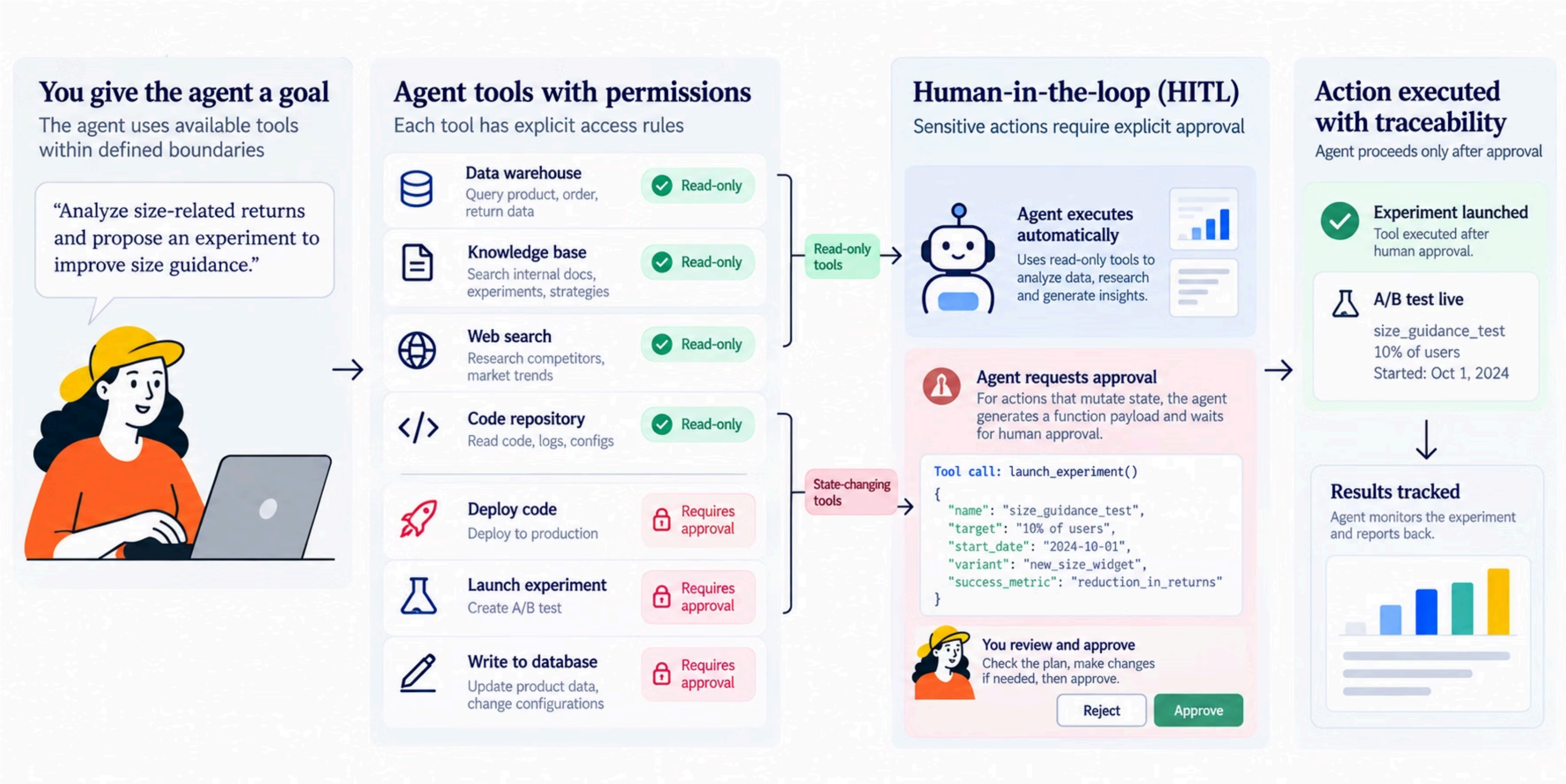
Must escalate

- ☐ Change customer UI
- ☐ Launch experiment
- ☐ Commit budget

Escalate to PM



SKILL 2 · DEFINING DECISION BOUNDARIES



**Inside the boundary?
Act.**

**Outside the boundary?
Escalate.**

This is how you scale your agentic team without losing your mind (or your job)

This is just classic leadership.

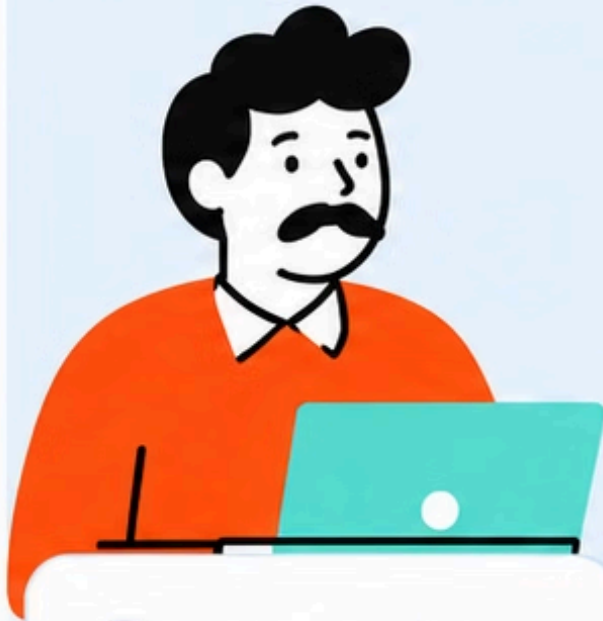
A good human manager isn't involved in every single decision. They are incredibly clear about what their team owns, and what needs to come back to them for approval. Accountability only works when people (or agents) have enough autonomy to influence the outcome.

Skill 3:

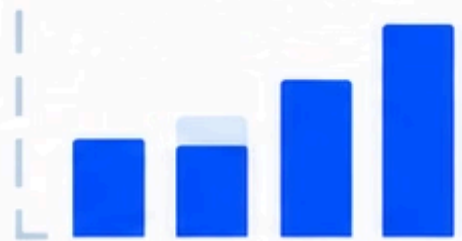
**Elevating Judgement and
Setting the Quality Bar**

Five agents exploring the problem

Data Agent



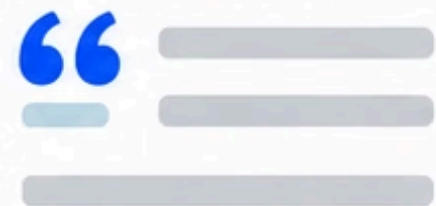
Return rate
by category



Customer Research



Customer
interviews



Market Research



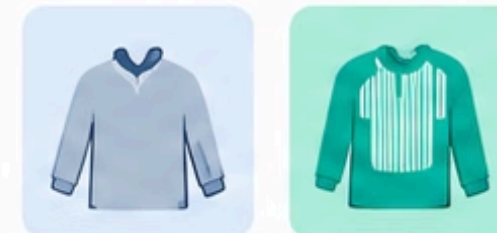
Competitor
solutions



Solutions Agent



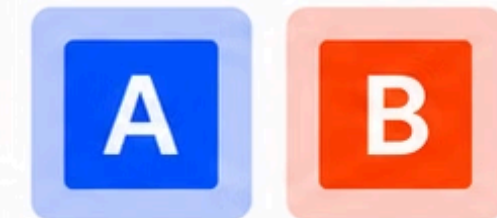
Solution
options



Experiment Agent



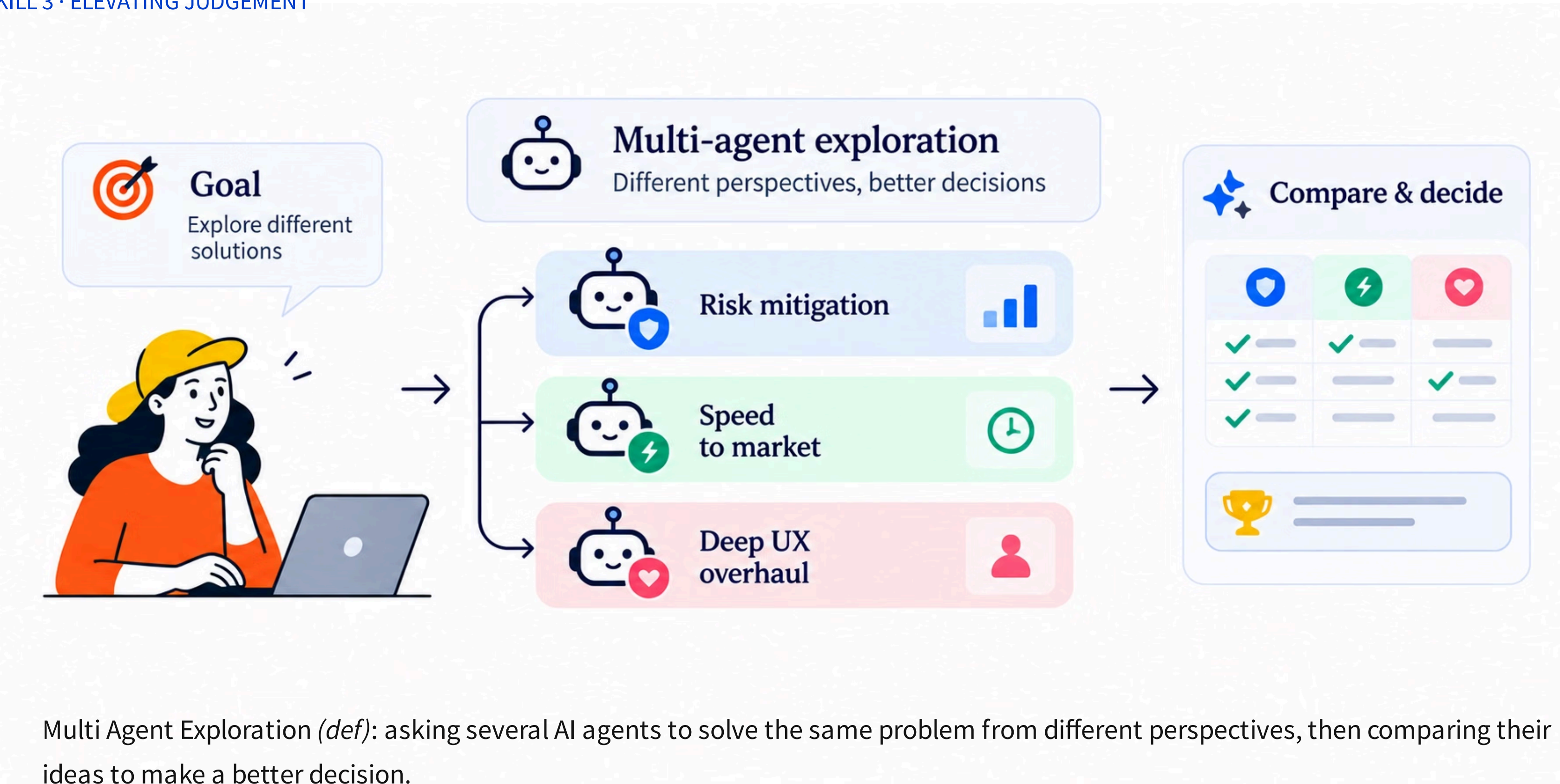
Test plan



Instead of asking, "*What's the best solution?*" ask them to explore the alternatives.

And for each option, ask: What's the expected impact? How quickly could we launch? What assumptions are we making? What could go wrong?

SKILL 3 · ELEVATING JUDGEMENT



Agents give us the opportunity to spend more time exploring the alternatives before we commit.

The division of labor here is critical

The agent expands the
decision space.

The PM narrows it.

The agent gives you possibilities.

**The PM's judgement determines
which one is worth pursuing.**

Skill 4:

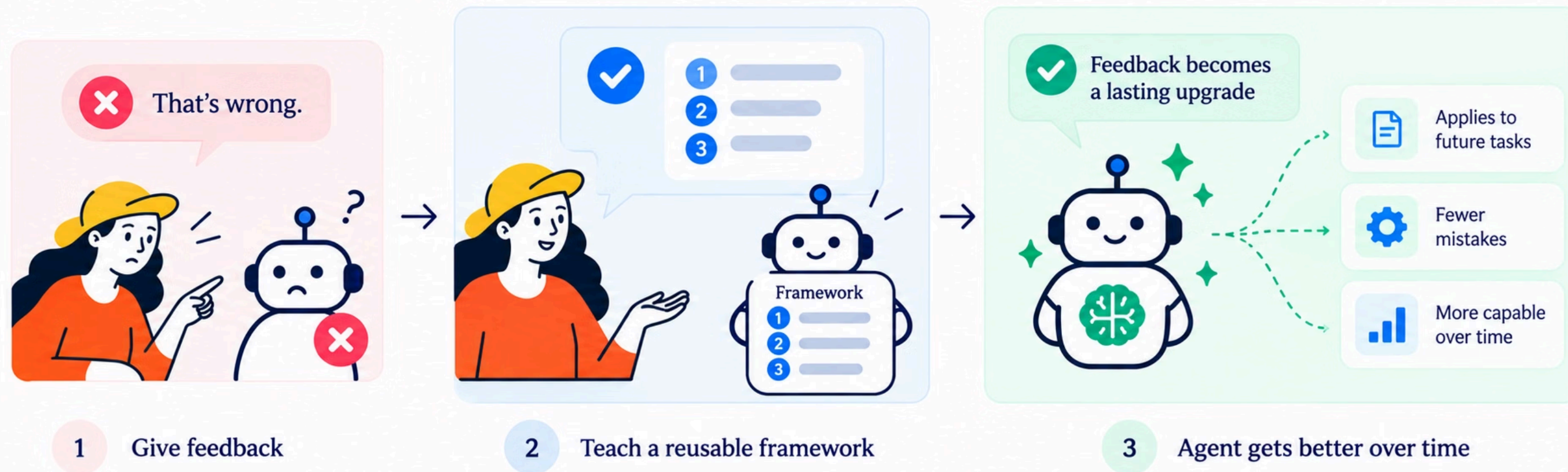
**Building Organizational
Capability**

**Imagine your agent keeps
making the same mistake.**

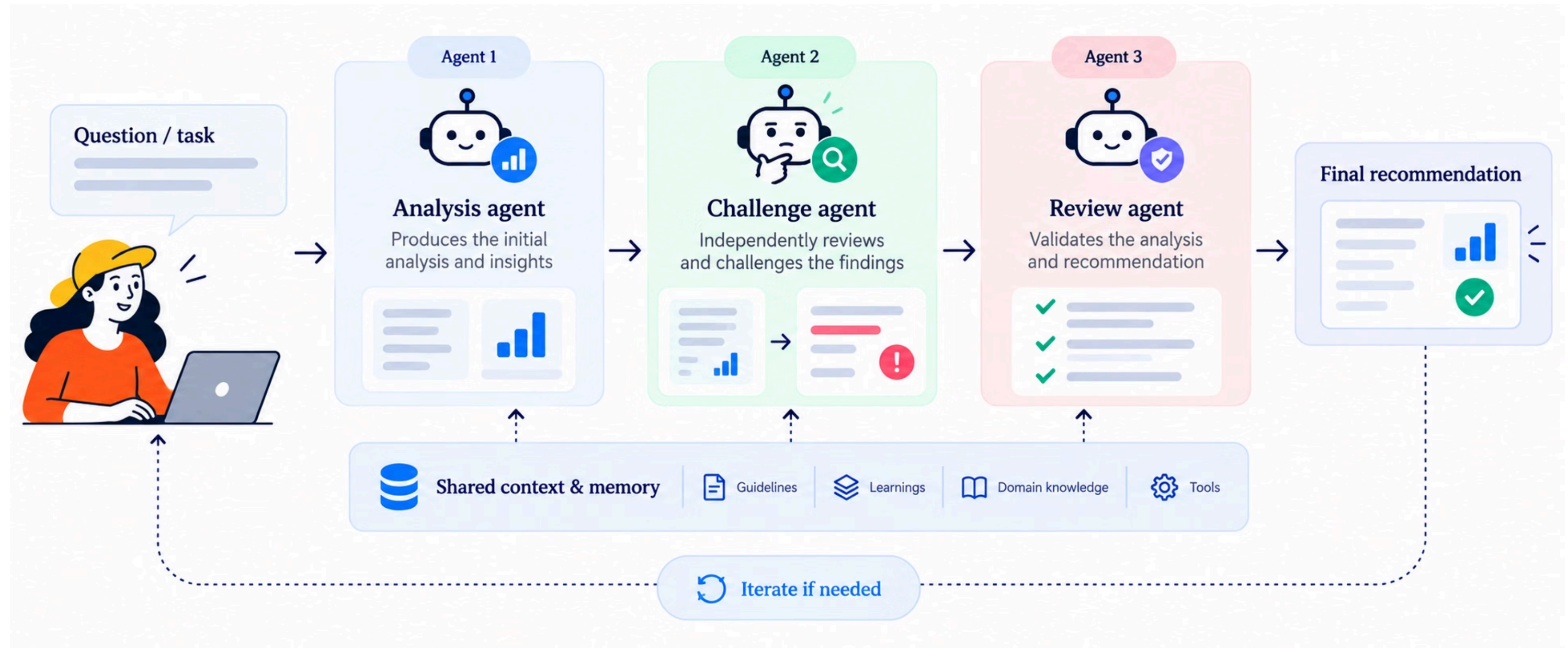
invest in teaching the agent

how to think,
what principles to follow,
and what good looks like.

Encode that learning into its instructions, skills or memory, and test whether it improves future outputs



You can build these principles into an entire workflow



Key leadership skill:

Developing judgement to do better work &
building a system designed to produce
better work consistently

Conclusion

**What actually changes for
a PM?**



You do what great
product leaders have
always done.

CONCLUSION



focus on the hard parts: judgment, strategy, and leadership.

**Your new team is
waiting for you.**

It's time to lead them.

THANK YOU

Let's keep the conversation going.



Gopika

Director of Product, Best Secret

Previously led product at
TIER Mobility, Zalando and Wayfair

Connect
on LinkedIn

