Building an AI-ready *Product Marketing practice*

v 1.0 · 18-month plan
Owner · PMM Lead
Primary tool · Microsoft Copilot
Date · May 2026

DIRECTION & CONTEXT

HORIZON 1 · PILOT
Pilot & Prove
Months 01 — 04

Validate PRISM(E) in controlled conditions with a small PMM cohort, producing the first AI-assisted GTM insight outputs.

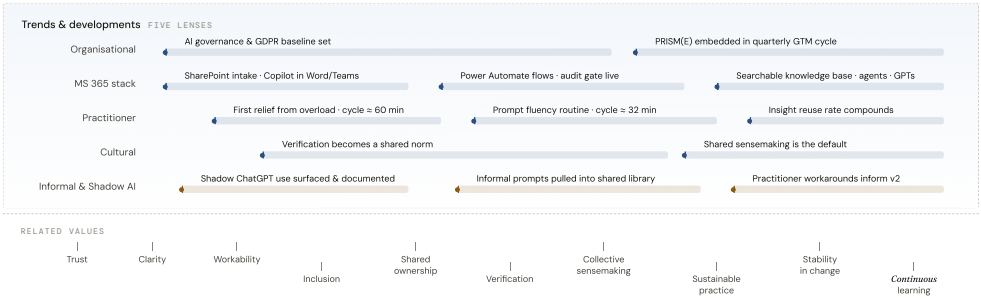
HORIZON 2 · SCALE
Scale & Integrate
Months 05 — 10

Roll PRISM(E) across PMM and Regional Market Managers, integrating with the quarterly GTM cycle and formalising the Synthesise → Mobilise handoff.

HORIZON 3 · EMBED
Embed & Evolve
Months 11 — 18

Embed PRISM(E) as a permanent organisational capability, measure long-term impact on GTM quality, and iterate the framework on lived practice.

FUTURE · VISION
Beyond 18 mo
A practice that learns



Future vision
— beyond 18 months

A Product Marketing function that **thinks with AI, not around it** — where PRISM(E) is the shared cognitive grammar for turning fragmented GTM signals into **structured, explainable, traceable** insight.

All inside **Microsoft 365 Copilot**, data resident in the Webfleet tenant, GDPR-compliant by design. Copilot is a teammate; verification is muscle memory; the knowledge base compounds across quarters.

A practice that synthesises faster, decides better, and stays human.

PEOPLE & ROLES

Primary stakeholders

PMM · PILOTS
3–5 PMMs across product lines run the first PRISM(E) cycles

PMM Lead · SPONSOR
Owns the framework, secures leadership air cover, picks cohort

RMM · OBSERVER
Regional Marketing Managers shadow outputs, scoping use

MarketingOps · PLUMBING
Stands up SharePoint, Copilot licences, prompt versioning

Primary stakeholders

PMM · MENTORS
Coach RMM & Sales on Synthesise → Mobilise handoff

RMM · CO-CREATORS
Localise briefs, surface regional signal back into Reduce

Sales · RECEIVERS
Act on Mobilise briefs, feed back what landed in market

Leadership · STEWARDS
Read adoption signals, remove blockers, model verification

Primary stakeholders

PMM + RMM · AUTHORS
Iterate v2 framework on lived practice, own the prompt library

PRISM(E) Champion · ANCHOR
Marketing Ops role: keeps Equip layer healthy, runs retros

Adjacent teams · ADOPTERS
Product Strategy & BD pilot PRISM(E) for their cycles

WAYS OF WORKING



Filtering with intent
PMMs route **5 fragmented input streams** — market, customer, sales, competitor, regional — through **P + R + I** in SharePoint & Copilot in Word. **Less, but truer** at the point of entry.



Synthesising side-by-side
PMM, RMM and Sales work from **one structured brief**. The **5-question audit gate** guards every Synthesise step; Mobilise drafts channel-specific versions for Sales, Leadership & Regions.



A practice that learns
Insight is **structured, explainable, traceable, shared** — archived in a SharePoint knowledge base searchable by future Copilot queries. **Equip** keeps AI literacy, trust calibration & prompt fluency healthy.

Resources
- M365 Copilot licences (cohort)
- SharePoint intake library
- P + R prompt set (1–3 scoring)
- B2B analyst Interpret prompt
- Baseline cycle-time metric

Channels
- Cohort kickoff workshop
- Weekly PMM stand-up
- SharePoint prompt hub
- H1 review session

Resources
- 5-question audit gate
- Channel-specific Mobilise templates
- Power Automate flows
- Versioned prompt library
- Q-GTM checkpoint pack

Channels
- Monthly prompt-share sessions
- Q-GTM planning meetings
- Mid-rollout perception survey
- Sales handoff clinics

Resources
- Searchable knowledge base
- Adoption & cycle-time dashboard
- Custom GPTs · Copilot agents
- PRISM(E) competency matrix
- Framework v2 spec

Channels
- PRISM(E) retrospectives
- PMM onboarding curriculum
- Adjacent-team scoping sprints
- Leadership readouts

OUTCOMES & RISKS

Feedback loop progress
FOUR THESIS GAPS

Overload gap BREADTH OF SIGNALS	5 fragmented streams · tacit prioritisation	→ SharePoint intake + P prompt scores 1–3 on urgency & source reliability	Top 2–3 signals surface weekly	→ R prompt in Copilot Teams; PMM confirms shortlist — human judgment at the gate	Prioritise is a team habit	→ Quarterly focus statements drive intake — overload is engineered out
Trust gap AI OUTPUT QUALITY	Hallucination risk · 'don't invent data'	→ B2B analyst prompt anchors Copilot to referenced documents only	5-question audit gate on every brief	→ Right tool? PII removed? Source named? Output reviewed? Legal comfort?	Trust is calibrated, not assumed	→ PMMs know when to override AI — confidence backed by lived practice
Synthesis gap FROM SIGNAL TO STORY	Ad-hoc analyst work · ≈ 90+ min per insight	→ I prompt drafts structured insight: what · why · recommended action	Cycle compressed to ≈ 32 min	→ PMM edits AI draft, runs audit, formats GtM-ready brief in Word/PowerPoint	Knowledge base compounds across quarters	→ Past insights re-surface in new Copilot queries; PRISM(E) becomes shared grammar
Activation gap INSIGHT → ACTION	Briefs land late · one-size-fits-all	→ Mobilise drafts channel-specific versions: Teams summary for Sales, exec brief, regional note	Right audience, right format, right time	→ Power Automate routes briefs; archive lands in SharePoint, auditable by leadership	Activation is measurable & reusable	→ Cycle-time & reuse on dashboard; agents scope new activation paths