From pilot to permanent capability — *embedding PRISM(E) into Product Marketing*

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

HORIZON 1 FOUNDATION

Foundation & Pilot

Months 01 — 04

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

HORIZON 2 SCALE

Scale & Integration

Months 05 — 10

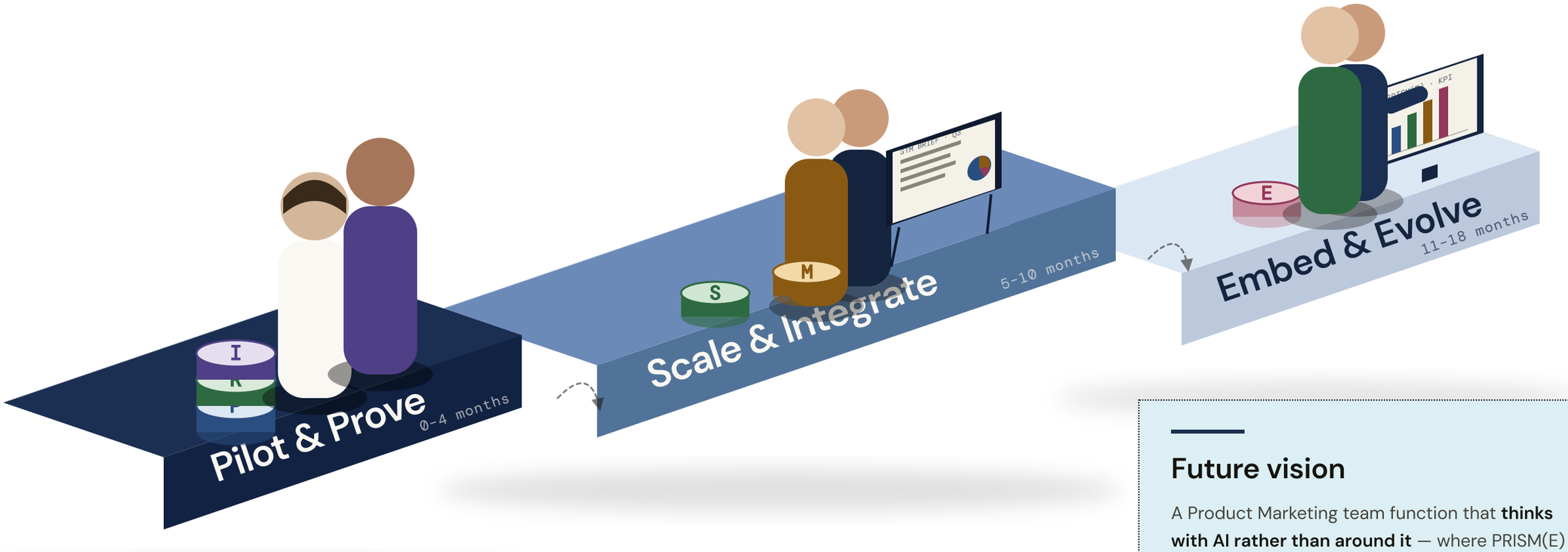
Rolling PRISM(E) across PMM and Regional Market Managers, integrating with the quarterly GTM cycle and formalising the Synthesise-to-Mobilise handoff.

HORIZON 3 EMBED

Institutionalise & Evolve

Months 11 — 18

Embedding PRISM(E) as a permanent organisational capability, measuring long-term impact on GTM quality and iterating the framework on lived practice.



Future vision

A Product Marketing team function that **thinks with AI rather than around it** — where PRISM(E) is the shared cognitive grammar for turning fragmented GTM signals into **fair, evidence-led, decision-ready** insight.

KEY MILESTONES

M02 ··· M18 · eighteen-month timeline

M02
Pilot cohort onboarded · baseline measured

M04
First AI-assisted briefs · H1 review

M06
Full PMM + RMM rollout complete

M09
Embedded in quarterly GTM cycle

M12
Longitudinal evaluation begins · v2 drafted

M18
Institutionalised · expansion scoped

E

Equip — *runs across all three horizons*

The sixth PRISM(E) element is not sequential. Organisational enablement must be sustained continuously: AI governance, GDPR compliance, leadership sponsorship and capability-building are prerequisites *and* ongoing conditions, not one-time activities. Without a healthy Equip layer, all five sequential stages degrade.

- AI governance policy
- GDPR & data handling
- Leadership sponsorship
- Copilot licence management
- Prompt literacy training
- Change communication

PRISM(E) STAGES

P PRIORITISE · R REDUCE · I INTERPRET · S SYNTHESISE · M MOBILISE · E EQUIP