

SKILLNAVORA · AI PRODUCT MANAGEMENT & GENAI
LAUNCHPAD · SKILL 2 OF 7

AI Skills & Templates

Turn your recurring work into reusable AI skills and templates: Claude Agent Skills, Projects, Custom GPTs and Gems, PRD and report templates, a PM skill library, testing skills with evals, and a case study → PRD → presentation skill.

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How to use this guide

Each class has goals, concepts with Indian examples, key takeaways and a practice exercise, from basic to advanced. Finish with the final project to build something you can show in interviews.

	Class	Level
Class 1	Skills, tools, memory and evals: the system	Basic
Class 2	Templates: the foundation of every skill	Basic
Class 3	Where to build skills: Projects, GPTs, Gems and Agent Skills	Intermediate
Class 4	Writing great skill instructions	Intermediate
Class 5	A PM skill library	Intermediate
Class 6	Connecting skills to sources and tools	Advanced
Class 7	Testing skills with evals	Advanced
Class 8	Project: case study → PRD → presentation skill	Advanced
Toolkit: templates, skills cheat sheet, glossary, 8 interview questions, further reading		

Skills, tools, memory and evals: the system

Know the parts of an AI assistant and where a skill fits.

Part	What it is	Example
Skill	A reusable method: instructions, templates, examples, scripts	"Write a PRD our way"
Tool	Access or an action the AI can take	Search Drive, query SQL, create a Jira ticket, browse a site
Context / memory	What the AI knows about you and the task	Your role, project brief, past decisions
Evals	Checks that outputs meet your standard	Every PRD has metrics with targets

Why skills matter for PMs

- Consistency: every PRD, update and teardown follows the same high standard.
- Speed: 2 hours → 20 minutes for recurring documents.
- Scale: a team shares one "house style" skill.
- Quality improves over time: fix the skill once, every future output improves.

Good candidates

Anything you do weekly or that has a template: PRDs, stakeholder updates, user-interview synthesis, competitor teardowns, release notes, sprint reports, case-study write-ups.

Key takeaways

- Skill = method; tool = access/action; memory = context; evals = checks.
- Package anything recurring.
- Improve the skill, not each output.

Practice exercise: List 10 recurring tasks in your work or studies; mark the 3 best candidates for a skill and why.

Templates: the foundation of every skill

Design templates that make outputs consistent and complete.

Template anatomy

- **Fixed sections** with one-line guidance each.
- **Required fields** (owner, date, metric targets).
- **Examples** of a good section.
- **Checklist** at the end (quality bar).

Starter templates for PMs

Template	Key sections
PRD	Problem, goals/non-goals, users, stories, requirements, metrics, launch, risks
Weekly update	TL;DR + status, metrics, progress, risks/asks, next week
Interview synthesis	Participants, themes with quotes, surprises, opportunities
Product teardown	Users, jobs, flows, strengths, weaknesses, metrics guess, ideas
Decision brief	Decision needed, options, recommendation, trade-offs, owner, date

SkillNavora has ready PRD, BRD and FRD templates (PRD library, BRD & FRD guide) to start from.

Key takeaways

- Templates = sections + guidance + examples + checklist.
- Start from proven templates; adapt to your team.
- The checklist becomes your eval.

Practice exercise: Create a weekly-update template with a 6-point quality checklist.

Where to build skills: Projects, GPTs, Gems and Agent Skills

Choose the right place to package a skill.

Option	What you package	Best for
Saved prompt / text expander	A prompt you paste	Quick personal reuse
Claude Projects / ChatGPT Projects	Instructions + knowledge files	Ongoing work on one product or topic
Custom GPTs (ChatGPT) / Gems (Gemini)	Instructions, files, sometimes actions; shareable	Team assistants for one job
Agent Skills (Claude)	A folder with SKILL.md instructions plus optional templates, examples and scripts; loaded only when relevant	Reusable methods across chats, Claude Code and the API
Automation (n8n, Make, code)	Steps + AI calls + tools	Scheduled or triggered workflows

Anatomy of an Agent Skill

```

prd-writer/
  SKILL.md           # name, description, step-by-step instructions
  template.md        # the PRD template
  examples/good-prd.md
  checklist.md        # quality bar used to self-review
  scripts/metrics_table.py  (optional helper)

--- SKILL.md ---
---
name: prd-writer
description: Writes a PRD in our house format from a case study or brief. Use when asked for
a PRD or product spec.
---
1. Read the brief and list facts, assumptions and gaps.
2. Ask up to 5 clarifying questions if key facts are missing.
3. Fill template.md section by section; cite the brief for every number.
4. Self-review against checklist.md and fix gaps.
5. Output the PRD, then a list of open questions.

```

The **description** matters: it tells the AI when to use the skill.

Key takeaways

- Projects for ongoing context; GPTs/Gems for shareable assistants.
- Agent Skills package instructions + files + scripts, loaded when relevant.
- Write a clear description so the skill triggers at the right time.

Practice exercise: Draft a SKILL.md for 'stakeholder weekly update' with a description, 5 steps and a checklist.

Writing great skill instructions

Write instructions that produce consistent, high-quality results.

Principles

- Write steps in order, each with a clear output.
- Say what to do when information is missing (ask, or mark "Assumption:").
- Include one excellent example and, ideally, one bad example with why it's bad.
- Define the quality bar as a checklist the AI must apply before finishing.
- Keep it short; move long reference material into separate files.

Self-review checklist (PRD)

```
[ ] Problem backed by evidence from the brief
[ ] Goals have metric, baseline and target
[ ] Non-goals listed
[ ] Every P0 story has acceptance criteria
[ ] Numbers match the source exactly; author and product names correct
[ ] Risks have owners
```

Key takeaways

- Ordered steps, missing-info rules, examples, checklist.
- Keep the core short; reference files for detail.
- The checklist doubles as your eval rubric.

Practice exercise: Improve your SKILL.md from Class 3 with a missing-info rule, a good example and a checklist.

A PM skill library

Build a set of skills that covers your core PM work.

Skill	Produces
Problem framing	Problem statement with evidence and assumptions
PRD creation	Requirements, scope, flows, metrics, risks
Persona and JTBD	Evidence-based personas and jobs-to-be-done
Journey mapping	Steps, pain points, opportunities
Prioritisation	RICE table and reasoning
Roadmap	Now/Next/Later with outcomes
Metrics design	North Star, inputs, guardrails
Experiment plan	Hypothesis, variants, sample size, decision rules
Product teardown	Structured analysis of a product
Launch plan	Readiness, rollout, comms
Stakeholder update	Audience-specific status and asks
Decision log	Decision, rationale, owner, follow-ups
Weekly product report	Progress, metrics, blockers, next steps

Try many of these instantly in the free **SkillNavora AI PM Toolkit**, then turn your favourites into your own skills.

Key takeaways

- Cover the PM lifecycle with 8–13 skills.
- Start with the 3 you use most.
- Share team skills; keep personal ones private.

Practice exercise: Pick 3 skills from the library and write a one-paragraph spec (input, output, quality bar) for each.

Connecting skills to sources and tools

Ground skills in your documents and let them act through tools.

- **Sources:** attach briefs, research and data via Projects, a second brain, or MCP connectors (Drive, Notion).
- **Tools:** let a skill create the Jira tickets, update Notion or draft slides, with approval before sending anything.
- **Scripts:** deterministic helpers inside a skill (e.g. compute RICE scores or validate a metrics table) so maths is exact.

Example flow

Case-study PDF (source) → PRD skill (instructions + template) → metrics script (exact numbers) → self-review checklist → slide-outline skill → human review → share

Key takeaways

- Ground skills in real sources.
- Use scripts for exact calculations.
- Approval before external actions.

Practice exercise: Connect one skill to a source folder (Project or Drive) and test it on 3 different inputs.

Testing skills with evals

Prove a skill works and stays working.

Eval set for a skill

- 10–30 realistic inputs (different case studies, messy briefs, missing info).
- Checks: deterministic (author name, product name, required sections present, numbers match source) and rubric-based (clarity, evidence, visual quality of slides).
- Run after every change to the skill (regression).

Check	Type
Author and company names exactly as in the brief	Code / exact match
All 10 PRD sections present	Code
Every metric has baseline and target	Code / judge
No numbers that aren't in the source	Judge (faithfulness)
Slides readable: ≤ 6 bullets, one message per slide	Judge / human

See the SkillNavora **AI Evals for Product Managers** guide for graders and calibration.

Key takeaways

- Every skill needs an eval set.
- Mix exact checks and rubric checks.
- Re-run on every change.

Practice exercise: Write 10 eval cases and 5 checks for your PRD skill.

Project: case study → PRD → presentation skill

Build a portfolio-ready reusable skill end to end (e.g. for a VitaFit-style assignment).

Brief

You often receive a case study (for example, a fitness app like "VitaFit" wanting to improve retention) and must produce a PRD and a presentation. Build a reusable skill that does this from any case study.

Deliverables

1. **Skill folder:** SKILL.md, PRD template, slide-outline template, one good example, checklist.
2. **Sources:** the case-study document(s) connected via Project, Drive or upload.
3. **Steps:** extract facts → frame the problem → personas/JTBD → solution options + RICE → PRD → 10-slide outline with speaker notes.
4. **Evals:** factual accuracy vs the case study, correct author and company names, metrics with baselines and targets, required sections, slide visual-quality rubric.
5. **Results:** run on 3 different case studies; report pass-rates; fix and re-run.

Present it

5-minute demo: the skill, one output, eval results before and after improvements. This shows interviewers you can build AI workflows, not just use chatbots.

Key takeaways

- Skills + sources + evals = reliable AI workflow.
- Test on several case studies, not one.
- Show before/after eval results in interviews.

Practice exercise: Build the case study → PRD → presentation skill and run it on 3 case studies.

Templates

A. Skill spec

```
Name:  
When to use (description):  
Inputs:  
Steps (with outputs):  
Templates/examples/scripts included:  
Missing-information rule:  
Quality checklist:  
Eval set location:
```

B. SKILL.md skeleton

```
---  
name: your-skill-name  
description: What it does and when to use it.  
---  
# Steps  
1.  
2.  
# Quality checklist  
- [ ]
```

C. Skill eval log

```
version | date | change | cases | pass-rate | notes
```

Skills cheat sheet

Term / tool	Meaning / use
Agent Skills (Claude)	Folders with SKILL.md + files/scripts; loaded when relevant
Claude / ChatGPT Projects	Instructions + knowledge files for ongoing work
Custom GPTs	Shareable ChatGPT assistants with instructions and files
Gemini Gems	Custom Gemini assistants with instructions
Template	Fixed sections + guidance + examples + checklist
Self-review checklist	Quality bar the AI applies before finishing
Description field	Tells the AI when to use the skill
Helper script	Deterministic code for exact calculations
Skill eval	Test inputs + checks run after every change

Glossary

SKILL.md	Main instruction file of an Agent Skill
Regression	A drop in quality after a change
House style	Team's standard format and tone
JTBD	Jobs-to-be-done

8 interview questions with answers

Q1. What is an AI skill?

A reusable method (instructions, templates, examples, scripts) that makes an AI perform a recurring task consistently.

Q2. Skill vs tool?

A skill is how to do something; a tool gives access or performs an action, such as search, database query or ticket creation.

Q3. How would you build a PRD skill?

Template + ordered steps + missing-info rule + good example + checklist, connected to source docs, tested with an eval set, iterated on failures.

Q4. Projects vs Custom GPTs vs Agent Skills?

Projects hold context for ongoing work; GPTs/Gems are shareable assistants; Agent Skills are modular methods loaded when relevant across surfaces.

Q5. How do you test a skill?

Run it on 10–30 realistic inputs with exact checks (names, sections, numbers) and rubric checks (clarity, evidence), after every change.

Q6. Which PM tasks would you package first?

The most frequent and template-driven: PRDs, weekly updates, interview synthesis and teardowns.

Q7. How do you avoid wrong numbers in AI documents?

Require citations to the source, use helper scripts for calculations, and run faithfulness checks.

Q8. What makes skill instructions good?

Ordered steps with outputs, rules for missing info, examples, a checklist and short core text with reference files.

Further reading and tools

- Agent Skills documentation: <https://platform.claude.com/docs/en/agents-and-tools/agent-skills/overview>
- Anthropic: Building effective agents: <https://www.anthropic.com/research/building-effective-agents>
- OpenAI: Creating a GPT: <https://help.openai.com/en/articles/8554397-creating-a-gpt>
- Google: Gems in Gemini: <https://support.google.com/gemini>
- SkillNavora PRD library: <https://www.skillnavora.in/prd-library.html>

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