

COMMUNITECH × MOMENTUM PRODUCT CO.

AI POWER HOUR

Prompts that Push Back



Session Details

June 15, 2026 · 5:30–6:30 PM

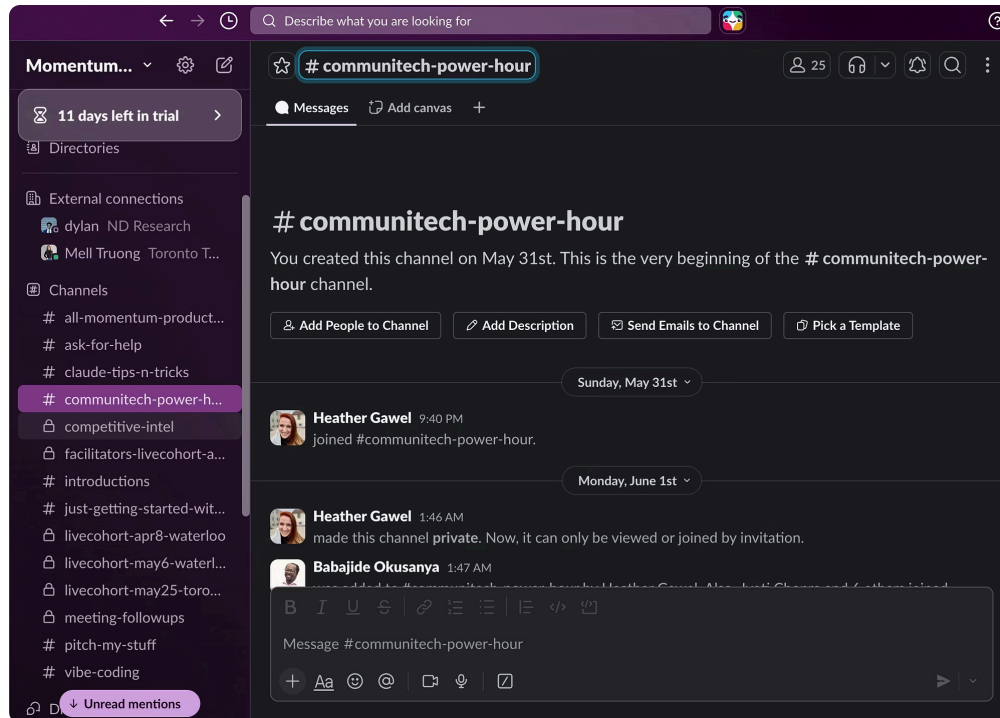
Communitech, Waterloo Region

Hosted by Communitech × Momentum
Product Co.



BEFORE WE START

Join Momentum AI Working Group on Slack



Same QR from your pre-work email

Download the working Files

Momentum Product Co

We help B2B SaaS companies navigate product and market inflection points — when strategy, execution, and competitive pressure are out of sync — by stepping in as **senior advisors or fractional leaders**.

Our focus is not theory or experimentation theatre. It's deciding what to build, how to accelerate velocity, and how to move faster than competitors — often by unlocking [underutilized AI capabilities](#) inside the organization.

Where We Add Value



AI-Powered Discovery

Know what to build before you build it. 10x faster customer insight gathering and market analysis. Signal over gut-feel: AI-augmented prioritization. Validate bets in weeks, not quarters.

Operating Model & Enablement

Make AI the default, not the exception. AI-native workflows across Product, Design, and Engineering. From occasional experiment to daily muscle memory.

Strategy & Experimentation

Stop debating. Start testing. Cut through the noise to find where AI creates real leverage. Validate bets in weeks, not quarters.

Competitive Intelligence

See what your competitors already see. Automated monitoring across every channel that matters. Synthesized signals that shift your roadmap.

📌 We specialize in **bounded engagements** to upskill your existing team — so they don't need us.

👤 YOUR INSTRUCTOR

Heather Gawel

Founder, Momentum Product Company, Product Practice Lead [Waterloo/Toronto]

🗨 About Me

I have lived these workflows and been on the forefront of implementing AI-first processes across product, design, and engineering — and have the battle scars to prove it.

I combine **strategic product leadership** with hands-on AI enablement to transform how teams discover, prioritize, and validate.

I'm committed to upskilling teams and organizations to capitalize on this technology — not with theory, but with **real workflows that stick**.

I am excited to build with you and welcome you to the Momentum Product Community.



Course Support

Technical AI Lead, Momentum Product Co.



Babajide Okusanya

Product Leader, Software Engineer & AI Consultant | Kitchener

Helps enterprise and startup engineering teams actually adopt AI — not just talk about it. Trained **2,000+ developers** on AI-assisted workflows. Builds daily with Claude Code, Lovable, and N8N. Previously co-founded a B2B supply chain startup. Product work across SaaS, immigration tech, consulting, and nonprofit.

What he nerds out about:

- Spec-driven AI development (not vibe coding)
- Building disposable tools fast — purpose-built AI apps for specific workflows
- Multi-agent orchestration and how teams can actually ship with AI

The skill upgrade isn't a better prompt. It's build a system that pushes back.

Most people prompt, accept the first answer, and move on. The people getting real value force the AI to pressure-test its own thinking, restate the problem in its own words, and surface the assumptions it's quietly making.

Tonight's five moves

**Restate · Critique ·
Constrain · Compare ·
Challenge** — each one changes output quality more than any clever phrasing ever will.

What you leave with

A reusable pushback checklist you can paste into any chat, practiced on one real decision.

THE TRAP

Why the first answer is the dangerous one

AI is built to sound confident and agreeable. The first draft arrives polished, certain, and shaped like an answer — so we accept it. Three traps in the one-and-done habit:

Confident is not correct

Fluent prose hides shaky assumptions. Certainty is a writing style, not evidence.

It agrees with you

Ask "is this a good idea?" and it tends to say yes. That's sycophancy, not judgment.

The obvious answer first

The first response is usually the average of the internet — not the one that fits your situation.

 The fix isn't a better opening prompt. It's a second move: make the AI turn on its own answer.

TONIGHT

Five moves, one decision

You'll run all five pushback moves on a single real decision — start to finish, in one chat. Bring your own if you have one: an analytics stack, a billing system, an internal tool, agency vs. in-house. One sentence of context is enough.

 Tonight's running example: a classic business build-vs-buy call — should a growing company buy an off-the-shelf CRM, or build their own?

1 • Restate

Prove it understood you

2 • Critique

Find its own holes

3 • Constrain

Trade against reality

4 • Compare

Show the alternatives

5 • Challenge

Argue against itself

THE EXAMPLE

Meet the decision: buy a CRM, or build one?

The setup you'll paste into Claude to start:

PROMPT (copy, paste):

"We're a 40-person B2B SaaS company outgrowing our spreadsheet-and-email sales process. I need to decide: buy an off-the-shelf CRM (like HubSpot or Salesforce) or build our own. We have a 6-person engineering team already busy on the core product. Recommend what we should do."

Claude will answer fast and confidently — usually a clear "buy" or "build" with tidy reasons. That confident first answer is your raw material. Every move tonight pushes on it.

⊗ **Don't accept it yet.** That's the whole point.

Restate: make it prove it understood you

Before trusting any answer, make the AI play the problem back in its own words — and name the assumptions it's making. Half of bad outputs come from a misread question, not a bad model.

PROMPT (copy, paste):

"Before you recommend anything, restate my decision in your own words. What am I actually optimizing for, what constraints did I give you, and what assumptions are you making that I did NOT state? List the assumptions separately."

✓ **What good looks like:** It surfaces hidden assumptions you can correct now — "I'm assuming your sales process is fairly standard," "I'm assuming engineering time is your scarcest resource."

⚠ **Push back if:** the restatement just parrots your words back. "Don't repeat me — tell me what you're inferring that I didn't say."

Critique: make it turn on its own answer

The highest-leverage move. Once it gives a recommendation, make it find the holes — as if a skeptical expert were reviewing it.

PROMPT (copy, paste):

"Now critique your own recommendation. If a skeptical CTO and a skeptical head of sales both read this, where would each of them poke holes? What's the weakest part of your reasoning, and what did you gloss over?"

✓ **What good looks like:** It admits the soft spots on its own — "I underweighted ongoing maintenance cost of a build," "I assumed an off-the-shelf CRM can model your deal flow." The self-critique is often more useful than the original answer.

⚠ **Push back if:** it critiques trivia instead of the core. "That's a nitpick. Attack the main recommendation, not the footnotes."

Constrain: force the real-world tradeoffs

Vague questions get vague answers. Add the constraints that actually bind you and make the AI trade against them — not wish them away.

PROMPT (copy, paste):

"Re-do this with hard constraints: live within 3 months, under \$50K in year one all-in, no new engineering headcount, and it must sync with our billing system and product-usage data. If something has to give, tell me explicitly what you'd trade and why."

✓ **What good looks like:** It stops hand-waving and names the tradeoff — "to ship in 3 months with no new headcount, building from scratch is off the table." Constraints turn a brochure into a decision.

⚠ **Push back if:** it quietly drops a constraint. "You ignored the no-new-headcount limit. Stay inside the constraints or tell me which one to relax — don't pretend it's free."

Compare: force alternatives side by side

A single recommendation has nothing to push against. Make the AI lay its pick next to the real alternatives so you can see the tradeoffs, not just the winner.

PROMPT (copy, paste):

"Give me the top 3 paths side by side, not just the winner — buy, build, and configure a flexible platform. For each: what it's best at, what we give up, who it's wrong for, and the one risk we'd be signing up for. Then tell me which one YOU'D pick and the single fact that would change your mind."

✓ **What good looks like:** A comparison that exposes the tradeoff space — the fast safe buy, the full-control build, the middle path — and an honest "I'd buy, but if your sales motion is truly unique, reconsider."

⚠ **Push back if:** the alternatives are strawmen built to make the favorite win. "Make the honest case FOR each path. Don't rig it for your pick."

Challenge: make it argue against itself

The last move, and the one people skip. Make the AI build the strongest case AGAINST its own recommendation — and tell you what would change its mind.

PROMPT (copy, paste):

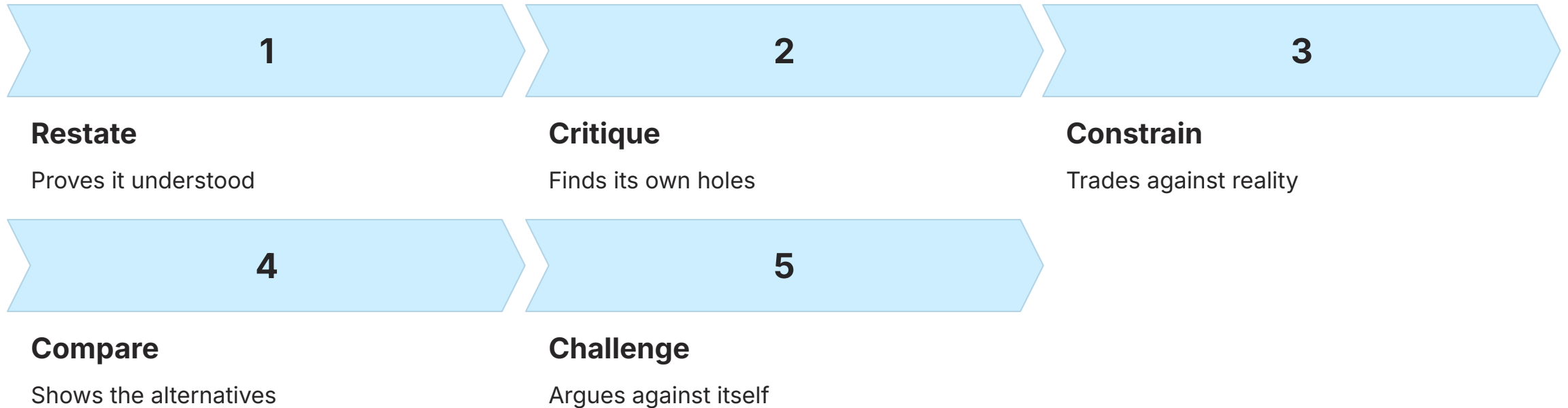
"Argue against your #1 recommendation. Build the strongest case that we should do the opposite — and that we should do nothing and stay on spreadsheets for another two quarters. What would have to be true for this to be the wrong call? What's the best option you've been underweighting?"

✓ **What good looks like:** A real steelman — "staying on spreadsheets may be right if a reorg or funding round is coming." If the recommendation survives its own best counterargument, your confidence is earned, not borrowed.

⚠ **Push back if:** it caves instantly and flips its answer. "Don't just agree with me. If the original call was right, defend it. If it was wrong, tell me exactly why."

Chain them: this is a loop, not a one-off

The moves compound. Run them in sequence in the same chat and the answer gets sharper each pass.



 You don't need all five every time. For a quick decision, **Restate + Challenge** catches most mistakes. For a big one, run the full loop. The goal: turn a confident assistant into a thinking partner that catches its own mistakes before you do.

TAKE IT HOME

The reusable pushback template

Paste this block into any AI chat, after any first answer, on any topic. Keep it in your notes.

PROMPT (copy, save, reuse):

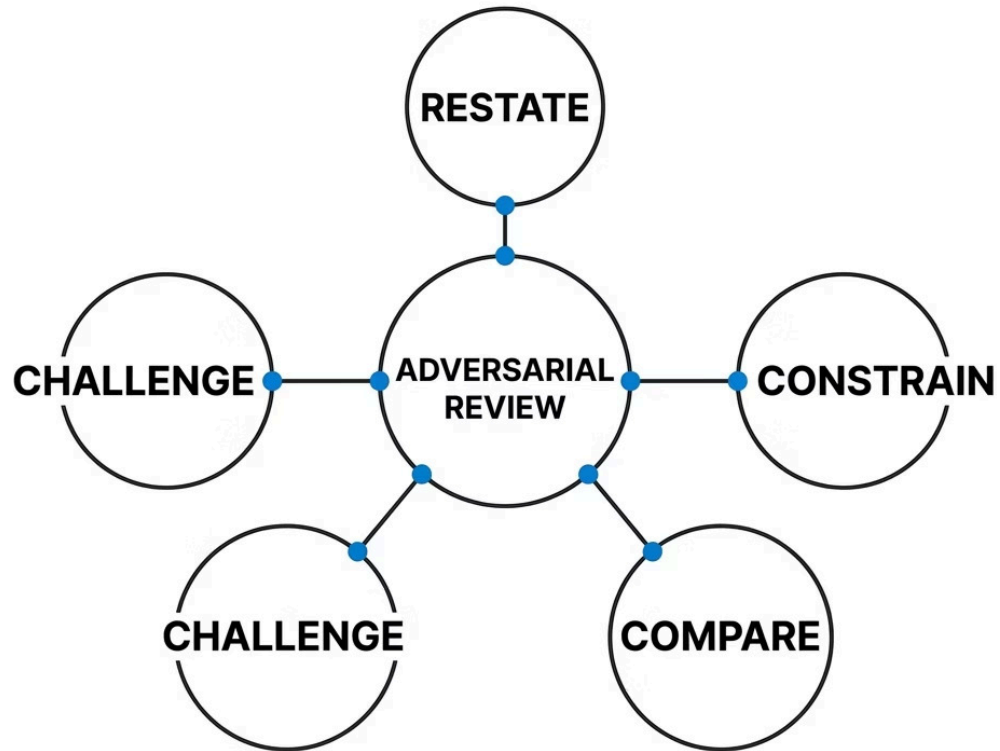
"Before I act on this, pressure-test your own answer:

1. RESTATE the problem in your own words and list the assumptions you're making that I didn't state.
2. CRITIQUE your answer — where's the weakest reasoning, what did you gloss over?
3. CONSTRAIN: re-do it against my real limits [list them] and tell me what you'd trade.
4. COMPARE your pick against the top 2 alternatives — honestly, no strawmen.
5. CHALLENGE it: argue the strongest case against your own recommendation and tell me what would change your mind."

Swap the brackets for your constraints and you're done. Same five moves, any decision.

Introducing: Adversarial Review

We've explored five powerful moves to pressure-test AI's initial answers. Now, let's package them into a single, repeatable skill: the Adversarial Review. This isn't about fighting the AI, but rather engaging with it as a critical thinking partner.



The Adversarial Review synthesizes these tactics into a systematic approach, transforming your AI interactions from simple query-response to a dynamic, iterative process of rigorous inquiry and refinement.

WATCH FOR THESE

Traps to watch for

Sycophancy

It agrees because you sound confident, not because you're right. Ask it to disagree with you on purpose.

Fake confidence

Certainty is a writing style, not evidence. Make it rate its own confidence and name what it's unsure about.

Instant flip-flop

If it abandons a good answer the moment you push, it's caving, not thinking. Tell it to defend a right answer.

Rigged comparisons

Alternatives built to lose. Demand the honest case for each path.

The skipped move

Almost everyone stops at Critique. **Challenge** — making it argue against itself — is where the real surprises live. Protect it.



THIS WEEK

Make it a habit

1

Run the loop on a real decision

A build-vs-buy, a vendor choice, a roadmap call. Forty seconds of pushback beats a polished wrong answer.

2

Save the template

Drop the five-move block into your notes app or a saved prompt so it's one paste away in every chat. Trying saving as a skill.

3

Default to one more turn

Before you act on any AI answer that matters, ask one pushback question. Make "push back once" the reflex — that single habit is the whole session.



You own the decision — not the AI. It surfaces the thinking. You make the call.

AI POWER HOUR

Push back. One more turn.

Communitech × Momentum Product Co. · June 15, 2026 · Led by Heather Gawel

Restate

Critique

Constrain

Compare

Challenge

Upcoming Events FREE Communitech Events

Continue your AI journey with these specialized workshops and labs.

AI Power Hours



What's an Agent, and How Do I Build One?

 June 22, 2026 | 5:30–6:30 p.m.

Build a simple browser-based AI agent that can complete real tasks for you.

 [Register](#)



Advanced AI Application Workshop

Ready to move beyond prototyping? This workshop goes deeper on the workflows already changing the job — turning research, docs, and support tickets into decisions in minutes, and building AI agents that actually run the work instead of just demoing it.

-  **June 18th, 2026 - NEXT WEEK**
-  **5:30 PM - 8:30 PM EDT**
-  Communitech

Scan the QR code to register and secure your spot!



Or register directly at luma.com/08m5ihzd



WHAT'S NEXT

ONLINE What it looks like to actually operationalize AI in product



Turn workflows into repeatable systems



Move from outputs → decision-quality insights



Build shared systems across your team and organization



Go from prototype → production-ready thinking



Design your AI product operating model

"If you're already experimenting, this is how you make it real."



Build with AI: 3-Week Cohort

STARTS JUNE 15 · ONLINE · \$599

\$599

25% off COURSE ATTENDEES

- 3 Wednesdays mornings live (9-10:30 m) — 1.5 hours education
- Optional project each week
- 1 hour Friday live Q&A session (12-1 pm)
- Small cohort, real work, real outputs
- 3 lessons, 3 projects, 8 hours live education
- Momentum Product Community Access



Signal to Strategy: How PM's Accelerate Decision-Making with AI

Heather Gawel

Ex-VP Product | AI Advisor to PMs

Babajide Okusanya

AI Engineer | 2,000+ trained

[View Syllabus](#)



Most "AI for product" courses teach you how to build with AI. This one teaches you how to synthesize customer inputs, build agents and prototypes that surface signal, and ultimately decide product direction with conviction.

AI doesn't just accelerate delivery — it compresses the cycle between signal and strategy. The product leaders pulling ahead right now aren't the ones who ship fastest. They're the ones whose roadmaps are grounded in customer truth, competitive reality, and live product signal — and who can prove it.

Over four weeks, you'll build a decision system powered by AI: one that ingests customer insight, stress-tests it against your strategy, validates ideas before you build, integrates with existing engineering workflows and closes the loop after launch.

How'd We Do?

We'd love your feedback — it takes 2 minutes and helps us make the next session even better.

If you enjoyed this course and would recommend us, please share a testimonial. This has the greatest impact on our ability to reach more people.

[Share Your Feedback →](#)

Thanks for building with us tonight. 🚀

