1/2 DAY (3h30)

WORKSHOP FACILITATION & MODERATION

Develop your expertise in facilitating workshops to co-create innovative solutions

Target audience and prerequisites

✔ **Product Managers, Product Owners, and Product Designers** looking to build strong workshop facilitation skills and foster a collaborative culture within their team.

Training objective

Master facilitation techniques and tools to **design and lead effective workshops**:

✔ **UNDERSTAND:** Gain a solid foundation in co-creation workshops and their key principles

✔ **PREPARE:** Learn how to plan and structure your workshops to maximize participant engagement

✔ **FACILITATE:** Enhance creativity, guide discussions, and turn insights into tangible ideas

✔ **CONVERGE:** Develop the skills to align group thinking and effectively communicate workshop outcomes

Workshop Facilitation & Moderation
Training program

Training program **1/2 DAY** (3h30)

MODULE 1   Back to workshop basics

- From Design Thinking to Product: The value of fostering a facilitation culture
- The two main types of co-creation workshops

INTRODUCTION **DESIGN THINKING**

MODULE 2   Prepare today to succeed tomorrow

- How to effectively prepare a workshop
- Practical application of the 7Ps framework
- Hands-on exercise: It's your turn!

PREPARATION

MODULE 3   Running a workshop

- Defining the problem: The starting point
- Boosting creativity within a group
- Driving convergence by prioritizing outcomes

PROBLEM FRAMING **CREATIVITY** **CO-CREATION**

MODULE 4   From ideas to action

- Turning generated ideas into tangible outputs through co-creation workshops
- Effectively communicating workshop outcomes during and after the session

CONVERGENCE **COMMUNICATION**

Thiga Academy
Our support

Teaching method

Practical work accounts for around 40% of the course. This is complemented by **40% of theory** and **20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context. A "red thread" product will be used as a case study to run all the workshops.

Practical information

PUBLIC 🇬🇧 🇪🇸 🇫🇷

Sessions are designed for groups of **6 to 12 participants at our Paris premises**. Registration is open **until the day before the training** session, subject to availability of places and receipt of a **signed agreement** before the session.

✓ *We adapt our services for people with disability upon request.*

✓ *Special rates for individuals and self-employed people (please contact us).*

A tailor-made offer

Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.

✓ Onboard new team members

✓ Internal transformation support

✓ Retain talents

✓ Create internal career paths

Acquired skills assessment

● Acquired skills are assessed throughout the course by the trainers.

● At the end of the session, participants will receive a **certificate of completion**.
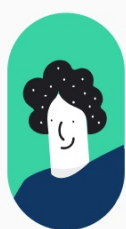
Thiga Academy
Our Trainers and Alumni

Our trainers

Our training courses are led by one of our **experts**, who act as **trainers**, **program designers**, and **consultants**. They combine their professional experience with pedagogical skills to support your skills development.

What our Alumni say

A training course given by someone who knows what he's talking about, who's really experienced in the field, in methodology. It's good to get reminded of essential concepts (northern star, metrics, perpetual questioning...)."

Vincent — Freelance Product Manager

A very warm welcome from the members of Thiga, especially from our trainer. Her feedback was very enriching and she knew how to adapt certain elements to her audience (and notably to me)"

Océane — Product Designer at RCA

Our Partners & Clients

Doctolib • DISNEY • deezer • ManoMano • Carrefour • BlaBlaCar

meetic • ACCOR • Club Med • DECATHLON • L'ORÉAL • radiofrance

Cartier • CHANEL • Qare • POINT.P • NICKEL • meilleurs agents

Schneider Electric • AXA • CARGLASS • bouygues • france•tv • SOCIETE GENERALE

Thiga Academy
Our training path

Product Basics

Product Owner
2 days
PRIVATE

Figma Advanced
1 day
PRIVATE | PUBLIC

Product Culture awareness
1 day
PRIVATE

Advanced Product Owner
2 days
PRIVATE | PUBLIC

Agile Awareness
1 day
PRIVATE

Product Builders
0 to 2 years

Product Manager
2 days
PRIVATE | PUBLIC

Product Marketing
2 days
PRIVATE | PUBLIC

Product Designer
2 days
PRIVATE | PUBLIC

Tech for PM
avec le wagon
1 day
PRIVATE

Product Builders
4-5 years and above

Lead Product Manager
2 days
PRIVATE | PUBLIC

Product Builders
2-4 years

Data Informed PM
2 days
PRIVATE | PUBLIC

Advanced Product Manager
2 days
PRIVATE | PUBLIC

Design System
2 days
PRIVATE | PUBLIC

Product Soft Skills
2 days
PRIVATE

Discovery Discipline
2 days
PRIVATE | PUBLIC

Product Leaders
4-5 teams and more

Building a strong product organization
1 day
PUBLIC

Unlock your team's power
avec WILL
18 hours
PUBLIC

Create and implement a Product strategy
1 day
PUBLIC

Scaling your Product organization
1 day
PUBLIC

Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our goal? To provide the Product community with actionable advice and methods, from mastering the basics of Product Management to setting up a full-fledged Product organization. Our entire training curriculum is **built around these books**.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who seek to **share their experiences** and discover the best ways to **turn their ideas into reality**. We empower the European Product community to **promote the product mindset** within their organizations.

Our Media

Explore our media platform, designed to inform and inspire today's and tomorrow's **Product leaders**. You'll find everything you need to fuel your Product journey: practical guides, thought pieces by leading experts, thematic series, and in-depth articles.
In short, original content to get you through the doors of the best tech companies.

Contact

David SCHUSTER
Thiga Academy Director
+33 1 83 75 05 43
academy@thiga.fr

THIGA ACADEMY

23, rue Taitbout
75009 PARIS
RER **A** Auber
M **7** **9** Chaussée d'Antin-La Fayette