



# PRODUCT LEADERS TRAININGS



## PRODUCT LEADERSHIP

Gain a better understanding of each and every aspect of the Product Leaders' role: take a step back from the business, draw inspiration from market best practices, practice on concrete cases and exchange ideas with other Product Leaders.

## From Product Builders to Product Leaders

**Head of Product, Product Director, Product VP or CPO**, the role of a Product Leader is to build the best environment for the product and the teams to grow.

The role of a Product Leader is to create the best environment for both the product and the teams to grow. Being a Product Leader means constantly adapting to the **cultural, organizational, strategic, and managerial** dimensions of an environment. These roles are challenging and demanding, as each decision has a far-reaching impact and amplifies the effects of both successes and mistakes.

Our courses equip strategic manager to:

- ✓ Better understand each aspect of their role
- ✓ Put their position into perspective
- ✓ Get inspired by best practices in the market
- ✓ Practice on real-life cases
- ✓ Exchange ideas with other Product Leaders

These courses are subject to a **selection process** (a questionnaire followed in some cases by a phone interview) to ensure the **success** of each candidate, the **coherence** of the groups and the **actionability** of the learning.

# Product Leaders

Training for all levels and needs

## The 4 Product Leaders trainings

All our training courses enable progress to be made in one of the Product Leader skill areas. At the end of each course, participants are equipped with tools they can use in their own environment.

Create & implement a Product Strategy 1 day

Building a strong Product organization 1 day

Unlock your team's power 15h in 10 sessions

Scaling a Product organization 1 day

## Design a training plan based on your level and needs

For a young Head of Product with 1 to 4 Product teams:

- ✓ **MANAGE:** Unlock the powers of your teams while reducing your mental load
- ✓ **BUILD:** Building a strong Product organization

For an experienced Head of / VP - with 3 to 6 Product teams:

- ✓ **MANAGE:** Unlock the powers of your teams while reducing your mental load
- ✓ **PRODUCT STRATEGY:** Create & implement a Product Strategy

For an experienced VP / CPO with 4-5+ Product teams:

- ✓ **MANAGE:** Unlock the powers of your teams while reducing your mental load
- ✓ **PRODUCT STRATEGY:** Create & implement a Product Strategy
- ✓ **SCALE:** Scaling product culture and organization

You can also select two courses one year and the other two the following year. Product Leadership learning never stops!

**PUBLIC: 1 600 €** Excl. VAT\*

\*Applicable rates from 1/1/25 to 12/31/25

**1 DAY (7h)**

# CREATE AND IMPLEMENT A PRODUCT STRATEGY

## STRATEGY

Design and implement the Product strategy, from vision to roadmap, including the definition of OKRs.

## Target audience and prerequisites

- ✓ **HEAD OF, DIRECTOR, VP, CPO, CEO:** managers of Product profiles in charge of Product strategy
- ✓ **Professionals who manage all or part of a Product organization** (Tribe or Organization of 2 squads or more)

All applications will be examined via a **qualification process** (questionnaire + possible phone exchange).

## Training objective

The Product Leader will learn how to **define a desirable, accessible, and executable** Product strategy for their teams, and manage it over time. At the end of the training, they will know how to:

- ✓ Connect **vision and product strategy**, and understand what a product strategy is (and isn't).
- ✓ Establish a **strategic diagnosis** and set the strategic challenge
- ✓ Define all the elements of a **strategic direction** (intent) linked to corporate strategy
- ✓ **Decline it and make it executable** by teams (missions and OKRs) and link strategy and roadmapping
- ✓ Manage their strategy **over time**.

## Teaching method and assessment

**Practical work accounts for around 50% of the course.** To that we add 25% theory and 25% discussion between participants and trainers. The exact duration of each module therefore depends on the length of the discussions and the participants' expectations. Learning outcomes are assessed throughout the course. Participants will receive a certificate of completion at the end of the session.

# Create a Product strategy

Training program

90%

satisfaction rate  
in 2024

## Training program

1 DAY (7h)

### MODULE 1 Product Strategy

- The role of the Product Leader
- What Product strategy is (and isn't)
- Characteristics of a good Product strategy

PRODUCT STRATEGY

LEADERSHIP

### MODULE 2 Product Vision / Mission

- Linking company vision and product vision / mission
- Defining the product vision and mission
- Other tools and methods to define vision/mission

PRODUCT VISION

MISSION

### MODULE 3 Strategic diagnosis & challenges

- Understand what led us here
- Define the current situation through product research
- Express our hypotheses on future trends and major risks
- Defining the strategic challenge

DIAGNOSIS

STRATEGIC CHALLENGES

### MODULE 4 Setting the Strategic direction

- Define the desired state
- Break down the desired state into OKRs
- Verify if the strategy is sound
- Set anti-goals

INTENT

DESIRED STATE

ANTI-GOALS

OKRS

# Create a Product strategy

Training program

90%

satisfaction rate  
in 2024

## Training program

1 DAY (7h)

### MODULE 5 Making Strategy actionable

- The principles of mission command
- Translating Product Strategy into team-level execution
- Defining effective OKRs
- Connecting OKRs to the roadmap

MISSION COMMAND

OKRS

ROADMAP

### MODULE 6 Managing Strategy over time

- Strategy tracking dashboard
- Strategic governance
- Key success factors for effective execution

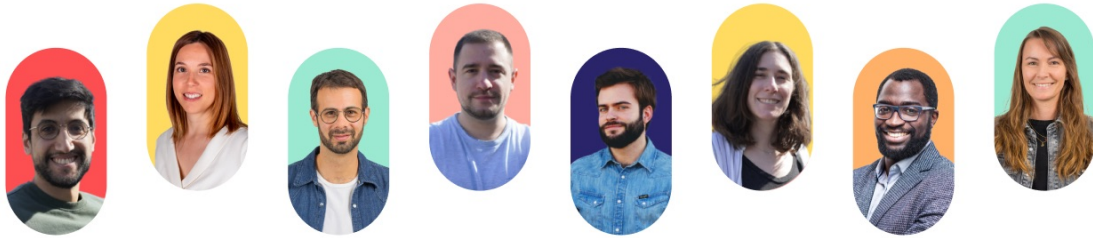
GOVERNANCE

# 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.

## 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
- ✓ Retain talents
- ✓ Internal transformation support
- ✓ Create internal career paths

# Thiga Academy

They talk about us



## What our Alumni say



“ I'm really delighted with this course, which has exceeded my expectations. I left the course fully motivated, with the desire to put a lot of things in place in my team and convinced that I'd moved into a field (management) that I will find fulfilling. One of the strong points was the fact that I was working in pairs with a Thiga consultant - it really helped me to step back and formalize my ideas. Despite the distance, we weren't bored for a second - probably thanks to the regular practice exercises and the quality of the trainer (our trainer's experiences and answers were always very enriching!). Honestly, at the start I was a bit worried that it would lack substance like the management training I'd had in the past, but on the contrary, I'd say it's been one of the most useful courses I've ever had. Thank you so much!”

**Emma** — Lead PM at Médecin Direct



“ Very warm welcome from the members of Thiga, especially our trainer. Her feedback was very enriching and she knew how to adapt certain elements to her audience (and in particular to me).”

**Océane** — Product Designer at RCA

## Our Partners & Clients

Doctolib

Disney

deezer

ManoMano

Carrefour

BlaBlaCar

mestic

ACCOR

ClubMed

DECATHLON

L'ORÉAL

radiofrance

Cartier

CHANEL

Qare

POINT.P

NICKEL

meilleurs agents

Schneider Electric

AVA

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





# Thiga Academy

About Thiga



## 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



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