



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)

SCALING PRODUCT CULTURE AND ORGANIZATION

CULTURE & ORGANIZATION

The trainer will lead an exchange of knowledge on the cultural and organizational consequences of a large structure (4-5 squads +).

Target audience and prerequisites

- ✓ Professionals who **manage Product profiles with a minimum of 4 to 5 squads**
- ✓ Professionals who **control the organization's culture and structural Product rules**
- ✓ Professionals who **manage all or part of a Product organization** (Tribe or Organization of 2 or more squads)

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

Training objective

The Product Leaders will learn how to **build and operate the cultural and organizational rules of Product at scale**.
At the end of the training, they will know how to:

- ✓ Structure an **organization for scale**
- ✓ Understand an **organization's culture**
- ✓ Break down its culture and identify the **levers for change**
- ✓ Build a **cultural and organizational playbook** (operating model)
- ✓ Link organization, operating model and **strategy**

Teaching method

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.

Scaling your organization

Training program

88%

satisfaction rate
in 2024

Training program

1 DAY (7h)

MODULE 1 Structure your organization for scale

- The 5 laws of organization applied to scale
- The limits of organization and organizational models

CULTURE CANVAS

MODULE 2 Developing and improving the Product culture

- What is product culture, and what's the point of scaling?
- Identify the components of the Product culture
- How to address cultural barriers and help them evolve?
- Write cultural design principles

THE 6 COMPONENTS OF PRODUCT CULTURE

MODULE 3 Scale your organization with the operating model

- Build your cultural and organizational playbook (Operating Model)
- Write down your organizational design principles
- Take a step back from defined models
- Overcome product boundaries

PRINCIPLES OF CULTURAL AND ORGANIZATIONAL DESIGN

MODULE 4 Organization, Operation Model and Strategy

- Disseminate and develop your Playbook to make it actionable
- Link Product Organization and Product Strategy

PLAYBOOK

Acquired skills assessment

Acquired skills are assessed throughout the course. 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.

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

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ManoMano

Carrefour

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mestic

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ClubMed

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CHANEL

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POINT.P

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meilleurs agents

Schneider Electric

AVA

CARGLASS

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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.

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