

PUBLIC: 2 000 € Excl. VAT*

PRIVATE: from 10 400 € Excl. VAT*

* Applicable rates from 1/1/24 to 12/31/24

2 DAYS (14h)

ADVANCED PRODUCT MANAGER

PRODUCT LEVEL 2 (2 YEARS +)

Learn how to build a roadmap and navigate Discovery and Delivery using the Product vision, strategic objectives and product knowledge.



Target audience and prerequisites

- ✓ This course is aimed at Product Managers **with at least 2 years' experience as a Product Manager**

All participants must have mastered the content and skills of the Product Manager training course in order to attend this course. **Full and active attendance** is required.

Training objective



At the end of the course, participants will know how to use **discovery** and **delivery** to influence the product **roadmap**.



- ✓ **DISCOVERY** : Consolidate and complete **product research** information (user, market, data) to establish and develop the state of their product ;
- ✓ **PRIORITIZATION** : **Prioritize discovery and delivery** efforts on opportunities that meet the vision, objectives (OKRs) and diagnosis of the product ;
- ✓ **DELIVERY** : Organize the delivery and adapt it **to face risks, unexpected events and pressures** (team, managers / Comex, business...);
- ✓ **DECISION** : Involve the team and stakeholders, but know how to **make decisions and convince them** of their prioritization / decisions... ;
- ✓ **ROADMAP** : **Integrate into the strategic roadmap** and delivery at scale.

Advanced Product Manager

Training program

91%

satisfaction rate
in 2023

Training program

2 DAYS (14h)

MODULE 1 Linking your Product to your Product/company strategy

- Take ownership of strategic objectives through an understanding of vision, values and the business
- Product research: link user, market and data information
- Identify and challenge product objectives (OKRs)

PRODUCT, USER AND MARKET RESEARCH

VISION

STRATEGY

OKR

MODULE 2 Prioritize and update your roadmap

- Manage the link between Roadmap and Release Plan
- Prioritize topics eligible for Discovery
- Reformulate an opportunity into clear, verifiable product hypotheses
- Build your product roadmap

ROADMAP

RELEASE PLAN

OPPORTUNITY

MODULE 3 Manage organization and stakeholders

- Prioritize your roadmap with a method
- Communicate on the Roadmap & Release plan and unpredictability
- Align internal and external stakeholders
- Learn how to say no based on relevant arguments

PRIORIZATION

COMMUNICATION

STANCE

STAKEHOLDER MANAGEMENT

MODULE 4 Organize Discovery and Delivery

- Discovery of problems and solutions
- Identify elements in need of de-risking and define a research plan
- Structure and share user knowledge
- Simultaneously manage *Discovery* and *Delivery* sprints (dual track)

DUAL TRACK

DISCOVERY

DE-RISK

RESEARCH PLAN

Advanced Product Manager

Training program



MODULE 5 Integrate into company processes

- Manage dependencies with other teams
- Integrate into large-scale ceremonies
- Set up a community of practice
- Identify and solve problems within your team

AT SCALE

DEPENDENCIES

COMMUNITY OF PRACTICE

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**.



If you have a specific need, contact us at academy@thiga.fr to discuss it and develop a training program tailored to your needs.

Thiga Academy

Our support



Teaching method

Practical work accounts for around 40% of the course. To that we add **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

PRIVATE



Sessions are designed for groups of **6 to 10 people**. We can organize training on **our premises in Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to receiving a **signed agreement**.

PUBLIC



Sessions are designed for groups of **6 to 12 people at our Paris premises**. Registration is available **until the day before the training session**, subject to availability of places and to receiving the **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).*

Thiga's certification



Product expert certification

Skills development begins with training and ends with certification. Our certification, created from start to finish by our Thiga consultants and trainers, enables trainees to assess and validate their skills, enhance their expertise and develop their careers by taking an exam, which is recognized by the Product community.

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



Our trainers



Our training courses are led by one of our **experts**. They are simultaneously **trainers**, program **creators** and **consultants** and they combine their professional experience and pedagogy to help you develop your skills.

What our Alumni say



“ A good practical/theoretical balance and concrete feedback. A course that enabled us to discuss our situation vs. the theory, while being supported and questioned by our trainer.

Christophe — Product Manager at UKG



“ Many thanks for this top-quality training course, with many actionable elements in the PM's day-to-day role! It's a real gas pedal for going further and becoming more efficient. I really appreciated the fact that the trainers were also PMs or Heads of Product. You can get feedback on their experiences too.

Tara — Product Manager at Gens de Confiance

Our Partners & Clients



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 aim? To give the Product community access to actionable advice and methods, from the basics of Product Management to setting up a Product organization. Our entire training program is **built around these books**.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who want to **share their experiences** and find the best ways to **turn their ideas into reality**. We give the European community of Product People the means to **promote the product spirit** in their companies.



Our Media

Discover the media that informs the **Product leaders** of today and tomorrow. You'll find all the Product content you need to support and inspire you every day: practical information sheets, opinion pieces from leading experts, themed series and feature stories. In short, original content to get you through the doors of the best tech companies.

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