CERTIFIED

DISCOVERY DISCIPLINE

2 DAYS (14h)

DISCOVERY DISCIPLINE

PRODUCT LEVEL 2 (2 TO 4 YEARS)

Master the F.O.C.U.S.E.D. framework and practice a method that quickly identifies the solutions most likely to have an impact.

Target audience and prerequisites

Our training course has been designed for Product People looking to perfect their approach, identify high-impact solutions more quickly and limit the risk of "product failures". It is aimed at:

- ✔ **Product Manager**
- ✔ **Product Designer**
- ✔ **Product Marketing Manager**

All participants need to master the basics of **Product Discovery**.

Training objective

Excel in the discipline of product discovery and master the F.O.C.U.S.E.D. framework.

- ✔ **CONSOLIDATE your understanding of the different apects of discovery,** beyond user interviews
- ✔ **STRENGHTEN** your end-to-end **product discovery methodology**
- ✔ **MASTER the deliverables** of the discovery discipline method
- ✔ **EXPLORE the best discovery activities,** and decide which ones are most relevant to your context
- ✔ **OPTIMIZE the discovery time** to your internal challenges to converge faster

Discovery Discipline
Training program

Training program   **2 DAYS** (14h)

MODULE 1   Introduction to Discovery Discipline

- How did this method emerge?
- Why does it work?
- What are the different stages, expected deliverables and recommended activities?
- What does a real project look like from A to Z?

MILESTONES AND DELIVERABLES   **THE METHOD'S ORIGINS**

MODULE 2   Situation scenario: the first 3 steps of the method

- How much time should you allocate to discovery?
- What objectives should be set?
- Which problems to focus on?
- How can we be sure that management will understand the users?

OBJECTIVES   **PROBLEMS**

MODULE 3   Situation scenario: F.O.C.U.S.E.D. the complete method

- What moments in the user experience are decisive?
- How can I quickly find a quality solution?
- What is the final result?
- When should discovery work stop?

USER EXPERIENCE   **FINAL OUTPUT**

MODULE 4   The method applied to your context

- Where should you start when you return to your company? How does context influence discovery?
- How can this method be used to leverage influence with stakeholders?
- What are the most common mistakes?
- When should you give up, iterate or persevere?

STAKEHOLDERS   **SET UP**

Thiga Academy
Our support

Teaching method

The exercises are **carried out in teams**. The emphasis is on exploiting raw information, formulating hypotheses and making decisions.

80% of the training is hands-on. The remaining 20% is **theory tailored to your individual context**.

One month after your training session, each trainer will contact you to discuss the method and its implementation in your context.

Practical information

PRIVATE 🇬🇧 🇪🇸 🇫🇷

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

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

✓ Support internal transformation

✓ Retain talents

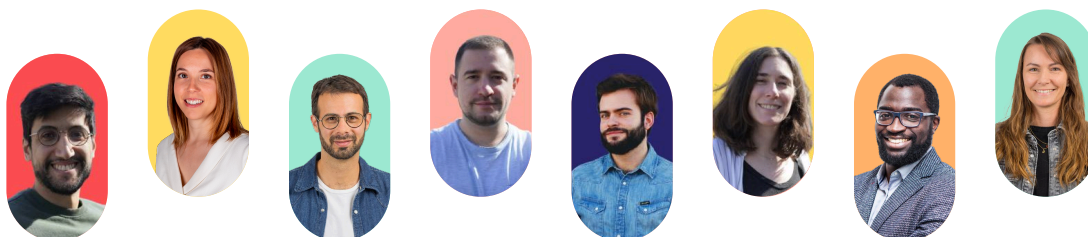✓ Create internal career paths

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

" I was pleasantly surprised by the quality of the training. No slowness, lots of concrete examples (from trainers as well as participants), a relatively simple method that allows us to align and refocus our efforts. Top-notch!

Kévin — Product Manager at Kiabi

" An excellent atmosphere, two trainers with very complementary profiles, and a small group that left plenty of room for exchange, listening and cooperation. Their Notion is also a great tool for putting things into practice and to onboard other people.

Tiphaine — Product Manager at BPCE

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

# 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.
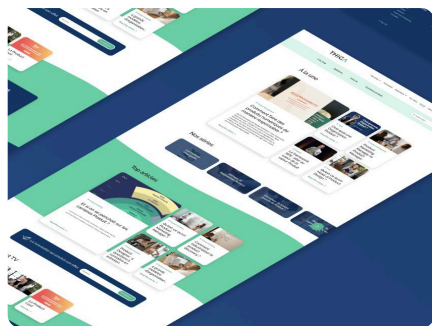
Our Media

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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