

**PUBLIC:** 2 000 € Excl. VAT\*

**PRIVATE:** from 10 400 € Excl. VAT\*

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

2 DAYS (14h)

# DESIGN SYSTEM STRATEGY



## PRODUCT LEVEL 2 (2 TO 4 YEARS)

Learn how to set up, share and improve a Design System, master the levers of action needed to convince your decision-makers of the benefits of a Design System.

## Target audience and prerequisites

- ✓ **Product Designers** wishing to demonstrate the benefits of implementing a Design System in their organizations
- ✓ **CPO / Head of Design** wishing to intervene further upstream in the design process and understand the organizational and strategic issues involved in setting up a Design system
- ✓ **Product Managers et Lead Developers** wishing to formalize and develop their understanding of the topic

All participants must be doing **Product Design** and/or **UX Design** and belong to Product teams. For Product Lovers with 2 to 4 years' experience.

## Training objective



Learn how to integrate the **Design System** effectively into all stages of **digital product design and improvement**.



- ✓ **EXPLAIN AND JUSTIFY:** Defending the implementation of a Design System to different audiences
- ✓ **UNITE:** Gathering people around the Design System and its benefits
- ✓ **WORKING TOGETHER:** Set up a dedicated team and governance structure
- ✓ **DESIGN:** Take into account the current situation and build a first version of the Design System
- ✓ **GROW:** Bring the Design System to life

# Design System Strategy

Training program

94%

satisfaction rate  
in 2023

## Training program

2 DAYS (14h)

### MODULE 1 Introduction to Design System

- A little history: systemic culture
- What is a design system?
- The benefits

INTRODUCTION

SYSTEMIC CULTURE

### MODULE 2 Convincing decision-makers and setting-up an organization

- When should a Design System be implemented?
- Why and how to promote it within decision-making bodies?
- Define the type of organization
- Define governance

ORGANIZATION

PROMOTION

GOVERNANCE

### MODULE 3 Framing and starting your Design System

- Bring a team together
- Involve stakeholders
- Agree on tools and common documentation

FRAMING

DOCUMENTATION

### MODULE 4 Laying the foundations and initial components

- Define Design Principles
- Identify components
- Create the first assets and tokens
- Find a common language
- Organize your libraries
- Usability, accessibility, eco-responsibility & inclusiveness

COMPONENTS

DESIGN PRINCIPLES

DESIGN TOKEN

LIBRARY

ACCESSIBILITY

# Design System Strategy

## Training program



### MODULE 5 Bringing your first version to life and having it adopted

- Contribution and review
- Prioritization, debts and technical constraints
- Complete lifecycle
- Train and promote the use of the Design system
- Organize and optimize your handoff with tech
- Evangelize and promote adoption among teams

LIFE CYCLE

ADOPTION

EVANGELIZATION

### MODULE 6 Evolve and grow at scale

- Measure impact
- Develop your Design System
- Master versioning
- The Design System and much more: a holistic vision

IMPACT

EVOLUTION

VERSIONING

## 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](mailto: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).*

## 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

Our trainers and alumni



## 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 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 Thiga team, especially from our trainer. Her feedback was very enriching, and she knew how to adapt certain elements to her audience (and to me in particular).

**Océane** — Product Designer at RCA

## 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 à 2 ans

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 great 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.

## Contact



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