

PUBLIC: 2 350 € Excl. VAT*

PRIVATE: from 12 500 € Excl. VAT*

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



2 DAYS (14h)

PRODUCT LEAD

PRODUCT LEVEL 4 (4 TO 5 YEARS +)

Become an expert in product decision-making and learn the best methods for driving strategic decisions in your field.

Target audience and prerequisites

- ✓ This course is designed for people already working as **Senior Product Manager / Designer** (4 to 5 years' experience) or as Lead Product Managers/Designers and who would like to put things into perspective and deepen their knowledge.

Participants must be able to demonstrate a sound knowledge of **product decision-making**: to this end, a qualification questionnaire will be sent out upon preregistration.

Training objective



Become an expert in Product decision-making

- ✓ **DECISION:** Understand and improve your **decision-making** skills
- ✓ **MAPPING:** Map the elements of a **Product Model** and challenge it
- ✓ **ENGAGEMENT:** Create **engaging** products to ensure product growth
- ✓ **METRICS:** Identify the right **KPIs / strategic metrics** to track
- ✓ **PRIORITIZE:** Build **advanced roadmaps** based on problems, metrics and hypotheses
- ✓ **PROCESS:** **Orchestrate** product discovery, delivery and optimization in a single process

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**.

Product Lead

Training program

89%

satisfaction rate
in 2023

Training program

2 DAYS (14h)

MODULE 1 Decision-making

- Understand the cognitive processes behind judgment and decision-making
- How to guard against bias
- Deconstruct a decision and identify the reasons for discrepancies

COGNITIVE BIASES

REVERSIBLE/IRREVERSIBLE DECISIONS

INFERENCE SCALE

MODULE 2 Engagement and Product Growth

- Understanding the mechanics of *product growth*
- Take user limitations into account
- Identify emotions and motivations to design user engagement, without compromising ethics

PRODUCT GROWTH

ENGAGEMENT

MOTIVATIONS

EMOTIONS

MODULE 3 Advanced roadmapping

- *Feature audit* and *housecleaning*
- Building a problem-oriented *roadmap* using the PRICE method
- Link *Discovery*, *Delivery* and *Optimization* with the IPSUM method
- Identify the right experimental methodologies
- Communicate your roadmap

AUDIT

PROBLEM ROADMAP

EXPERIMENTS

MODULE 4 Product Data and strategic vision

- What makes a good product KPI
- Build your strategic metrics tree and your Product Balanced Scorecard
- Map the elements of your product model and challenge it
- Identify your North Star Metrics

PRODUCT BALANCED SCORECARD

METRIC TREE

NORTH STAR METRICS

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.

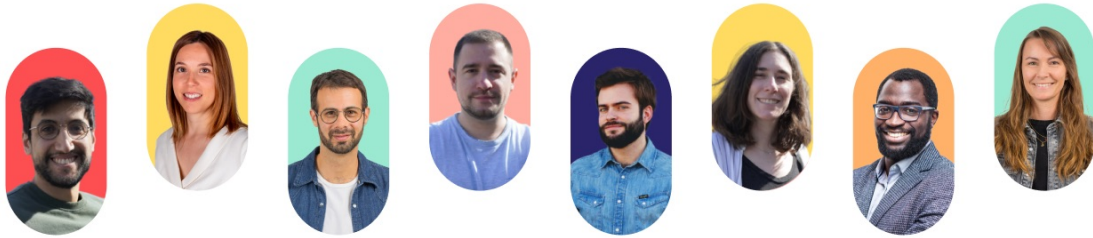
- ✓ Onboard new team members
- ✓ Retain talents
- ✓ Internal transformation support
- ✓ Create internal career paths

Thiga Academy

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



“*The Product Leader training course is unique in that it doesn't place concepts on situations, but proposes solutions to problems. In addition, the conviviality and quality of the participants was very pleasant. "Only number 10s!" Finally, the simplicity and availability of the Thiga team was great. Very, very strong! Big up!*

Sébastien — Freelance Product Manager



“*A very warm welcome from the members of Thiga, especially our trainer. Her feedback was very enriching, and she was able to adapt certain elements to her audience (including me).*

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

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Product Builders 2-4 years

Data Informed PM
2 days

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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

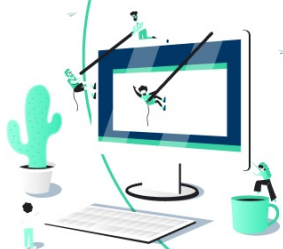
PUBLIC

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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