



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.

Being a Product Leader means constantly adapting to the cultural, organizational, strategic and managerial dimensions of an environment. These are difficult and demanding positions, because each decision has a global impact and multiplies the effects of both good and bad choices.

Product Leaders training courses are aimed at **both Product and Design managers**.

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 **18h, multiple 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:** Build a great 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 a Product 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 1/1/24 to 12/31/24

1 DAY (7h)

BUILDING A STRONG PRODUCT ORGANIZATION

CULTURE & ORGANIZATION

Throughout the day, the trainer will lead an exchange of knowledge on the construction and evolution of the organizational structure.

Target audience and prerequisites

- ✓ **Product Managers ou Lead PMs** moving into management
- ✓ **CMO / CTO / CEO** in charge of a product department
- ✓ **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 Leader will learn how **to manage the organization like a product**.

- ✓ Apply **product logic** to the organization
- ✓ Identify **action levers** to improve the organization
- ✓ **Diagnose and prioritize** organizational problems
- ✓ Know when and how to modify the **team breakdown**
- ✓ **Improve** interaction within and between teams
- ✓ Get management, teams and stakeholders **on board**
- ✓ **Test, measure, iterate and scale** organizational changes

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. Learning outcomes are assessed throughout the course. Participants will receive a certificate of completion at the end of the session.

Building a strong Product organization

Training program

92%

satisfaction rate
in 2023

Training program

1 DAY (7h)

MODULE 1 What is a Product organization?

- The CPO, VP Product and Head of Product roles in the Product Organization
- The 5 laws of Product Organization
- Applying product logic to the organization and discovering the action levers in the organization

VERTICAL & HORIZONTAL STRUCTURES

FEATURE / PERSONAS / IMPACT TEAMS

MODULE 2 Identify organizational problems

- What are the symptoms of organizational failure?
- Diagnose and dig deeper into your organization's problems
- Build and manage your organizational backlog

ORGANIZATION AS A PRODUCT

OPERATIONS BACKLOG

TRIBES & SQUADS

MODULE 3 Organizational solutions

- When and how to split teams
- Improve team interaction and alignment between teams

ORGANIZATIONAL LEAN CANVAS

MODULE 4 Continuous improvement

- Test and iterate organizational change
- Involve management, teams and stakeholders
- Monitor progress, iterate and scale

INSPIRED

INFORMED

EMPOWERED

ENGAGED

MODULE 5 Linking Strategy and Product organization

- Link Product Roadmap and Strategy together
- Respond to strategic challenges through organizational evolution

VISION

OKR

ROADMAP

PUBLIC: 1 600 € Excl. VAT*

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

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 2023

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**.

PUBLIC: 1 600 € Excl. VAT*

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

1 DAY (7h)

CREATE AND IMPLEMENT A PRODUCT STRATEGY

STRATEGY

The trainer will facilitate knowledge sharing activities about the design and implementation of the product strategy, from the vision to the OKRs and the roadmap.

Target audience and prerequisites

- ✓ **HEAD OF, DIRECTOR, VP, CPO, CEO:** managers of Product profiles in charge of Product strategy
- ✓ **Professionals who manage all or part of a Product organization** (Tribe or Organization of 2 squads or more)

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

Training objective

The Product Leaders will learn how to **define a Product strategy that is desirable, accessible and executable** by their teams. At the end of the training, they will know how to:

- ✓ Connect **vision and product strategy**, and understand what a product strategy is (and isn't).
- ✓ Establish a **strategic diagnosis** and set the strategic challenge
- ✓ Define all the elements of a **strategic direction** (intent) linked to corporate strategy
- ✓ **Test** whether the strategic direction is right
- ✓ **Decline it and make it executable** by teams (missions and OKRs) and link strategy and roadmapping

Teaching method and assessment

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. Learning outcomes are assessed throughout the course. Participants will receive a certificate of completion at the end of the session.

Create a Product strategy

Training program

89%

satisfaction rate
in 2023

Training program

1 DAY (7h)

MODULE 1 Vision and Strategy

- What a product strategy is (and isn't)
- Characteristics of a good product strategy
- Linking product vision, product mission and product strategy

PRODUCT VISION

VISION / STRATEGY FIT

MODULE 2 Diagnosis & strategic challenges

- Understand what brought you here
- Define the current situation through Product and Org Research
- Express your hypotheses on future trends and major risks
- Define the strategic challenge

DIAGNOSIS & STRATEGIC CHALLENGES

MODULE 3 Setting strategic direction

- Write the strategic mission
- Define the enduring state
- Translate the enduring state into OKRs
- Know if your strategy is right
- Set anti-goals

INTENT

STRATEGIC SCENARIOS

ENDURING STATE

ANTI-GOALS

OKRS

MODULE 4 From strategy to roadmap

- How to link strategy and execution?
- The principles of mission command
- Implement product strategy at team level
- Monitor strategy execution and adapt it accordingly

MISSION COMMAND

OKRS

PUBLIC: 2 500 € Excl. VAT*

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

12 ONLINE SESSIONS (18h)

UNLOCK THE POWERS OF YOUR TEAMS WHILE REDUCING YOUR MENTAL LOAD

MANAGEMENT & COMMITMENT

In 12 online training sessions, the Will Academy trainer will lead an interactive exchange so that participants, in small groups, can develop or perfect their ability to coach themselves, in order to successfully coach their colleagues... or their manager!

Target audience and prerequisites

- ✓ **Product Manager, Designer or Lead** moving into management
- ✓ **CMO / CTO / CEO** taking charge of their product department
- ✓ **Product profile Managers** (Head of, Group PM, Director, VP, CPO...)

Manage at least **one team**.

Training objective

The Product Leaders will perfect their ability to masterfully manage the relationships between:

- ✓ Them and **themselves**
- ✓ Them and their **colleagues**
- ✓ Them and their **management**
- ✓ Them and their **company**

Teaching method and assesment

Interactive sessions that encourage the sharing of experience between trainees.

Each online session includes a practical case study for direct application. Teaching aids for daily practice. Reviews at each session to anchor knowledge. Acquired skills are assessed throughout the training. Participants receive a certificate of completion at the end of the session.

Unlock the power of your team

Training program

Training program

12 ONLINE SESSIONS (18h)

MODULE 1 Me and myself

- Know yourself better to make the right decisions
- Organize yourself better to regain control of your agenda

LIBERATING STRUCTURES

MODULE 2 Yourself and your colleagues

- Communicate to tackle real issues without conflict
- Collaborate to get the best out of a group

NON-VIOLENT COMMUNICATION

MODULE 3 Yourself and your management team

- Create a relationship of trust with management
- Expressing your full potential

MOTIVATION LEVRS

NEURO-LINGUISTIC PROGRAMING

PYRAMID OF THE LOGICAL LEVELS

MODULE 4 Youself and the company

- Develop coherence to be fully committed
- Allow subsidiarity to unlock energies

SUBSIDIARITY

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

deezer

ManoMano

Carrefour

BlaBlaCar

mestic

ACCOR

ClubMed

DECATHLON

L'ORÉAL

radiofrance

Cartier

CHANEL

Qare

POINT.P

NICKEL

meilleurs agents

Schneider Electric

AVA

CARGLASS

bouygues

france•tv

SOCIETE GENERALE

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.

Practical information

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 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



David SCHUSTER
Thiga Academy Director
+33 1 83 75 05 43
academy@thiga.fr



THIGA
ACADEMY

23, rue Taitbout

75009 PARIS

  Auber

  Chaussée d'Antin-La Fayette