

PUBLIC: 1 800 € Excl. VAT*

PRIVATE: from 8 900 € Excl. VAT*

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



2 DAYS (14h)

PRODUCT MANAGER

PRODUCT LEVEL 1 (0 TO 2 YEARS)

Master Discovery methods to build products and functionalities with high user and business value

Target audience and prerequisites

- ✓ **Product Owners** wishing to become Product Managers
- ✓ **Product Managers** wishing to formalize and develop their practices
- ✓ People **who have already participated in the creation of digital products** and wish to understand the mindset and tools of Product Management (Managers, Project Owners, Digital Project Managers, etc.).

All participants must **master the basics of Agile** (Scrum at least) to be able to follow this training course. **Full and active attendance** is required.

Training objective



Master **Discovery methods** to build products and functionalities with **high user and business value**.



- ✓ **PROBLEM STATEMENT:** Understand and define **problems**
- ✓ **USER RESEARCH:** Draw up **personas** and conduct **user interviews**
- ✓ **SOLUTION:** Identify and prioritize **solutions**
- ✓ **TESTING:** Validate the solution with **usability tests**
- ✓ **METRICS:** Define **success metrics**
- ✓ **MVP:** Iterate with an **MVP** process

Product Manager

Training program

92%

satisfaction rate
in 2023

Training program

2 DAYS (14h)

MODULE 1 Understand Discovery

- What is Discovery?
- When should it be done?
- Who is responsible for it?

PRODUCT RESEARCH

TIME-TO-IMPACT

ROLES

MODULE 2 Validate the problem and the target

- The problem and its importance
- Understand the problem through the job to be done and the persona
- Investigate the problem in the field

PROBLEM STATEMENT

JOBS-TO-BE-DONE

PERSONA

INTERVIEWS

MODULE 3 Imagine and validate the solution

- From sketching to prototyping
- Conducting a proper prototyping test

STORY MAP

CRAZY 8

PROTOTYPING

MODULE 4 Market validation

- Test the value proposition
- Launch the functionality into production
- Monitor and optimize

ADOPTION

CONVERSION

MONITORING

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 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



"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 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

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.

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