**2 DAYS** (14h)

# ADVANCED PRODUCT MANAGER

## PRODUCT LEVEL 2 (2+ YEARS)

Learn how to build a roadmap by relying on the Product vision, strategic objectives, and product knowledge

## Target audience and prerequisites

✔ This course is designed for Product Managers **with at least 2 years of experience as a Product Manager**

All participants must have mastered the content and skills covered in the Product Manager training in order to attend this course. **Full and active participation** is required.

## Training objective

Learn how to build a roadmap by relying on the Product vision, strategic objectives, and product knowledge.

✔ **DISCOVERY:** Consolidate and enrich **product research** information (user, market, data) to assess and develop the product's current state

✔ **PRIORITIZATION: Effectively prioritize Discovery and Delivery** efforts by focusing on opportunities that align with the Product vision, strategic objectives (OKRs), and product analysis

✔ **ROADMAP: Build a product roadmap** that reflects the Product vision and aligns with the company's overall strategy

✔ **DECISION:** Involve the team and stakeholders, while **confidently making sound decisions** and convincing others regarding prioritization and key choices

# Advanced Product Manager
Training program

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

**MODULE 1**    **Linking your Product to your Product/company strategy**

- Take ownership of strategic objectives by understanding the vision, values and business context
- Product research: Connect user, market, and data insights
- Identify and challenge product objectives (OKRs)

**PRODUCT, USER AND MARKET RESEARCH**    **VISION**    **STRATEGY**    **OKR**

**MODULE 2**    **Creating and updating your roadmap**

- Define opportunities based on insights
- Build and maintain your product roadmap
- Manage the link between the Roadmap and the Release Plan

**ROADMAP**    **RELEASE PLAN**    **OPPORTUNITY**

**MODULE 3**    **Prioritization and stakeholder management**

- Prioritize your roadmap using a structured method
- Communicate effectively about the Roadmap, Release Plan, and inherent uncertainty
- Align internal and external stakeholders
- Learn how to say no based on relevant arguments

**PRIORIZATION**    **COMMUNICATION**    **STANCE**    **STAKEHOLDER MANAGEMENT**

**MODULE 4**    **Organizing Discovery and Delivery**

- Explore problems and design solutions through Discovery
- Identify elements requiring de-risking and define a research plan
- Structure and share user insights
- Simultaneously manage *Discovery* and *Delivery* sprints (dual track)

**DUAL TRACK**    **DISCOVERY**    **DE-RISK**    **RESEARCH PLAN**

**MODULE 5** Integrate into company processes

- Manage dependencies with other teams
- Set up a community of practice
- Identify and resolve issues within your team

AT SCALE　　DEPENDENCIES　　COMMUNITY OF PRACTICE

# 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** 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. This is complemented by **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 throughout all the workshops.

## 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).*

## Thiga's certification

### Product expert certification

Skills development begins with training and culminates in certification. Our certification, developed entirely by Thiga consultants and trainers, allows participants to assess and validate their skills, enhance their expertise, and advance their careers. The certification exam 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.**
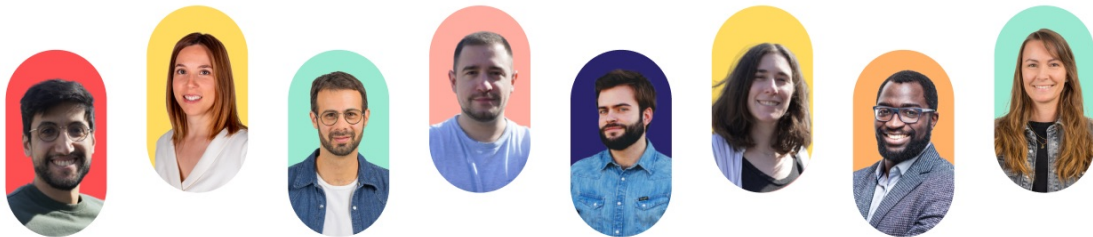
✓ Onboard new team members

✓ Retain talents

✓ Internal transformation support

✓ Create internal career paths

# Thiga Academy
## They talk about us

## 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

> "The training was great, very concrete and actionable. You can start applying it right away. The trainer constantly provided precise examples from his own experience. He showed us how he organizes his tools, roadmap, etc., which made everything very tangible. I can't wait to put it into practice.
>
> **Tina** — Product Manager at Decathlon

> "Many thanks for this top-quality training course, with many actionable elements in the PM's day-to-day role! It's a real gas pedal for going further and becoming more efficient. I really appreciated the fact that the trainers were also PMs or Heads of Product. You can get feedback on their experiences too.
>
> **Tara** — Product Manager at Gens de Confiance

## 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

## 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.

## Contact

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

**THIGA ACADEMY**

**23, rue Taitbout**
**75009 PARIS**

RER **A** Auber

M **7** **9** Chaussée d'Antin-La Fayette