

**INTRA :** à partir de **8 900 € HT\***

\* Tarif valable du 01/01/24 au 31/12/24

**2 DAYS** (14h)

# PRODUCT OWNER

## PRODUCT BASICS

Understanding agility, SCRUM and the Product Owner role



## Target audience and prerequisites

- ✓ **Product Owners** new to the role
- ✓ **Aspiring Product Owners** who need to acquire basic knowledge before taking up a new position

**Full and active attendance** is required.

## Training objective



Mastering the knowledge needed to **understand the role** of Product Owner and rapidly **integrate into an agile system**.

- ✓ **AGILITY:** Acculturation to delivering projects in an **agile context**
- ✓ **PRODUCT OWNERSHIP:** Understanding the role of the **Product Owner (PO)**
- ✓ **METHODOLOGY:** Acquire the basic tools and methods needed to fulfil the role of PO on an agile project

## 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 Owner

## Training program



### Training Program

2 DAYS (14h)

#### MODULE 1 Value vs Plan

- What is a product and why approach it from a value perspective?
- What does agility have to offer?
- Product and/or agile project: what's the difference?

AGILITY

PRODUCT CULTURE

#### MODULE 2 The vision

- Discover and formalize the product vision
- Identify the persona or *Job-to-be-done* by the user
- Identify the problem(s) to be solved for these users
- Formalize solution hypotheses
- State the product's value proposition

PERSONA

JOBS-TO-BE-DONE

VISION AND USER NEEDS

#### MODULE 3 Identifying the MVP

- How to quickly validate solution hypotheses?
- Identify the MVP and prioritize the first roadmap
- Plan a release / Burn up chart

HYPOTHESIS

MVP

BURN UP CHART

#### MODULE 4 SCRUM

- What is Scrum?
- The role of the Product Owner
- Other roles: Scrum Master, developers
- The Product Owner's work with other team members

PRODUCT OWNER

SCRUM

# Product Owner

## Training program



### MODULE 5 Quality

- Manage a product backlog
- Identify and formalize features
- Write User Stories (US) / refine User Stories with the team
- Practical workshops on backlog management and US writing

USER STORIES

BACKLOG

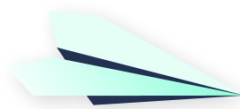
### MODULE 6 Role and responsibilities

- The PO's relationship with stakeholders
- Communicate the team's progress
- Provide visibility on what has been achieved and gather *feedback* for subsequent iterations

COMMUNICATION

FEEDBACKS

GOVERNANCE



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

The course is designed to be **interactive**, with the emphasis on **methodology** and **actionable levers** for trainees. Consequently, **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**.

✓ *We adapt our services for people with disability upon request.*

## A tailor-made offer

**Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.**

- ✓ Onboard new team members
- ✓ Internal transformation support
- ✓ Formations disponibles en français et en anglais
- ✓ Retain talents
- ✓ 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



*Intense, content-rich training with a global vision of the Product Owner profession and Agile methods.*

**Robin** — Product Owner at Le Parisien



*A very good experience thanks to the quality of the trainer and the interactivity and exchange between participants.*

**Bertrand** — Product Designer at BNP Paribas SA CIB

## 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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