

**PUBLIC:** 2 350 € Excl. VAT\*

**PRIVATE:** from 12 500 € Excl. VAT\*

\*Applicable rates from 1/1/25 to 12/31/25

2 DAYS (14h)

# PRODUCT ROI

## PRODUCT LEVEL 4 (4 TO 5+ YEARS)

Become an expert in Product business and adopt an investor mindset to maximize the ROI of product initiatives.

### Target audience and prerequisites

- ✓ This training is designed for professionals already in a **Lead, Head of Product, VP, or C-level** role who want to maximize the real and perceived value of Product & Tech teams' work—both for the company and its investors.

### Training objective



Become an expert in Product business and adopt an investor mindset to maximize the ROI of product initiatives.



- ✓ **CONNECT:** Link user experience to business outcomes and apply the double impact rule
- ✓ **MANAGE:** Treat strategy and roadmap as an investment portfolio
- ✓ **CHALLENGE:** Integrate uncertainty by handling discovery like due diligence
- ✓ **ADAPT:** Cap investments based on expected roi and learn when to pivot, stop, or reinvest
- ✓ **CO-INVEST:** Share investment decisions and accountability for success and failure across product, business, and other departments
- ✓ **ORGANIZE:** Maximize product roi through effective organizational structure and processes

# Product ROI

## Training program



## Training program

2 DAYS (14h)

### MODULE 1 From Product vs. Business to Product = Business

- Identify the pitfalls of traditional Product Management
- Evolve roles & mindsets to move beyond feature planning
- Use the P&L statement as a scorecard for Product business impact

ROLES & MINDSET

P&L

### MODULE 2 Managing Product like an investor

- Approach strategy and roadmap as an investment portfolio.
- Define ambition & risk appetite: cap investments and estimate theoretical ROI.
- Understand the co-investment model at the heart of Product ROI.

PORTFOLIO

ROI

CO-INVESTMENT

### MODULE 3 Ensuring maximum ROI

- Treat Discovery as due diligence.
- Differentiate Release, Launch, and Land: A roadmap doesn't stop at delivery.
- Analyze and optimize investments for sustained impact.

DUE DILIGENCE

OPTIMIZE

### MODULE 4 ROI-driven leadership & organization

- Align organizational structure with an ROI-driven strategy using campaign-based systems.
- Assess process efficiency with an ROI lens.
- Find the right positioning to challenge Product & Tech teams, other CXOs, and investors

STRATEGY

EFFICIENCY

CHALLENGE

# 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).*

## 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**, 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



“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

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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

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Product Marketing  
2 days

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Product Designer  
2 days

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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

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Design System  
2 days

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Product Soft Skills  
2 days

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Discovery Discipline  
2 days

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## Product Leaders 4-5 teams and more

Building a great product organization  
1 day

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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 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



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