

PRIVATE: from 5 000 € Excl. VAT*

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

1 DAY (7h)

AGILITY AWARENESS

PRODUCT BASICS

Understanding Product culture and the fundamentals of agility



Target audience and prerequisites

- ✓ Project Manager
- ✓ Marketing & IT team
- ✓ Middle and Top Management

Full and active attendance of all participants is required.

Training objective

Understand Product culture and the fundamentals of agility.



- ✓ **AGILITY:** Discover the challenges in an agile context
- ✓ **METHOD:** Understand how Scrum works and how to implement it

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**.

Agility awareness

Training program



Training program

1 DAY (7h)

MODULE 1 Product Culture

- What is a product, and why approach it from the angle of user value?
- The main principles of Agile: short loops and rapid iteration, information sharing and transparency, collaborative tools, results orientation and continuous improvement.
- Best practices and tools

AGILE MANIFESTO

CULTURE

MODULE 2 SCRUM

- What is Scrum?
- Rituals: Sprint planning, Daily, Demo, Retro
- Best practices
- The role of the Product Owner, developers and Scrum Master
- The work of the Product Owner and other team members

SCRUM

RITUALS

PRODUCT OWNER

ROLES



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. 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
- ✓ 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



“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

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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

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Product Builders 2-4 years

Data Informed PM
2 days

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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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