

## **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.

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**



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

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**

Doctolik

DISNEP

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Mano Mano



**₩** BlaBlaCar

meetic

ACCOR

Club Med <sup>‡</sup>!

**DECATHLON** 

L'ORÉAL

radiofrance

Cartier



**Qare** 

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**÷** NiCKEL

meilleurs agents

Schneider Electric





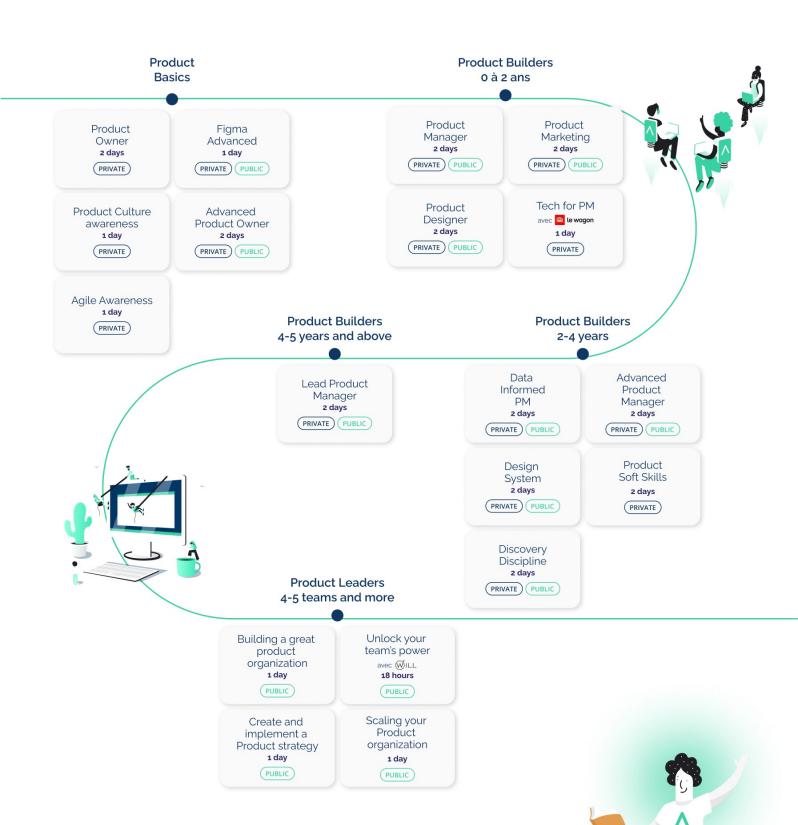






Our training path





**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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