1 DAY (7h)

PRODUCT CULTURE AWARENESS

PRODUCT BASICS

Understanding Product culture and its fundamentals

Target audience and prerequisites

✔ **Top Management and C-Levels**

✔ **Anyone in charge of supporting change in an organization (managers, HR, etc.).**

Full and active attendance from all participants is required.

Training objective

Understand Product culture and the fundamentals of agility.

✔ Understanding what **Product Culture** is (and isn't)

✔ Identify the **key success factors** of a Product organization

✔ Identify **roles and responsibilities** within a Product organization

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 culture awareness
Training program

Training program **1 DAY** (7h)

MODULE 1 Product Culture

- Understand what Product culture is (and isn't)
- Map your culture and identify where Product Management can help you
- Distinguish Project Culture from Product Culture
- Measure the success of Product Management
- Improve *time-to-market* through learning velocity

PROJECT VS. PRODUCT   **CULTURE**

MODULE 2 Product Organization

- Understand the characteristics of a Product organization
- Understand the value of adding the *Product Manager* function to your organization

ORGANIZATION   **PRODUCT MANAGEMENT**   **LEAN CANVAS**

MODULE 3 Roles and responsibilities

- Product vocabulary
- *Make the product right & make the right product*
- Understand the skills of the Product team
- Identify the concrete activities of the Product Manager
- Situation scenario

GLOSSARY   **PRODUCT MANAGEMENT**   **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

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 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

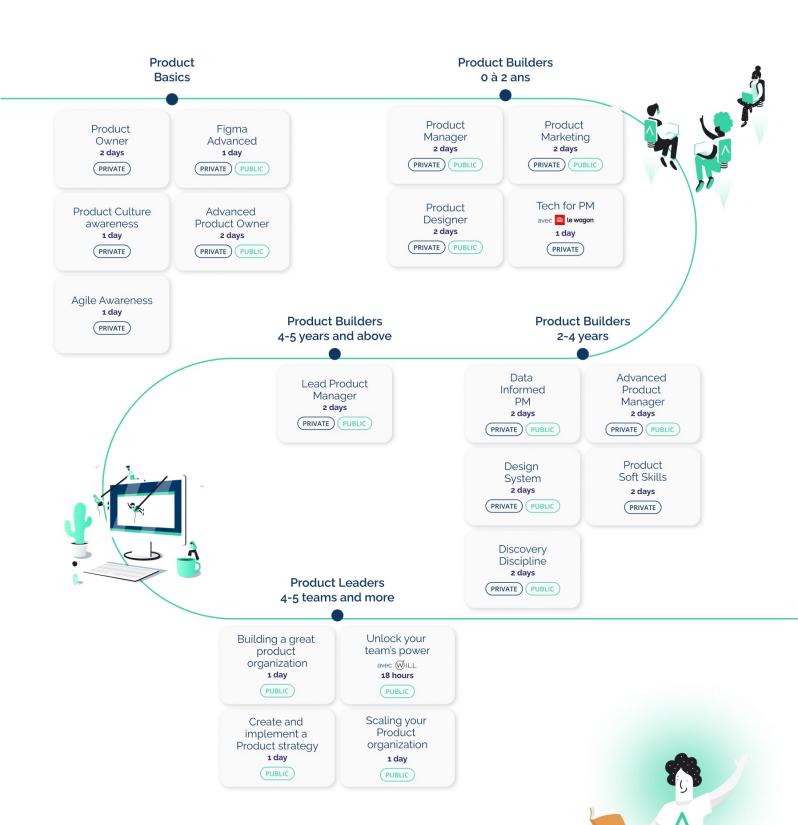**Scaling your Product organization**
1 day
PUBLIC

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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