

PRIVATE: from 9 900 € Excl. VAT*

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

2 DAYS (14h)

SOFT SKILLS

PRODUCT LEVEL 3 (2 YEARS +)

Serenely tackle the situations inherent in the roles and responsibilities of a product profile



Target audience and prerequisites

- ✓ This course is aimed at **Senior Product Managers and Designers** who want to establish their legitimacy and develop their lateral leadership skills

All participants must have mastered the content and skills of the *Product Designer*, *Product Manager* and *Advanced Product Manager* courses to take this course.

Training objective



Acquire **practical and immediately activatable tools** and keys to:

- ✓ Identify your motivational levers to establish lateral leadership
- ✓ Learn to say the right things, without taking relational risks
- ✓ Better manage your stress
- ✓ Dare and know how to say no
- ✓ Handle conflicts and/or objections
- ✓ Work with difficult personalities

Product Soft Skills

Training program



Training program

2 DAYS (14h)

MODULE 1 Understand your Product profile to establish your legitimacy

- Identify the characteristics of a good Product Owner, Product Manager or Product Designer
- Identify comfort zones and areas for improvement
- Map product stakeholders and analyze relational interactions

SKILLS

UNDERSTAND YOUR PROFILE

MODULE 2 Daring to say things: what are the prerequisites?

- Identify emotions and associated needs
- How to express feelings
- Adopt a positive posture to build constructive relationships

STANCE

EMOTIONS

MODULE 3 Motivation & Leadership

- Know your intrinsic motivations
- Distinguishing types of motivation
- Motivation-based leadership
- Understanding different motivational profiles
- Identify your own motivations and ask questions to find out those of others

INTRINSIC MOTIVATION

EXTRINSIC MOTIVATION

MODULE 4 Stress management

- Understand stress
- Identify the levers for managing stress
- Identify levers for managing other people's stress

STRESS MANAGEMENT

Product Soft Skills

Training program



MODULE 5 Self-confidence

- Understand what self-confidence is
- Identify difficult personalities
- Learn how to be more assertive

PERSONALITIES

BEHAVIORS

MODULE 6 Understanding conflict

- 9 keys to understanding conflict
- Case studies for group analysis

CONFLICT MANAGEMENT

PROMOTION

GOVERNANCE

MODULE 7 Handling difficult conversations

- Identify possible options ahead of a difficult conversation with customers (internal or external)
- Prepare well to gain in effectiveness and impact
- Share the 5 golden rules for leading a difficult discussion

COMMUNICATION

MODULE 8 Situation scenario: Role play based on real-life situations

- Anchor the learning and tools provided throughout the course
- Draw on group feedback
- Set up an individualized action plan

STRESS MANAGEMENT

Acquired skills assessment

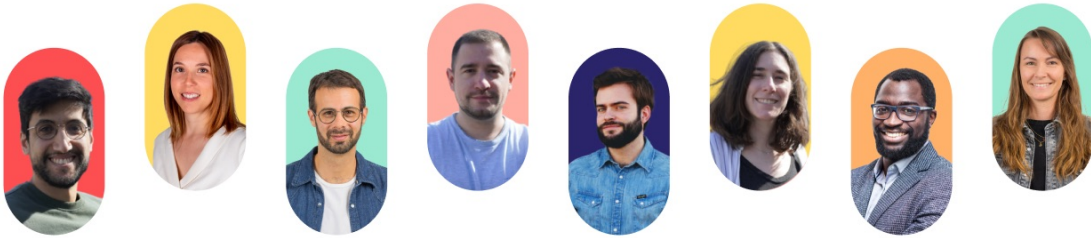
- Acquired skills are assessed throughout the course by the trainers.
- At the end of the session, participants will receive a **certificate of completion**.

Thiga Academy

Our support



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.

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.*

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.

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