

PRIVATE: from 2 200 € Excl. VAT*

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

1/2 DAY (3h30)

PRODUCT STORYTELLING

PRODUCT LEVEL 2 (18 MONTHS TO 2 YEARS)

Transform your products into impactful narratives, unify teams, and convince stakeholders through the art of storytelling

Target audience and prerequisites

- ✓ **Product Owners and Product Managers** looking to enhance the impact of their communication.

Training objective



Master tools and methods that will help you become a more effective communicator, allowing you to rally others around your convictions and ideas.

- ✓ **UNIFY:** Use the right tools and methodologies to align your teams around a common project
- ✓ **CONVINCE:** Learn best practices to enhance the impact of your presentations and communication
- ✓ **EVANGELIZE:** Learn how to communicate more effectively with your users

Product Storytelling

Training program



Training program

1/2 DAY (3h30)

MODULE 1 The fundamentals of storytelling

- What is storytelling?
- Storytelling applied to Product

COMMUNICATION

USES CASES

MODULE 2 Preparing your storytelling

- The importance of a vision
- Crafting your Elevator Pitch
- Writing your storytelling

PRODUCT VISION

ELEVATOR PITCH

MODULE 3 Being impactful and convincing in speech and writing

- Enhancing public speaking skills
- Convincing with slides

STORYLINE

IMPACT



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 50% of the course. To that we add **30% 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

PUBLIC



Sessions are designed for groups of **6 to 12 people at our Paris premises**. Registration is available **until the day before the training** session, subject to availability of places and to receiving the **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

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 Trainers and Alumni

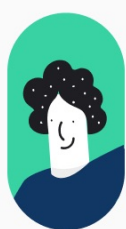


Our trainers



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 from our trainer. Her feedback was very enriching and she knew how to adapt certain elements to her audience (and notably to 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 to 2 years

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

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 strong 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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