

PRIVATE: from 2 200 € Excl. VAT*

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

1/2 DAY (3h30)

CREATE YOUR PRODUCT VISION

PRODUCT LEVEL 2 (18 MONTHS TO 2 YEARS)

Learn how to create a Product Vision to improve alignment and give meaning to your teams

Target audience and prerequisites

- ✓ **Product Managers** who want to create a **team-wide Product Vision** and have a greater **impact** within their Product organization.
- ✓ **CPO / Head of Product** who want to better understand the **organizational and strategic challenges** of implementing a Product Vision.
- ✓ **Product Designers et Lead Developers** wishing to formalize and improve their **understanding** of the subject.

Since training focuses on aligning on a vision, it may be useful to:

- include a product manager or leader to engage the team
- have a multi-disciplinary team to engage all stakeholders (e.g.: business, product and tech teams)

Training objective



Learn how to effectively integrate **Product Vision** into all stages of digital **product design** and **improvement**:



- ✓ **EXPLAIN AND JUSTIFY:** Share a Product Vision with different audiences
- ✓ **FEDERATE:** Around a Product Vision and its benefits
- ✓ **WORK TOGETHER:** Set up a dedicated team and governance structure
- ✓ **DESIGN:** Take into account the existing situation and build the Product Vision in a collaborative manner
- ✓ **ENHANCE:** Bring the Product Vision to life by sharing it (decision-making bodies, product lifecycle)

Product Vision

Training program



Training program

1/2 DAY (3h30)

MODULE 1 Introduction to Vision - Corporate Vision vs. Product Vision

- Definition of Vision
- Without vision, what are the consequences?
- Before the product: Vision, Mission and Corporate Strategy.
- Vision and Product Strategy.
- What's the point of having good visions and good product strategies?

INTRODUCTION

CORPORATE VISION

PRODUCT VISION

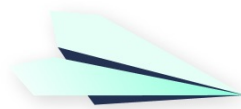
MODULE 2 Build your Product Vision

- Product Vision in Practice: The Product Vision Pyramid
- Communicate and cascade the product vision
- Self-evaluation
- Going further: Product Vision Board and Product Vision Sprint

PRODUCT VISION

COMMUNICATION

ORGANIZATION



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

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

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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

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Product Designer
2 days

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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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