THIGA ACADEMY

SAFe

Product Management

Product Design

Product Marketing

2024

Training Catalog

Take your product career to the next level!

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Our training offer

Thiga Academy

The largest Product training organization in France

We are the reference Academy for **Product training** in France. Our ambition? **Support** the market's maturity, **help Product professionals to grow**, but also **help companies to retain their teams** by offering career paths, while creating responsible digital products with impact..

David Schuster — Thiga Academy Director

The Academy in a few figures

2015
Creation of Thiga Academy

+8500
People trained with Thiga

+60
Consultant trainers

93%
Average satisfaction of participants

25
Trainings in our catalog

5
Certification trainings

Our certifications

Qualiopi
processus certifié

The certification has been issued for the following category of action **TRAINING ACTION**

Our Thiga Academy organization has been **Qualiopi certified** since 2020, guaranteeing the **quality**, **reliability** and **effectiveness** of our training courses. Thanks to this certification, our training courses are also **eligible for funding** from french public bodies such as **OPCOs**.

Dd Datadock

Thiga Academy is also listed on Datadock. Our training programs are part of a **continuous improvement process** and are recognized for their **quality within the Product community.**

THIGA
ACADEMY

Our alumni and customers

They talk about it best

> *The training content was very good, with enough information not to feel overwhelmed, and **very well explained by the 2 trainers**. I came away motivated to put back in place rituals I'd somewhat abandoned, and to try out the new knowledge I have learned with my team.*

Morgane Ruaud — AB Tasty   Product Designer Training   **AB Tasty**

> *A training course not to be missed, particularly for **the quality of its trainers and its structure**. It was an excellent opportunity to delve into the best practices of a well-oiled product organization!*

Étienne Gautier — Orange Business   Product Manager Training   orange Business Services

> *The key elements put into practice in the training are directly actionable. The training helps you work hand in hand with marketing and better understand their challenges!*

Yoann Mével — Digiposte   Product Marketing Training   Digiposte

Our Partners & Clients

Whether you're a large company, a start-up or a fast-growing scale-up, we're committed to supporting you every step of the way.

At Thiga Academy, our aim is to **support you in designing responsible digital products with impact**, regardless of your industry, and to provide you with the skills you need to excel in your field.

Doctolib   Disney   deezer   ManoMano   Carrefour   BlaBlaCar

meetic   ACCOR   Club Med   DECATHLON   L'ORÉAL   SNCF

MICHELIN   CHANEL   pôle emploi   POINT.P   NiCKEL   meilleurs agents

Schneider Electric   AXA   CARGLASS   bouygues   france•tv   SOCIETE GENERALE

Our mission
We accompany you in overcoming your challenges

Our mission is to help you envision and build the best responsible products possible: those that provide an unparalleled experience to your users and succeed in your market, all while ensuring the sustainability of your business.

To achieve this, we provide you with actionable knowledge and advice, **drawing from the best practices, methodologies, and tools** in the market, as well as expertise gained since 2013 in the field within hundreds of companies. Training content is developed by our trainers, who are actively engaged in daily missions, and is therefore built to match your level of product maturity and development. Our training programs, like any good product, are regularly updated to keep pace with market trends. Whether your company is mature or undergoing transformation, we are here to support you **at every step**.

Our offer

Our training courses
From Product Owner to CPO, we accompany you at every stage of your skill development.

Our workshops
We offer specific workshops to improve your daily life: actionable tools and methods are on the agenda!

Our tailor-made offer
Digital transformation, team alignment, onboarding journeys… we tailor our programs to your needs.

Why choose us?

✓ **A balance between theory and practice:** all our training courses follow a case study approach. During our trainings, we illustrate all concepts with practical cases to optimize your learning experience.

✓ **Guidance before, during, and after the training:** our experience extends beyond the two days of training. We offer comprehensive support to help you make the most of the resources at your disposal.

✓ **Concrete feedback from real-world experiences:** our trainers are first and foremost passionate Product consultants, facing challenges similar to those of our participants. They contribute to the richness of our training programs.

Our teaching methods

We support you in your Product career

Thiga's certification

Product expert certification

Skills developement begins with training and ends with certification. Our certification, created from start to finish by our Thiga consultants and trainers, enables trainees to assess and validate their skills, enhance their expertise and develop their careers by taking an exam, which is recognized by the Product community.
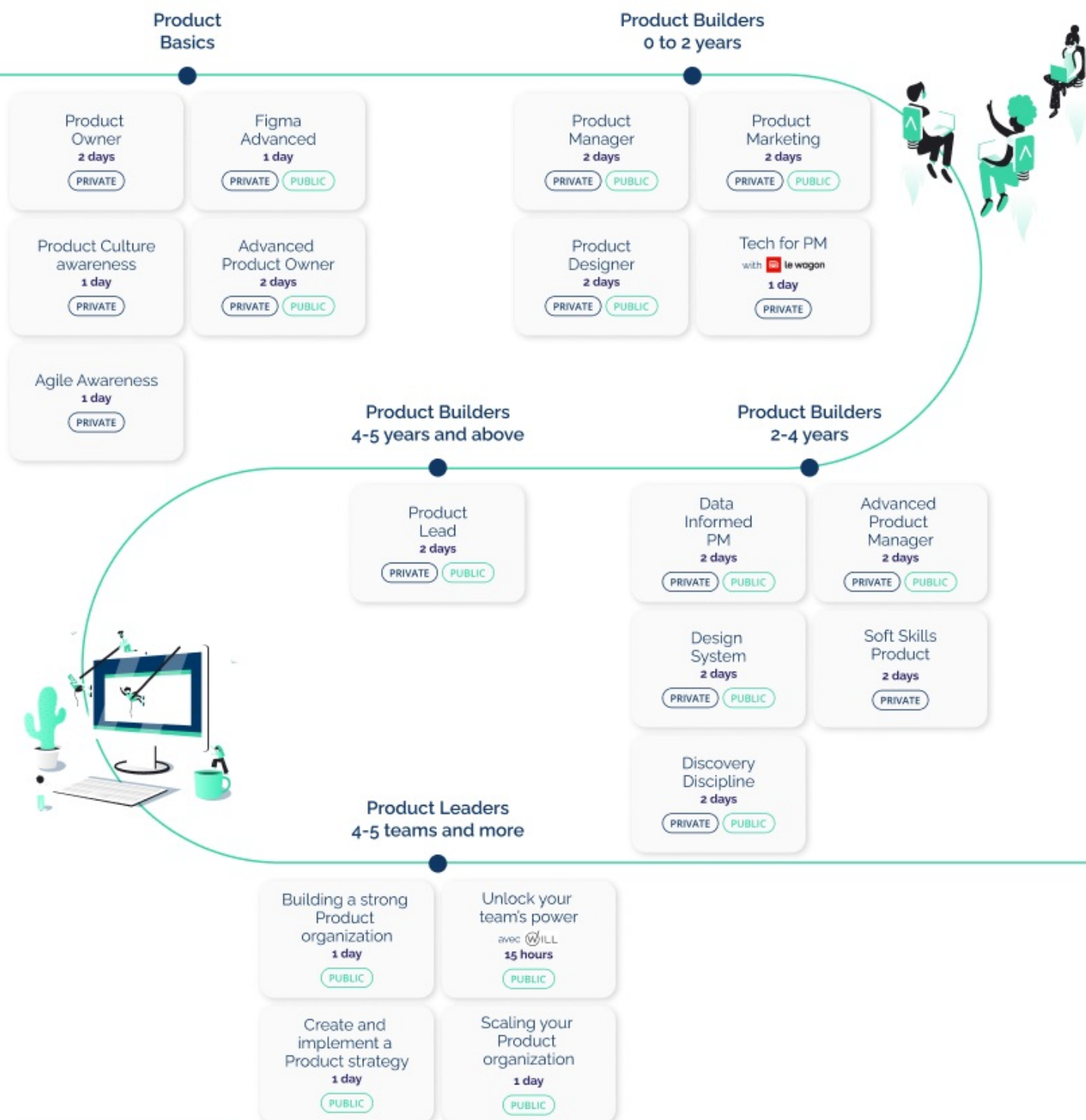
Your product career

Thiga Academy is the partner in the career evolution of Product People. We assist you in leveling up in the fields of **Product Management**, **Product Design**, and **Product Marketing**. Leveraging Thiga's expertise and leadership in the Product domain, we support you and help you **progress** throughout your career.

Chief Product Officer
CPO

Head of Product
HoP

Lead Product Manager

Senior Product Manager

Product Manager

Basics
Delivery

Specialist

Product Leaders

Niv 5
5 teams and more

Niv 4
1-5 teams

Product Builders

Niv 3
4-5 years +

Niv 2
2 years +

Niv 1
0-2 years

Product Basics

Training path
Our catalog

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
PRIVATE PUBLIC

Product Marketing
2 days
PRIVATE PUBLIC

Product Designer
2 days
PRIVATE PUBLIC

Tech for PM
with le wagon
1 day
PRIVATE

Product Builders 4-5 years and above

Product Lead
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

Soft Skills Product
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
15 hours
PUBLIC

Create and implement a Product strategy
1 day
PUBLIC

Scaling your Product organization
1 day
PUBLIC

PRACTICAL INFORMATION

Private 🇫🇷 🇬🇧 🇪🇸
- Groups of **6 to 10 people**
- On our premises in **Paris**, on **your premises**, or **remotely**
- Can be scheduled up to 7 days in advance, subject to receiving a **signed agreement**

Public 🇫🇷 🇬🇧
- Groups of **6 to 12 people**
- **On our premises in Paris**
- Registration possible **up to the day before the training** session, subject to availability of places and to receiving the **signed agreement** before the session

THIGA ACADEMY

We adapt our services for people with disability upon request.

Product Basics

Understanding Product basics

01 | Agility awareness

View

Discover the **Agile fundamentals** and **Product Culture** and learn how to implement the **Scrum methodology**.

(Agile Manifesto) (Scrum) (Product Owner)

02 | Product culture awareness

View

Understand what **Product culture** is, and what it isn't! Identify the **roles and responsibilities** and key success factors of **Product organizations** with concrete examples.

(Product Culture) (Organization) (Roles and responsibilities)

03 | Product Owner

View

Expand your team's knowledge to enable them to understand the role of a **Product Owner** and integrate quickly into an **agile framework.**

(Agility) (MVP) (Backlog)

1 DAY (7h)

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**

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**

2 DAYS (14h)

PRODUCT OWNER

PRODUCT BASICS

Understanding agility, SCRUM and the Product Owner role

Target audience and prerequisites

✓ **Product Owners** new to the role

✓ **Aspiring Product Owners** who need to acquire basic knowledge before taking up a new position

Full and active attendance is required.

Training objective

Mastering the knowledge needed to **understand the role** of Product Owner and rapidly **integrate into an agile system.**

✓ **AGILITY:** Acculturation to delivering projects in an **agile context**

✓ **PRODUCT OWNERSHIP:** Understanding the role of the **Product Owner (PO)**

✓ **METHODOLOGY:** Acquire the basic tools and methods needed to fulfil the role of PO on an agile project

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 Owner
Training program

Training Program   `2 DAYS (14h)`

MODULE 1   Value vs Plan

- What is a product and why approach it from a value perspective?
- What does agility have to offer?
- Product and/or agile project: what's the difference?

`AGILITY`   `PRODUCT CULTURE`

MODULE 2   The vision

- Discover and formalize the product vision
- Identify the persona or *Job-to-be-done* by the user
- Identify the problem(s) to be solved for these users
- Formalize solution hypotheses
- State the product's value proposition

`PERSONA`   `JOBS-TO-BE-DONE`   `VISION AND USER NEEDS`

MODULE 3   Identifying the MVP

- How to quickly validate solution hypotheses?
- Identify the MVP and prioritize the first roadmap
- Plan a release / Burn up chart

`HYPOTHESIS`   `MVP`   `BURN UP CHART`

MODULE 4   SCRUM

- What is Scrum?
- The role of the Product Owner
- Other roles: Scrum Master, developers
- The Product Owner's work with other team members

`PRODUCT OWNER`   `SCRUM`

Product Owner
Training program

MODULE 5 Quality

- Manage a product backlog
- Identify and formalize features
- Write User Stories (US) / refine User Stories with the team
- Practical workshops on backlog management and US writing

USER STORIES **BACKLOG**

MODULE 6 Role and responsibilities

- The PO's relationship with stakeholders
- Communicate the team's progress
- Provide visibility on what has been achieved and gather *feedback* for subsequent iterations

COMMUNICATION **FEEDBACKS** **GOVERNANCE**

Product Builders
Strengthening Product knowledge

01 Advanced Product Owner

View

Enhance your team's performance and the quality of **Delivery**.

(Delivery) (Prioritization) (Managing your product)

02 Product Manager

View

Master **Discovery methods** to build products/features with high user and business value.

(Discovery) (Problem and target) (Market and solution)

03 Advanced Product Manager

View

Integrate **Discovery** and **Delivery** to influence your Product **roadmap**.

(Roadmap & OKR) (Stakeholder management) (Dual track)

04 Tech for PM

le wagon

View

Develop the **knowledge and tools necessary for collaboration** with technical teams.

(API) (Git & Github)

05 Data-Informed PM

View

Harness the full potential of **data** to **make the best Product decisions**.

(Framework Analytics) (Metrics) (North Star)

06 Discovery Discipline

View

Learn to implement the **F.O.C.U.S.E.D. framework** and practice a method that quickly identifies **solutions** with the most **impact**.

(Discovery) (Convergence) (Decision-making)

THIGA ACADEMY

Product Builders
Strengthening Product knowledge

07 | Product Designer

View

Increase your impact within your organization by designing digital products with **high customer and business value**.

(User research) (Prototyping) (Design Thinking)

08 | Figma Advanced

View

Increase your efficiency during your design phases on **Figma** by mastering the **advanced features** of the tool and **best practices**.

(Variables) (Conditional prototyping) (Design System)

09 | Design System Strategy

View

Discover the **key strategies** to convince your decision-makers of the benefits of a **Design System**, then learn how to implement and sustain it.

(Governance) (Design principles) (Design System creation and animation)

10 | Product Marketing

View

Understand the spectrum of **Product Marketing** and the responsibilities to ensure **the success of a digital product** in the market.

(Positioning) (Pricing & Messaging) (Go-to-market)

11 | Product Soft Skills

View

Approach with confidence the situations inherent to the role and responsibilities that make up the daily life of a Product professional.

(Motivation & Leadership) (Stress management)

THIGA ACADEMY

THIGA ACADEMY

PRODUCT OWNER

CERTIFIED

Certified training

2 DAYS (14h)

ADVANCED PRODUCT OWNER

PRODUCT BASICS

Improve your team's performance and the quality of your delivery

Target audience and prerequisites

✔ **Product Owners** with at least 9 months' initial experience

✔ **People with a good knowledge of the main principles** of agility (roles, rituals and associated artifacts)

Participants are required to have already taken part in an **Agile project** in order to attend this course. **Full and active attendance** is required.

Training objective

Master the **full spectrum** of the Product Owner's responsibilities to improve the performance and quality of his **team's Delivery** using Agile principles.

✔ **AGILITY:** Master the values and **principles of Agility** as we apply them to the **professional context** of the participants' products with practical application keys

✔ **EXPERIENCE:** Share Product Owner experiences in different contexts and discuss issues encountered by teams

✔ **KNOWLEDGE:** Deepen your knowledge base

✔ **PERFORMANCE:** Boost team performance and predictability

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**.

Advanced Product Owner

Training program

Training Program   **2 DAYS** (14h)

MODULE 1 Product Culture and Process

- About Product culture
- What is a Product Process?

CULTURE   **PRODUCT PROCESS**

MODULE 2 Discovery and Prioritization

- How to approach Discovery as a Product Owner?
- Introducing the Discovery players
- Presenting your product vision using an Elevator Pitch
- How to gather information to make the right decisions?
- Prioritize your roadmap by value
- Adopt an MVP approach
- How to run a Storymapping workshop

ROADMAP   **ELEVATOR PITCH**   **STORYMAPPING**

MODULE 3 Planning a sprint

- Frame the approach
- Cut US according to INVEST criteria
- How to define good acceptance criteria with *Example Mapping*?
- How to manage estimates and run an Extreme *Quotation workshop*?
- Presentation of best practices in dependency management

EXTREME QUOTATION   **USER STORY**   **DEPENDENCY**

Advanced Product Owner
Training program

MODULE 4 **Managing day-to-day work with the team**

- A reminder of Scrum and Kanban
- Focus on the Product Owner role
- Improve relations with the development team
- How to manage documentation
- Improve product quality through testing and bug management

SCRUM & KANBAN   ROLES   DOCUMENTATION

MODULE 5 **Managing your product**

- How to analyze *burnup* and *burndown* charts?
- How to measure the efficiency of a Kanban system?

VELOCITY   PERFORMANCE   MANAGEMENT

MODULE 6 **Continuous improvement**

- How to improve your product, your team and your skills?

RETROSPECTIVE   BEST PRACTICES   FEEDBACK

THIGA ACADEMY
PRODUCT MANAGER
CERTIFIED

Certified training

2 DAYS (14h)

PRODUCT MANAGER

PRODUCT LEVEL 1 (0 TO 2 YEARS)

Master Discovery methods to build products and functionalities with high user and business value

Target audience and prerequisites

✓ **Product Owners** wishing to become Product Managers

✓ **Product Managers** wishing to formalize and develop their practices

✓ People **who have already participated in the creation of digital products** and wish to understand the mindset and tools of Product Management (Managers, Project Owners, Digital Project Managers, etc.).

All participants must **master the basics of Agile** (Scrum at least) to be able to follow this training course. **Full and active attendance** is required.

Training objective

Master **Discovery methods** to build products and functionalities with **high user and business value**.

✓ **PROBLEM STATEMENT:** Understand and define **problems**

✓ **USER RESEARCH:** Draw up **personas** and conduct **user interviews**

✓ **SOLUTION:** Identify and prioritize **solutions**

✓ **TESTING:** Validate the solution with **usability tests**

✓ **METRICS:** Define **success metrics**

✓ **MVP:** Iterate with an **MVP** process

Product Manager
Training program

Training program   2 DAYS (14h)

MODULE 1 Understand Discovery

- What is Discovery?
- When should it be done?
- Who is responsible for it?

PRODUCT RESEARCH   TIME-TO-IMPACT   ROLES

MODULE 2 Validate the problem and the target

- The problem and its importance
- Understand the problem through the job to be done and the persona
- Investigate the problem in the field

PROBLEM STATEMENT   JOBS-TO-BE-DONE   PERSONA   INTERVIEWS

MODULE 3 Imagine and validate the solution

- From sketching to prototyping
- Conducting a proper prototyping test

STORY MAP   CRAZY 8   PROTOTYPING

MODULE 4 Market validation

- Test the value proposition
- Launch the functionality into production
- Monitor and optimize

ADOPTION   CONVERSION   MONITORING

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
ADVANCED PRODUCT MANAGER
CERTIFIED

Certified training

2 DAYS (14h)

ADVANCED PRODUCT MANAGER

PRODUCT LEVEL 2 (2 YEARS +)

Learn how to build a roadmap and navigate Discovery and Delivery using the Product vision, strategic objectives and product knowledge.

Target audience and prerequisites

✔ This course is aimed at Product Managers **with at least 2 years' experience as a Product Manager**

All participants must have mastered the content and skills of the Product Manager training course in order to attend this course. **Full and active attendance** is required.

Training objective

At the end of the course, participants will know how to use **discovery** and **delivery** to influence the product **roadmap.**

✔ **DISCOVERY** : Consolidate and complete **product research** information (user, market, data) to establish and develop the state of their product ;

✔ **PRIORITIZATION** : **Prioritize discovery and delivery** efforts on opportunities that meet the vision, objectives (OKRs) and diagnosis of the product ;

✔ **DELIVERY** : Organize the delivery and adapt it **to face risks, unexpected events and pressures** (team, managers / Comex, business...) ;

✔ **DECISION** : Involve the team and stakeholders, but know how to **make decisions and convince them** of their prioritization / decisions... ;

✔ **ROADMAP** : **Integrate into the strategic roadmap** and delivery at scale.

Advanced Product Manager
Training program

Training program   **2 DAYS** (14h)

MODULE 1   Linking your Product to your Product/company strategy

- Take ownership of strategic objectives through an understanding of vision, values and the business
- Product research: link user, market and data information
- Identify and challenge product objectives (OKRs)

PRODUCT, USER AND MARKET RESEARCH   **VISION**   **STRATEGY**   **OKR**

MODULE 2   Prioritize and update your roadmap

- Manage the link between Roadmap and Release Plan
- Prioritize topics eligible for Discovery
- Reformulate an opportunity into clear, verifiable product hypotheses
- Build your product roadmap

ROADMAP   **RELEASE PLAN**   **OPPORTUNITY**

MODULE 3   Manage organization and stakeholders

- Prioritize your roadmap with a method
- Communicate on the Roadmap & Release plan and unpredictability
- Align internal and external stakeholders
- Learn how to say no based on relevant arguments

PRIORIZATION   **COMMUNICATION**   **STANCE**   **STAKEHOLDER MANAGEMENT**

MODULE 4   Organize Discovery and Delivery

- Discovery of problems and solutions
- Identify elements in need of de-risking and define a research plan
- Structure and share user knowledge
- Simultaneously manage *Discovery* and *Delivery* sprints (dual track)

DUAL TRACK   **DISCOVERY**   **DE-RISK**   **RESEARCH PLAN**

Advanced Product Manager

Training program

MODULE 5 **Integrate into company processes**

- Manage dependencies with other teams
- Integrate into large-scale ceremonies
- Set up a community of practice
- Identify and solve problems within your team

AT SCALE   **DEPENDENCIES**   **COMMUNITY OF PRACTICE**

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**.

1 DAY (7h)

TECH FOR PM

PRODUCT LEVEL 1 (0 TO 2 YEARS)

Develop your knowledge and master the tools needed to work with technical development teams

le wagon

Target audience and prerequisites

✔ **Product Managers** wishing to strengthen their technical knowledge in order to better collaborate with development teams

✔ People **with basic web development skills** who want to extend their skills to collaboration tools

All participants will need to validate an online module covering the fundamentals of web development (HTML/CSS) in order to take part in training. **Full and active attendance** is required.

Training objective

Broaden your tech knowledge to better collaborate with development teams.

✔ **CONSOLIDATE** your web development fundamentals: code a web page (HTML/CSS), understand how a browser works, deploy your page on the Internet

✔ **COLLABORATE WITH GITHUB:** version code, create a repository, master collaboration processes for digital product development

✔ **UNDERSTAND AND USE APIS:** learn about use cases, practice HTTP requests, understand error codes, master API integration

Tech for PM
Training program

Training program 1 DAY (7h)

MODULE 1 Git & Github sprint

- Discover the terminal and master basic commands
- Understand Git and the benefits of versioning, steps such as add, commit, simple commands such as log and diff
- Move around branches and understand the merge procedure
- Discover Github, Gitlab and Bitbucket, create a 1st repository on Github
- Discover collaboration with Github: add contributors, clone a repo, read commits, make pull requests, write in markdown
- Create local branches and pull requests on an HTML site (created during the preparatory module), suggest improvements and collaborate on other learners' sites.

GITHUB   GITLAB   MARKDOWN

MODULE 2 API Sprint

- Understanding the role of APIs in tech
- Demystify API jargon, Webhook, Middleware, Access Token, HTTP, JSON etc.
- Consuming APIs, i.e. making HTTP requests with a browser and Postman on several web services: Github API, Mapbox API
- Know how to read API documentation on different types of requests (verbs) and error codes
- Add a contact form to the landing page and connect it to Trello to receive leads

API   GITHUB API   MAPBOX API

Tech for PM
Preparatory work

Preparatory work

Modalities

Participants will be invited to access a course on the Le Wagon educational platform. The course will be 100% e-learning, with video, guided exercises and support available.

Target skills

- Understand the structure of a web page
- Write a few lines of code in an IDE
- Use the inspector to display the DOM
- Deploy a web page on Github pages

Participants in the Tech for PM course will need to validate this prerequisite.

Red thread

During the training, learners will use a web page (landing page) similar to the one developed during the preparatory work, and will thus be able to put the tools and concepts taught directly into practice.

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**.

2 DAYS (14h)

DATA-INFORMED PM

PRODUCT LEVEL 2 (18 MONTHS TO 2 YEARS)

Use the full potential of data to make better product decisions

Target audience and prerequisites

✔ **Product Managers** wishing to formalize and develop their data practices

This course is aimed at Product Managers. All participants must be familiar with the content and skills acquired in the Product Manager training course in order to follow this course.

Training objective

Learn **how to use data in your day-to-day work** as a Product Manager.

✔ **TOOLS:** Understand the **data stack**, define which tool to use for which purpose

✔ **METRIC:** Select **relevant metrics** to define the **success of an experiment, a feature or a product**

✔ **DECISION:** Use the potential of **data at the right moment** in the product process (discovery, delivery, measurement)

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**.

Data-informed PM

Training program

Training program   **2 DAYS** (14h)

MODULE 1   Data responsibilities of a Product Manager

- Scope and responsibilities: interacting with data roles (analyst, engineer, ops, scientist)
- Questions to ask as a Product Manager about data
- Understand the different building blocks / tools of a data stack
- Data at every stage in the life of a product or feature
- Present arguments to *stakeholders*

ENVIRONNEMENT DATA   **PRODUCT LIFE CYCLE**

MODULE 2   Measuring product health

- What is a successful product?
- Define key metrics (usage, performance, satisfaction, business...)
- Challenge data reliability
- Understand the main analytics frameworks and their limitations (AARRR, North Star Metric...)

AARRR   **NORTH STAR METRIC**   **GOOGLE ANALYTICS**

MODULE 3   Using data to make Product decisions

- Use data in Product Discovery (user research, quantitative data analysis)
- Implement and improve a tagging plan
- Validate / invalidate an experiment
- Measure usage and iterate

PRODUCT DISCOVERY   **EXPERIMENTATION**   **PRODUCT PRIORITIZATION AND ITERATION**

2 DAYS (14h)

DISCOVERY DISCIPLINE

PRODUCT LEVEL 2 (2 TO 4 YEARS)

Learn to master the F.O.C.U.S.E.D. framework and practice a method that quickly identifies the solutions most likely to have an impact.

Target audience and prerequisites

Our training course has been designed for Product People looking to perfect their approach, identify high-impact solutions more quickly and limit the risk of "product failures". It is aimed at:

- ✔ Product Manager
- ✔ Product Designer
- ✔ Product Marketing Manager

All participants need to master the basics of **Product Discovery**.

Training objective

Excel in the discipline of product discovery and master the F.O.C.U.S.E.D. framework.

- ✔ CONSOLIDATE **your understanding of the different apects of discovery,** beyond user interviews
- ✔ STRENGHTEN your end-to-end **product discovery methodology**
- ✔ MASTER **the deliverables** of the discovery discipline method
- ✔ EXPLORE **the best discovery activities,** and decide which ones are most relevant to your context
- ✔ OPTIMIZE **the discovery time** to your internal challenges to converge faster

Discovery Discipline
Training program

Training program   **2 DAYS** (14h)

MODULE 1 **Introduction to Discovery Discipline**

- How did this method emerge?
- Why does it work?
- What are the different stages, expected deliverables and recommended activities?
- What does a real project look like from A to Z?

MILESTONES AND DELIVERABLES   **THE METHOD'S ORIGINS**

MODULE 2 **Situation scenario: the first 3 steps of the method**

- How much time should you devote to discovery?
- What objectives should be set?
- Which problems to focus on?
- How can we be sure that management will understand the users?

OBJECTIVES   **PROBLEMS**

MODULE 3 **Situation scenario: F.O.C.U.S.E.D. the complete method**

- What moments in the user experience are decisive?
- How can I find a quality solution quickly?
- What is the final result?
- When to stop discovery work?

USER EXPERIENCE   **FINAL OUTPUT**

MODULE 4 **The method applied to your context**

- Where do you start when you return to your company? How does context influence discovery?
- How can this method be used to leverage influence with stakeholders?
- What are the most common mistakes?
- When should you give up, iterate or persevere?

STAKEHOLDERS   **SET UP**

THIGA
PRODUCT DESIGNER
CERTIFIED

Certified training

2 DAYS (14 h)

PRODUCT DESIGNER

PRODUCT LEVEL 1 (0 TO 2 YEARS)

Gain impact within your organization by designing digital products with high customer and business value

Target audience and prerequisites

- ✓ **UX Designer** who wish to have more impact within their Product organization
- ✓ **UI Designers** looking to intervene at an earlier stage of the design process
- ✓ **Product Designers** who want to formalize and improve their practices

Participants should have a **basic knowledge of design** (graphic communication, interaction or product design, etc.).

Training objective

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

- ✓ **COLLABORATION:** Understand the role and combine **Product Management** and **Product Design** for a greater impact
- ✓ **CONTEXT:** Adapt your approach to the **product's context and challenges**
- ✓ **FACILITATION:** Align the various stakeholders of an organization on **problems and their de-risked solutions**
- ✓ **DESIGN:** Design and test the relevance of solutions by finding the right balance between **user needs, profitability and technical constraints**

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 Designer
Training program

Training program   2 DAYS (14h)

MODULE 1   Back to Product Design basics

- Understand Product culture and its impact on Design
- Understand the different types of Design organizations
- Define the role and missions of the Product Designer within a Product team and its processes
- Enhance the impact of Design on Product strategy

PRODUCT CULTURE   IMPACT   PRODUCT DESIGN BASICS

MODULE 2   From Research to Ideas

- Organize the Design process, from problem to solution
- Choose the right user research tool depending on the context
- Summarize and share research results within the organization with user AND business value in mind
- Facilitate idea generation by avoiding biases

DESIGN THINKING   USER RESEARCH

MODULE 3   From Ideas to Design

- Adapt design efforts for a greater impact
- Materialize the user experience
- Lead co-design workshops and bring the team together around one or more potential solutions
- Apply good interface design practices

CO-CONCEPTION   MVP   PROTOTYPING   SKETCHING

MODULE 4   How to validate and share your solutions

- Formalize and test design solution hypotheses by being data-informed
- Adapt your approach to convince the various players in your organization
- Streamline collaboration with developers
- Industrialize design within Product with the *Design system*

COLLABORATION   DESIGN SYSTEM

1 DAY (7h)

FIGMA ADVANCED

PRODUCT BASICS

Improve efficiency during Figma design phases by mastering the tool's advanced functions and best practices

Target audience and prerequisites

- ✓ **Designer** wishing to change design tools or take their Figma experience to the next level
- ✓ **Product Manager** wishing to implement ideas independently
- ✓ **Anyone** wishing to become more autonomous in interface design

Participants must already have used Figma (or another UX Design software, such as Sketch).

Training objective

Acquire the **knowledge** needed to **perfect** your use of Figma: from the tool's advanced functions to **prototyping**.

- ✓ **SAVE TIME** with a good command of the **design** tool
- ✓ **CREATE robust components** using autolayouts, constraints and component properties
- ✓ **MAKE** good **design recommendations**
- ✓ **DESIGN** **responsive** interfaces **adapted** to different screens
- ✓ **INITATE design system** components on figma
- ✓ **LEARN** how to create an **effective prototype** for user testing

Figma Advanced
Training program

89%
satisfaction rate
in 2023

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

MODULE 1 Perfect the way you design on Figma

- Get to grips with the tool: presentation of the interface and its functions
- Use grids
- Master autolayout
- Design responsive and adaptive interfaces
- Use external libraries

`TOOL OVERVIEW` `AUTOLAYOUT` `GRIDS` `RESPONSIVE DESIGN` `LIBRARIES`

MODULE 2 Master components and power your Design System

- Create your first styles
- How to use components and instances
- Design robust, maintainable components using properties
- Create and manage your own library
- Create complex components with Atomic Design

`STYLES` `COMPONENTS` `PROPERTIES` `DESIGN SYSTEM` `ATOMIC DESIGN`

MODULE 3 Prototyping and animations

- Learn to prototype on Figma
- Animation concepts

`PROTOTYPING` `ANIMATION`

MODULE 4 Grow your organization

- Organize projects within your organization
- Organize your files
- Organize your pages
- Introduction to branching and versioning

`ORGANIZATION` `VERSIONING` `ACCESSIBILITY`

Figma Advanced
Training program

MODULE 5   **Collaborate efficiently on Figma**

- Discover the different ways to collaborate on Figma
- Efficient collaboration between designers
- Best practices for a good handoff with developers
- Sharing work with stakeholders (Product Owners, users, etc.)

COLLABORATION   **HANDOFF**

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**.

2 DAYS (14h)

DESIGN SYSTEM STRATEGY

PRODUCT LEVEL 2 (2 TO 4 YEARS)

Learn how to set up, share and improve a Design System, master the levers of action needed to convince your decision-makers of the benefits of a Design System.

Target audience and prerequisites

✓ **Product Designers** wishing to demonstrate the benefits of implementing a Design System in their organizations

✓ **CPO / Head of Design** wishing to intervene further upstream in the design process and understand the organizational and strategic issues involved in setting up a Design system

✓ **Product Managers et Lead Developers** wishing to formalize and develop their understanding of the topic

All participants must be doing **Product Design** and/or **UX Design** and belong to Product teams. For Product Lovers **with 2 to 4 years' experience.**

Training objective

Learn how to integrate the **Design System** effectively into all stages of **digital product design and improvement.**

✓ **EXPLAIN AND JUSTIFY:** Defending the implementation of a Design System to different audiences

✓ **UNITE:** Gathering people around the Design System and its benefits

✓ **WORKING TOGETHER:** Set up a dedicated team and governance structure

✓ **DESIGN:** Take into account the current situation and build a first version of the Design System

✓ **GROW:** Bring the Design System to life

Design System Strategy
Training program

Training program   **2 DAYS** (14h)

MODULE 1   Introduction to Design System

- A little history: systemic culture
- What is a design system?
- The benefits

`INTRODUCTION`   `SYSTEMIC CULTURE`

MODULE 2   Convincing decision-makers and setting-up an organization

- When should a Design System be implemented?
- Why and how to promote it within decision-making bodies?
- Define the type of organization
- Define governance

`ORGANIZATION`   `PROMOTION`   `GOVERNANCE`

MODULE 3   Framing and starting your Design System

- Bring a team together
- Involve stakeholders
- Agree on tools and common documentation

`FRAMING`   `DOCUMENTATION`

MODULE 4   Laying the foundations and initial components

- Define Design Principles
- Identify components
- Create the first assets and tokens
- Find a common language
- Organize your libraries
- Usability, accessibility, eco-responsibility & inclusiveness

`COMPONENTS`   `DESIGN PRINCIPLES`   `DESIGN TOKEN`   `LIBRARY`   `ACCESSIBILITY`

Design System Strategy
Training program

MODULE 5 **Bringing your first version to life and having it adopted**

- Contribution and review
- Prioritization, debts and technical constraints
- Complete lifecycle
- Train and promote the use of the Design system
- Organize and optimize your handoff with tech
- Evangelize and promote adoption among teams

LIFE CYCLE   **ADOPTION**   **EVANGELIZATION**

MODULE 6 **Evolve and grow at scale**

- Measure impact
- Develop your Design System
- Master versioning
- The Design System and much more: a holistic vision

IMPACT   **EVOLUTION**   **VERSIONING**

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**.

2 DAYS (14h)

PRODUCT MARKETING

PRODUCT LEVEL 1 (0 TO 2 YEARS)

Understanding the spectrum of Product Marketing and how to ensure the success of a digital product on a market

Target audience and prerequisites

- ✓ **Product Managers** with a business appetite who want to go further on the marketing aspects of their product
- ✓ **Marketing specialists** wishing to work with or as Product Marketing Managers
- ✓ **Product Marketing Managers** wishing to formalize and develop their best practices

We require a full and active attendance from all our participants.

Training objective

Understanding the spectrum of **Product Marketing** and how to ensure the success of a **digital product on a market**

- ✓ **PRODUCT MARKETING:** The basics, its history, role and positioning within an organization
- ✓ **PRODUCT MARKETING VS MANAGEMENT:** Why and how should we work?
- ✓ **BUYER PERSONA:** Understand your market, the competition and define your **buyer persona profile**
- ✓ **POSITIONING:** Define a **clear positioning** taking into account the context and the product
- ✓ **MESSAGING:** Create and structure an **effective message** around the product and its benefits

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 Marketing
Training program

Training program   **2 DAYS** (14h)

MODULE 1   Introduction to Product Marketing

- What is Product Marketing? Why is it important for both Product and Marketing?
- Understand the roles, responsibilities and skills required to be an excellent PMM
- How should PM and PMM work together to ensure the success of their product?

PRODUCT MARKETING   PRODUCT MANAGEMENT   ORGANIZATION   PRODUCT LIFE CYCLE

MODULE 2   Understand your product's ecosystem

- What is a market? How do you study its dynamics, measure it and understand the competition?
- What is a buyer persona? How do you build and address them? Should we sell our product to everyone?

MARKET RESEARCH   BUYER PERSONA   RESEARCH   INTERVIEWS

MODULE 3   Shape: Define your Product

- What is product positioning? Why is it important?
- How do I build an impactful positioning?
- How do I define my pricing strategy? What different models work?
- How can I define an effective messaging strategy that is tailored to my target audience?

PRODUCT POSITIONNING   VALUE PROPOSITION   BENEFIT LADDER   PRICING   MESSAGING

MODULE 4   Roll-out: Launch your product

- How do you build your Go-To Market strategy?
- Coordinate and launch your product on the market effectively
- *Sales enablement & tactics:* how can you ensure that your sales force is effective, autonomous and comfortable in selling your product to the right target with the right messages?

GO TO MARKET   PRODUCT LAUNCH   METRICS   SALES ENABLEMENT   TACTICS

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**.

Product Leaders

Become the Product Leaders of tomorrow

01 | ### Product Lead

View

Become an expert in **Product decisions** and explore methods for making the best strategic decisions.

(Decision-making) (Product Growth & Data) (Advanced roadmapping)

02 | ### Building a strong product organization

View

Learn to manage an organization like a product, **from building to evolving the organizational structure.**

(Tribes & Squads) (Organization as a Product) (Organizational Lean Canva)

03 | ### Unlock the powers of your teams while reducing your mental load

(W)ILL   View

Develop or refine **your coaching abilities**, enabling you to successfully **coach your colleagues**... or even your managers!

(Liberating structures) (Non-violent communication) (Motivational levers)

04 | ### Scaling your Product organization

View

Learn to build and operate the **cultural and organizational rules** of Product at scale.

(Canvas Culture) (The 6 components of Culture) (Playbook)

05 | ### Create and implement a Product strategy

View

Learn to define a **Product strategy that is desirable, accessible, and executable** by your teams

(Product Vision) (Diagnosis & Strategic Challenge) (OKRs)

THIGA
ACADEMY
PRODUCT LEAD
CERTIFIED

Certified training

2 DAYS (14h)

PRODUCT LEAD

PRODUCT LEVEL 4 (4 TO 5 YEARS +)

Become an expert in product decision-making and learn the best methods for driving strategic decisions in your field.

Target audience and prerequisites

✓ This course is designed for people already working as **Senior Product Manager / Designer** (4 to 5 years' experience) or as **Lead Product Managers/Designers** and who would like to put things into perpective and deepen their knowledge.

Participants must be able to demonstrate a sound knowledge of **product decision-making**: to this end, a qualification questionnaire will be sent out upon preregistration.

Training objective

Become an expert in Product decision-making

✓ **DECISION:** Understand and improve your **decision-making** skills

✓ **MAPPING:** Map the elements of a **Product Model** and challenge it

✓ **ENGAGEMENT:** Create **engaging** products to ensure product growth

✓ **METRICS:** Identify the right **KPIs / strategic metrics** to track

✓ **PRIORITIZE:** Build **advanced roadmaps** based on problems, metrics and hypotheses

✓ **PROCESS:** **Orchestrate** product discovery, delivery and optimization in a single process

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 Lead
Training program

89%

satisfaction rate
in 2023

Training program `2 DAYS (14h)`

MODULE 1 Decision-making

- Understand the cognitive processes behind judgment and decision-making
- How to guard against bias
- Deconstruct a decision and identify the reasons for discrepancies

`COGNITIVE BIASES` `REVERSIBLE/IRREVERSIBLE DECISIONS` `INFERENCE SCALE`

MODULE 2 Engagement and Product Growth

- Understanding the mechanics of *product growth*
- Take user limitations into account
- Identify emotions and motivations to design user engagement, without compromising ethics

`PRODUCT GROWTH` `ENGAGEMENT` `MOTIVATIONS` `EMOTIONS`

MODULE 3 Advanced roadmapping

- *Feature audit* and *housecleaning*
- Building a problem-oriented *roadmap* using the PRICE method
- Link *Discovery*, *Delivery* and Optimization with the IPSUM method
- Identify the right experimental methodologies
- Communicate your roadmap

`AUDIT` `PROBLEM ROADMAP` `EXPERIMENTS`

MODULE 4 Product Data and strategic vision

- What makes a good product KPI
- Build your strategic metrics tree and your Product Balanced Scorecard
- Map the elements of your product model and challenge it
- Identify your North Star Metrics

`PRODUCT BALANCED SCORECARD` `METRIC TREE` `NORTH STAR METRICS`

1 DAY (7h)

BUILDING A STRONG PRODUCT ORGANIZATION

CULTURE & ORGANIZATION

Throughout the day, the trainer will lead an exchange of knowledge on the construction and evolution of the organizational structure.

Target audience and prerequisites

✔ **Product Managers ou Lead PMs** moving into management

✔ **CMO / CTO / CEO** in charge of a product department

✔ **Professionals who manage all or part of a Product organization** (Tribe or Organization of 2 or more squads)

All applications will be examined via a **qualification process** (questionnaire + possible phone discussion).

Training objective

The Product Leader will learn how **to manage the organization like a product.**

✔ Apply **product logic** to the organization

✔ Identify **action levers** to improve the organization

✔ **Diagnose and prioritize** organizational problems

✔ Know when and how to modify the **team breakdown**

✔ **Improve** interaction within and between teams

✔ Get management, teams and stakeholders **on board**

✔ **Test, measure, iterate and scale** organizational changes

Teaching method

Practical work accounts for around 50% of the course. To that we add 25% theory and 25% discussion between participants and trainers. The exact duration of each module therefore depends on the length of the discussions and the participants' expectations. Learning outcomes are assessed throughout the course. Participants will receive a certificate of completion at the end of the session.

Building a strong Product organization

Training program

Training program `1 DAY (7h)`

MODULE 1 · What is a Product organization?

- The CPO, VP Product and Head of Product roles in the Product Organization
- The 5 laws of Product Organization
- Applying product logic to the organization and discovering the action levers in the organization

`VERTICAL & HORIZONTAL STRUCTURES` `FEATURE / PERSONAS / IMPACT TEAMS`

MODULE 2 · Identify organizational problems

- What are the symptoms of organizational failure?
- Diagnose and dig deeper into your organization's problems
- Build and manage your organizational backlog

`ORGANIZATION AS A PRODUCT` `OPERATIONS BACKLOG` `TRIBES & SQUADS`

MODULE 3 · Organizational solutions

- When and how to split teams
- Improve team interaction and alignment between teams

`ORGANIZATIONAL LEAN CANVAS`

MODULE 4 · Continuous improvement

- Test and iterate organizational change
- Involve management, teams and stakeholders
- Monitor progress, iterate and scale

`INSPIRED` `INFORMED` `EMPOWERED` `ENGAGED`

MODULE 5 · Linking Strategy and Product organization

- Link Product Roadmap and Strategy together
- Respond to strategic challenges through organizational evolution

`VISION` `OKR` `ROADMAP`

1 DAY (7h)

SCALING PRODUCT CULTURE AND ORGANIZATION

CULTURE & ORGANIZATION

The trainer will lead an exchange of knowledge on the cultural and organizational consequences of a large structure (4-5 squads +).

Target audience and prerequisites

✓ Professionals who **manage Product profiles with a minimum of 4 to 5 squads**

✓ **Professionals who control the organization's culture and structural Product rules**

✓ **Professionals who manage all or part of a Product organization** (Tribe or Organization of 2 or more squads)

All applications will be examined via a **qualification process** (questionnaire + possible phone discussion).

Training objective

The Product Leaders will learn how to **build and operate the cultural and organizational rules of Product at scale**. At the end of the training, they will know how to:

✓ Structure an **organization for scale**

✓ Understand an **organization's culture**

✓ Break down its culture and identify the **levers for change**

✓ Build a **cultural and organizational playbook** (operating model)

✓ Link organization, operating model and **strategy**

Teaching method

Practical work accounts for around 50% of the course. To that we add 25% theory and 25% discussion between participants and trainers. The exact duration of each module therefore depends on the length of the discussions and the participants' expectations.

Scaling your organization
Training program

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

MODULE 1   **Structure your organization for scale**

- The 5 laws of organization applied to scale
- The limits of organization and organizational models

CULTURE CANVAS

MODULE 2   **Developing and improving the Product culture**

- What is product culture, and what's the point of scaling?
- Identify the components of the Product culture
- How to address cultural barriers and help them evolve?
- Write cultural design principles

THE 6 COMPONENTS OF PRODUCT CULTURE

MODULE 3   **Scale your organization with the operating model**

- Build your cultural and organizational playbook (Operating Model)
- Write down your organizational design principles
- Take a step back from defined models
- Overcome product boundaries

PRINCIPLES OF CULTURAL AND ORGANIZATIONAL DESIGN

MODULE 4   **Organization, Operation Model and Strategy**

- Disseminate and develop your Playbook to make it actionable
- Link Product Organization and Product Strategy

PLAYBOOK

Acquired skills assessment

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

1 DAY (7h)

CREATE AND IMPLEMENT A PRODUCT STRATEGY

STRATEGY

The trainer will facilitate knowledge sharing activities about the design and implementation of the product strategy, from the vision to the OKRs and the roadmap.

Target audience and prerequisites

✓ **HEAD OF, DIRECTOR, VP, CPO, CEO**: managers of Product profiles in charge of Product strategy

✓ **Professionals who manage all or part of a Product organization** (Tribe or Organization of 2 squads or more)

All applications will be examined via a **qualification process** (questionnaire + possible phone exchange).

Training objective

The Product Leaders will learn how to **define a Product strategy that is desirable, accessible and executable** by their teams. At the end of the training, they will know how to:

✓ Connect **vision and product strategy**, and understand what a product strategy is (and isn't).

✓ Establish a **strategic diagnosis** and set the strategic challenge

✓ Define all the elements of a **strategic direction** (intent) linked to corporate strategy

✓ **Test** whether the strategic direction is right

✓ **Decline it and make it executable** by teams (missions and OKRs) and link strategy and roadmapping

Teaching method and assessment

Practical work accounts for around 50% of the course. To that we add 25% theory and 25% discussion between participants and trainers. The exact duration of each module therefore depends on the length of the discussions and the participants' expectations. Learning outcomes are assessed throughout the course. Participants will receive a certificate of completion at the end of the session.

Create a Product strategy
Training program

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

MODULE 1   Vision and Strategy

- What a product strategy is (and isn't)
- Characteristics of a good product strategy
- Linking product vision, product mission and product strategy

PRODUCT VISION   **VISION / STRATEGY FIT**

MODULE 2   Diagnosis & strategic challenges

- Understand what brought you here
- Define the current situation through Product and Org Research
- Express your hypotheses on future trends and major risks
- Define the strategic challenge

DIAGNOSIS & STRATEGIC CHALLENGES

MODULE 3   Setting strategic direction

- Write the strategic mission
- Define the enduring state
- Translate the enduring state into OKRs
- Know if your strategy is right
- Set anti-goals

INTENT   **STRATEGIC SCENARIOS**   **ENDURING STATE**   **ANTI-GOALS**   **OKRS**

MODULE 4   From strategy to roadmap

- How to link strategy and execution?
- The principles of mission command
- Implement product strategy at team level
- Monitor strategy execution and adapt it accordingly

MISSION COMMAND   **OKRs**

12 ONLINE SESSIONS (18h)

UNLOCK THE POWERS OF YOUR TEAMS WHILE REDUCING YOUR MENTAL LOAD

MANAGEMENT & COMMITMENT

In 12 online training sessions, the Will Academy trainer will lead an interactive exchange so that participants, in small groups, can develop or perfect their ability to coach themselves, in order to successfully coach their colleagues... or their manager!

Target audience and prerequisites

✓ **Product Manager, Designer or Lead** moving into management

✓ **CMO / CTO / CEO** taking charge of their product department

✓ **Product profile Managers** (Head of, Group PM, Director, VP, CPO...)

Manage at least **one team**.

Training objective

The Product Leaders will perfect their ability to masterfully manage the relationships between:

✓ Them and **themselves**

✓ Them and their **colleagues**

✓ Them and their **management**

✓ Them and their **company**

Teaching method and assesment

Interactive sessions that encourage the sharing of experience between trainees.

Each online session includes a practical case study for direct application. Teaching aids for daily practice. Reviews at each session to anchor knowledge. Acquired skills are assessed throughout the training. Participants receive a certificate of completion at the end of the session.

Unlock the power of your team
Training program

Training program   12 ONLINE SESSIONS (18h)

MODULE 1   Me and myself

- Know yourself better to make the right decisions
- Organize yourself better to regain control of your agenda

LIBERATING STRUCTURES

MODULE 2   Yourself and your colleagues

- Communicate to tackle real issues without conflict
- Collaborate to get the best out of a group

NON-VIOLENT COMMUNICATION

MODULE 3   Yourself and your management team

- Create a relationship of trust with management
- Expressing your full potential

MOTIVATION LEVERS   **NEURO-LINGUISTIC PROGRAMING**   **PYRAMID OF THE LOGICAL LEVELS**

MODULE 4   Youself and the company

- Develop coherence to be fully committed
- Allow subsidiarity to unlock energies

SUBSIDIARITY

SAFe® training

Optimize Agile project management on a large scale

01 | ### SAFe® PO & PM

Explore the **activities**, **tools**, and **mechanisms** used to manage backlogs and programs by becoming a SAFe® Product Owner or Product Manager (POPM).

(Product Owner) (Backlog)

02 | ### SAFe® Architect

Discover the role of architecture in a **continuous value stream** and prepare architects for their role within a lean-agile enterprise.

(Dev Ops) (Architect) (PI Planning)

03 | ### SAFe® Lean Portfolio Management

Learn to dynamically plan and be **flexible** enough to **adjust** initiatives and budgets based on **market developments**.

(Lean Portfolio Management) (Lean Agile Center of Excellence)

04 | ### Leading SAFe®

Understand the mechanisms that enable multiple teams to work together within an **"Agile Release Train"** to build complex solutions.

(Design thinking) (Agile team) (PI Planning)

2 DAYS (14h)

SAFe® FOR PM & PO

PRODUCT LEVEL 1 (0 TO 2 YEARS)

Following this course, participants will be able to take the Certified SAFe® Product Owner/Product Manager certification exam.

Target audience and prerequisites

- ✓ Future **Product Owners**, **Product Managers**
- ✓ Product Owners or Product Managers **wishing to understand their role** in the SAFe® context
- ✓ Anyone involved in implementing **agility at scale**

All participants should have a **basic understanding of Agile** (Scrum at least), and ideally have attended a **Leading SAFe®** training course.

Full and active attendance is required.

Training objective

Master the skills needed to succeed in an **Agile environment at scale:**

- ✓ Master the **SAFe® Framework** with the roles of Product Manager or Product Owner
- ✓ Understand **PI execution** and **continuous value delivery**
- ✓ Break down **Epics into Features and Features into User Stories**
- ✓ Apply the SAFe framework **to concrete examples**
- ✓ Prepare for **SAFe® Product Owner/Product Manager certification**

SAFe® PM &PO
Training program

Training program   2 DAYS (14h)

MODULE 1   What is a PO/PM in a Lean company?

- SAFe® for Lean companies
- Understanding value streams
- Decision-making in the Lean-Agile spirit
- Product Owner/Product Manager responsibilities
- Roles & Responsibilities, Vision, Roadmap, Feature

LEAN-AGILE   **ROLES & RESPONSIBILITIES**

MODULE 2   Program Interval (PI) Planning

- Define the Program Interval (PI)
- Prepare and describe the vision
- Identify the work to be done using roadmaps
- Break down Epics into Features
- Manage the ART Kanban / Backlog

PROGRAM INTERVAL   **BACKLOG**

MODULE 3   Leading PI Planning

- Communicate a vision and a roadmap
- Establish PI Planning objectives
- Manage dependencies
- Limit the risks

ROADMAP   **VISION**

SAFe® PO & PM
Training program

MODULE 4   Manage iterations

- Create user stories with acceptance criteria
- Plan iterations
- Refine and prioritize the backlog
- End-of-iteration reviews and retrospectives
- DevOps and Release on Demand

USER STORIES   **PRIORITIZATION**

MODULE 5   Executing a PI

- Participate in PO Sync
- Participate in system demonstrations (System Demo)
- Inspect and adapt (performance, forecasting, etc.)

RITUALS

MODULE 6   Continuous improvement

- How to improve your product, your team and your skills?

RITUALS

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**.

3 DAYS (21h)

SAFe® FOR ARCHITECT

PRODUCT LEVEL 3 (3-4 YEARS +)

Participants will be able to take the SAFe ARCH certification exam after this training.

Target audience and prerequisites

- ✔ Enterprise, solution or system **Architect**
- ✔ **Experienced** software developer
- ✔ **Product manager** working with architects, **Scrum masters**, **Agile Coachs**

Being familiar with **Agile principles and practices** as well as having completed **formal SAFe training**.

Minimum 3 years' experience in an Architect role.

Training objective

Master the skills needed to succeed in an **Agile environment at scale**:

- ✔ Prepare architects for their role within **a lean-agile company**
- ✔ Align architecture with **business challenges**
- ✔ Provide **leadership** during an agile transformation
- ✔ Steer the **continuous flow** while supporting **program execution**
- ✔ Prepare for the **SAFe® ARCH certification**

SAFe® for Architect
Training program

Training program   3 DAYS (21h)

MODULE 1   Role and responsibilities

- What is Agile architecture?
- DevOps workflows and on-demand deployment
- Alignment and business value

CONTINUOUS DELIVERY PIPELINE   DEVOPS   AGILE ARCHITECTURE   ARCHITECTURE FOR FLOW

MODULE 2   Vision and Roadmap

- Develop solution vision and intent
- Prepare the architecture for PI Planning
- Participation in PI Planning

PI PLANNING   ENABLER   ARCHITECTURAL RUNWAY   NON FUNCTIONNAL REQUIEREMENTS

MODULE 3   Governance and strategy

- Coordination between value chains
- Impact of architecture in Lean-Agile transformation

VALUE STREAMS   BUSINESS ARCHITECTURE   LEADERSHIP

Acquired skills assessment

- The participant will have access to the Scaled Agile platform to prepare for certification.
- Each participant receives **a token to take the certification** (1 attempt).
- At the end of the session, participants will receive a **certificate of completion**.

2 DAYS (14 h)

SAFe® LEAN PORTFOLIO MANAGEMENT

PRODUCT LEVEL 1 (0 TO 2 YEARS)

Participants will be able to take the SAFe® 6 Lean Portfolio Manager (LPM) certification exam after this training.

Target audience and prerequisites

✓ Executives, Portfolio Managers and all Portfolio Management Office stakeholders (Enterprise Architects, Business Owners, etc.)

✓ Agile Coaches, RTE, EPIC Owners

✓ SAFe Program Consultant

To join this course, you have to have attended an **Agile Fundamentals course** or have **worked in a SAFe® environment.**

Training objective

Master the skills needed to succeed in an Agile environment at scale:

✓ Understand **portfolio management** and link it to corporate strategy

✓ Elaborate a **strategy** in line with your organization's **objectives**

✓ Establish **portfolio vision** and plan for LPM implementation

✓ Establishing a flow with the **Kanban Portfolio**

✓ **Coordinate** value flows and measure LPM performance

SAFe® LPM
Training program

Training program   **2 DAYS** (14h)

MODULE 1   Introduction to Lean Portfolio Management

- Identify the problem with traditional project management
- Define the structure of a LPM

AGILE OPERATION   **STRATEGY**

MODULE 2   Portfolio vision and strategy

- Link portfolio to corporate strategy
- Build the portfolio roadmap

VALUE MANAGEMENT OFFICE   **LEAN PORTFOLIO MANAGEMENT**

MODULE 3   Executing the vision with Epics

- Define Portfolio Epics
- Estimate the cost of an Epic

LEAN AGILE CENTER OF EXCELLENCE   **EPICS**

MODULE 4   Portfolio budget

- Defining the budget and its guardrails
- Strategic Review and Portfolio Sync

BUDGET   **PORTFOLIO SYNC**

MODULE 5   Portfolio flow management

- Establish your portfolio flow
- Prioritize Epics

PRIORITIZATION   **FLOW**

SAFe® LPM
Training program

MODULE 6 **Operational management**

- Coordinate the value chain
- Execute the program

`VALUE CHAIN`

MODULE 7 **Measuring the performance of your portfolio**

- Principles of OKRs and KPIs
- Compliance management

`OKR` `KPIS`

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**.

2 DAYS (14h)

LEADING SAFE V6.0

PRODUCT LEVEL 2 (>5 YEARS)

Participants will be able to take the SAFe Agilist (SA Certification) exam.

Target audience and prerequisites

✓ **The relevant parties of an agile and/or product transformation** on a company scale wanting to understand and implement the SAFe framework;

✓ For people with some **minimum knowledge of agility**.

- Basic knowledge of Agility (Scrum and ideally Kanban).
- Good understanding of English for some additional resources.
- Full and active presence required.

Training objective

- **Understand the challenges** of agility at different levels (team, program and company).
- Implement an agility approach on a SAFe® scale **adapted to the context**.
- Carry out inter-team coordination with **PI Planning**.
- **Prioritize a portfolio of projects** and drive by value.

✓ **MASTER:** **the SAFe® 6 framework** to lead an agile business transformation

✓ **PRACTICE:** the framework on **concrete cases**

✓ **CERTIFY:** at **SAFe® 6 Agilist (SA)** level

Leading SAFe V6.0

In a Product Organization

91%
satisfaction rate in 2023

Training program   2 DAYS (14h)

MODULE 1   Digital Age and Business Agility

- Thriving in the digital age
- SAFe© as an Operating System for Business Agility
- Core competencies of Business Agility

AGILITY   **DIGITAL**

MODULE 2   Lean-Agile Leaders

- Lean-Agile Mindset
- SAFe Core Values
- SAFe Lean-Agile Principles

MINDSET   **VALUES**   **PRINCIPLES**

MODULE 3   Team and Technical Agility

- Cross-functional Agile Teams
- Built-in Quality
- Organizing around value with ARTs

ARTS   **AGILE TEAMS**   **QUALITY**

MODULE 4   Agile Product Delivery

- Customer-centric culture
- Design Thinking
- ART Backlog and WSJF
- PI Planning
- Develop on Cadence; Release on Demand
- Continuous Delivery Pipelines with DevOps

CUSTOMER-CENTRIC   **DESIGN THINKING**   **ART & WSJF**   **PI PLANNING**   **RELEASE**

Leading SAFe V6.0
In a Product Organization

MODULE 5 **Lean Portfolio Management**

- SAFe Portfolio
- Strategic Themes
- Portfolio canvas
- Epic hypothesis statements
- Traditional and Lean budgeting approaches
- Portfolio Kanban

PORTFOLIO EPIC KANBAN BUDGET

MODULE 6 **Leading the Change**

- Lead by example
- Lead the change
- SAFe Implementation Roadmap

LEADING SAFE IMPLEMENTATION

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**.

Our workshops
Boost your product skills

Workshops list

Our workshops can take place on our premises, on your premises or remotely. The training is eligible for **financing**, and we can support you in this process.

Storytelling Workshop

Workshop

Turn your product into a story!

Unify your teams: our workshop provides you with the right tools and methodologies to persuade and align your teams around a common project.

Engage your managers: having trouble capturing the attention of your managers? We'll give you all the tips to become impactful in your communications.

Evangelize your product: learn to communicate better with your users. One goal: to show them that your product will change their daily lives!

📅 1/2 day   👥 6-12 participants   👤 Private: 2,200€ Excl. VAT*

Product Vision Workshop

Workshop

Learn to create your Product vision and bring meaning to your teams.

Aligning teams around a Product Vision: our workshop provides you with the right tools and methodologies to persuade and align your teams around a common project.

Engage your managers: having trouble capturing the attention of your managers? We'll give you all the tips to become impactful in your communications.

Create a lasting Product Vision: we give you the opportunity to sustain a Product vision over time, prove its benefits, and bring it to life as a product.

📅 1/2 day   👥 6-12 participants   👤 Private: 2,200€ Excl. VAT*

Our workshops
Boost your product skills

Writing Effective User Stories

Write High-Quality User Stories and Save Time!

The Star of User Stories: learn the breakdown of **EPIC** into **User Stories** and master the art of **writing a quality User Story** through our practical cases.

The Power of the collective: your team is full of resources! Identify each person's **responsibilities** and **challenge** the strengths to improve your **User Stories.**

Enhance your Delivery: our workshop will help you save time and make an impact: write effective **User Stories** and improve your **product**!

📅 1/2 day   👥 6-12 participants   👤 Private: 2,200€ Excl. VAT*

OKR Workshop

Learn to create, cascade, and successfully manage OKRs!

Learn more about the OKR method: the OKR method will no longer hold any secrets for you after this workshop. We help you **better integrate and understand the company's vision.**

Take ownership of strategic objectives: we'll teach you how to **break down** the company's strategic objectives into team-level OKRs.

Measuring impact: we assist you in daily **assessment** of your team's progress towards objectives and effectively measuring their impact.

📅 1/2 day   👥 6-12 participants   👤 Private: 2,200€ Excl. VAT*

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 tailor-made offer
We adapt to your needs

Thiga Academy helps you take your team's transformation one step further with the creation of customized training paths. Together, let's build content that aligns with the specific goals and challenges of your company, maximizing the impact of training on your employees. We support you in every aspect of your transformation.

Our support approach

Evaluation
We assess your teams and organization to understand your challenges and needs.

Construction and animation
Our trainers build and run the entire customized training program.

HR support
We can help you set up a career path tailored to your employees' needs.

Promo coaching
To amplify the impact of the training, we schedule individual coaching sessions.

Example : AXA

The Challenge: Transitioning AXA's IT teams from a Project-focused culture to a Product-centric culture.

Our Solution: Establishment of the internal AXA Product Academy with a personalized curriculum, HR support, and individual coaching sessions to integrate business challenges and place the user at the center of their practice to create the right product.

Results in Numbers:

105
trained Product Managers

15
Training modules covering essential aspects of Product Management

20
Case studies based on real products

5
Expert Trainers

Our training experience
What sets us apart

Our trainers

At Thiga Academy, our trainers are first and foremost consultants in the field, working at the heart of their customers' product teams. They are **Product Managers, Product Designers, Product Marketers**, and they are intimately familiar with the challenges you face on a daily basis.

They will share their experiences, successes, and failures because they live them too. These seasoned professionals are here to help you **acquire the skills and knowledge needed to excel in the complex world of Product.**

Long-term support

Take away

We'll give you unlimited access to our resources and additional content so you can continue to develop your skills.

Certification

The Certification by Thiga helps you validate your skills and gain recognition throughout the Product community!

Alumni Community

Our community will allow you to exchange ideas with your trainer and alumni around your challenges.

Our contributions to the community

We share our Product expertise

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 had 1500 participants in our last edition: we empower the European community of Product People community to **promote the product mindset** 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.

How to contact us
Our team is here to listen to you

David

Former Product consultant and a lover of knowledge sharing, it's only natural that David became the Director of the Academy!
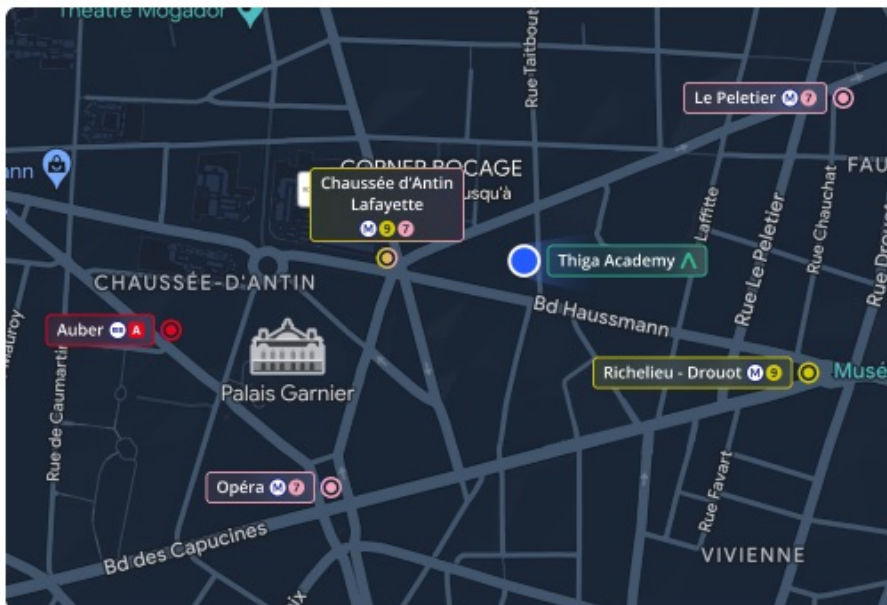
Sylvain

As a Product Expert, Sylvain listens to your needs to find the ideal training and enhance the learning experience.

Ornella

As a training expert, Ornella is available to help you with all your training needs, so all you have to do is enjoy it!

Contact and access map

01 83 75 05 43

academy@thiga.fr

23 rue Taitbout - 75009 Paris

Ⓜ 7 9 **Chaussée d'Antin - Lafayette**
🚶 1min

Ⓜ 9 **Richelieu - Drouot**
🚶 4min

Ⓜ 7 **Opéra**
🚶 6min

RER A **Auber**
🚶 7min

CERTIFICATION & PREMISES

Qualiopi processus certifié — RÉPUBLIQUE FRANÇAISE

The certification was issued for the following category of action ACTION TRAINING

Premises accessibility 🏛
Contact us for more details

THIGA
ACADEMY

See you soon, in training!

Take your product career to the next level!

📍 **+ 33 01 83 75 05 43**

✉ **academy@thiga.fr**