Create and implement your Product strategy

Training program

PUBLIC: €2,350 Excl. VAT*

PRIVATE: €12,500 Excl. VAT*

*Applicable rates from 1/1/26 to 12/31/26

2 DAYS (14h)

Design and implement the Product strategy, from vision to roadmap, including the definition of OKRs.

Target audience and prerequisites

This training is designed for Heads, Directors, VPs, CPOs, and CEOs responsible for defining and steering Product Strategy, as well as for professionals managing all or part of a Product organization, whether at the tribe level or across multiple squads.

To ensure a consistent level of experience and high-quality discussions, all applications go through a **qualification process**, including a questionnaire and, if needed, a follow-up call.

Training objectives

Design and implement the Product strategy, from vision to roadmap, including the definition of OKRs

- ✔ 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
- ✔ **Decline it and make it executable** by teams (missions and OKRs) and link strategy and roadmapping
- ✔ Manage their strategy **over time**

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.

Create and implement your Product strategy

Training program

88%

Satisfaction rate in 2025

Training program

2 DAYS (14h)

MODULE 1 Product Strategy fundamentals and strategic vision

- Understanding Product Strategy
- Vision and strategy: a critical articulation

STRATEGY VISION

MODULE 2 Strategic diagnosis

- Building the internal diagnosis
- Understanding the external context

DIAGNOSIS CONTEXT

MODULE 3 Exploring and shaping a winning strategy

- Framing the strategic challenge
- Exploring different types of strategy
- Selecting and articulating the strategic approach
- Defining the destination, goals, trade-offs, and guardrails

STRATEGIC CHALLENGE EXPLORATION TARGET STATE GOALS

MODULE 4 Making strategy actionable and leading execution

- Conditions for success
- From strategy to action
- Roadmaps and long-term strategy management

GOVERNANCE ACTION ROADMAP

Thiga Academy - 23 rue Taitbout 75009 Paris - N° Siret : 80214974000036 - Agreement n°11 92 20825 92 Copyright THIGA - All Rights Reserved - Version 4.0 (January 2026)

Thiga Academy

Our support

Optional: Post-training coaching

At Thiga Academy, we help you put your learning into action through personalized post-training coaching, designed to reinforce key takeaways and accelerate your skill development.

- **Apply** the concepts from the training directly in your day-to-day work
- **Overcome specific challenges** through tailored guidance aligned with your context
- **Step back** and structure your approach to maximize your impact
- **Gain confidence** and efficiency with the support of an expert

Teaching method

Practical work accounts for around 50% of the course. This is complemented by **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 throughout all the workshops.

Practical information

PRIVATE

Sessions are designed for groups of **6 to 10 participants**. We can organize training on **our premises in Paris**, on **your premises,** or **remotely**, up to 7 days before the scheduled date, subject to availability and **receipt of a signed agreement**.

PUBLIC

Sessions are designed for groups of **6 to 12 participants at our Paris premises**. Registration is open **until the day before the training** session, subject to availability of places and receipt of a **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).*

Our tailor-made offer

Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.

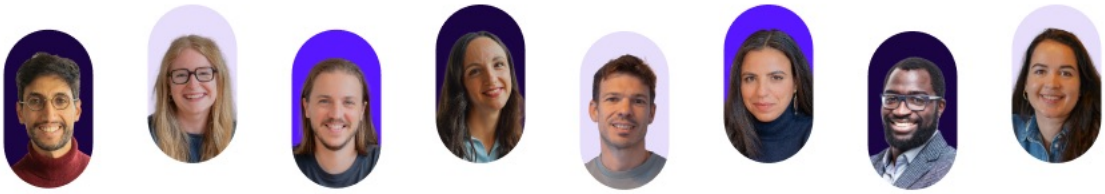
- Onboard new team members
- Internal transformation support
- Retain talents
- Create internal career paths

Thiga Academy - 23 rue Taitbout 75009 Paris - N° Siret : 80214974000036 - Agreement n°11 92 20825 92 Copyright THIGA - All Rights Reserved - Version 4.0 (January 2026)

Thiga Academy

They talk about us

Our trainers



Our training courses are led by one of our **experts**, who act as **trainers**, **program designers**, and **consultants**. They combine their professional experience with pedagogical skills to support your skills development.

What our Alumni say

> *The training was great, very concrete and actionable. You can start applying it right away. The trainer constantly provided precise examples from his own experience. He showed us how he organizes his tools, roadmap, etc., which made everything very tangible. I can't wait to put it into practice.*
>
> **Tina -** Product Manager at Decathlon

> *Many thanks for this top-quality training course, with many actionable elements in the PM's day-to-day role! It's a real gas pedal for going further and becoming more efficient. I really appreciated the fact that the trainers were also PMs or Heads of Product. You can get feedback on their experiences too.*
>
> **Tara -** Product Manager at Gens de Confiance

Our Partners & Clients

Doctolib · Disney · deezer · ManoMano · Carrefour · BlaBlaCar
meetic · ACCOR · Club Med · DECATHLON · L'ORÉAL · radiofrance
Cartier · CHANEL · Qare · POINT.P · NICKEL · meilleurs agents
Schneider Electric · AXA · CARGLASS · bouygues · france•tv · SOCIETE GENERALE

Thiga Academy

Our training path

01 Product Basics

- Agile awareness
- Product Culture awareness
- AI awareness
- Product Owner
- Figma Advanced

02 Product Builders

0 to 2 years	2 to 4 years	4-5 years and above
Advanced Product Owner	Data Informed PM	Product Lead
Product Manager	AI Product Manager	Lean Portfolio Management
Product Marketing	Advanced Product Manager	Product ROI
Product Designer	Design System Strategy	
Tech for PM avec le wagon	Discovery Discipline	
Fullstack Product Manager	Product Soft Skills	
GenAI: Learn how to prompt	Adopt a business-driven mindset in Product Design	
Responsible Product	Business Fundamentals	
	AI-Augmented Product Manager	
	Building great GenAI powered products	

03 Product Leaders: 4-5 teams and more

- Product Leadership Programme with L'INSEAD
- Build the Best Product Organization
- Unlock your team's power with WILL
- Create and implement your Product strategy
- Scale your Product organization
- AI for Leaders

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**

We adapt our services for people with disability upon request.

Thiga Academy - 23 rue Taitbout 75009 Paris - N° Siret : 80214974000036 - Agreement n°11 92 20825 92 Copyright THIGA - All Rights Reserved - Version 4.0 (January 2026)

Thiga Academy

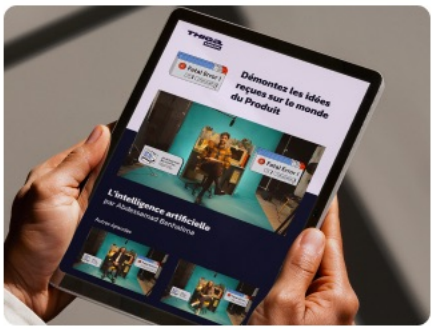
About Thiga

Our books on Product

We have written and published several books on **Product Management and Product Design**. Our goal? To provide the Product community with actionable advice and methods, from mastering the basics of Product Management to setting up a full-fledged Product organization. Our entire training curriculum is built around these books.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who seek to **share their experiences** and discover the best ways to **turn their ideas into reality**. We empower the European Product community to **promote the product mindset** within their organizations.



Our Media

Explore our media platform, designed to inform and inspire today's and tomorrow's **Product leaders**. You'll find everything you need to fuel your Product journey: practical guides, thought pieces by leading experts, thematic series, and in-depth articles.
In short, original content to get you through the doors of the best tech companies.

Contact

David SCHUSTER
Thiga Academy Director
+33 1 83 75 05 43
academy@thiga.fr

THIGA ACADEMY

23, rue Taitbout
75009 PARIS
RER A **Auber**
M 7 9 **Chaussée d'Antin-La Fayette**