



**PUBLIC :** Enterprise price **3990 €** Excl. VAT\*

Individual price **2990 €** Excl. VAT\*

**PRIVATE :** from **19 500 €** Excl. VAT\*

\*Applicable rates from 1/1/25 to 12/31/25



**5 DAYS (35h)**

# PM FULL STACK : THE ESSENTIALS OF PRODUCT MANAGEMENT

## PRODUCT LEVEL 1 (0 TO 2 YEARS)

Enhance your skills in methods, strategies, and the full spectrum of Product Management responsibilities to successfully deliver digital products.

### Target audience and prerequisites

- ✓ Aspiring Product Owners or Product Managers
- ✓ Product Managers or Product Owners with initial product experience

Full and active participation from all attendees is required.

### Training objective



Enhance your skills in methods, strategies, and the full spectrum of Product Management responsibilities to successfully deliver digital products.

- ✓ **ROADMAP:** Define objectives, identify opportunities, and create a roadmap aligned with the product vision and company strategy
- ✓ **PROBLEM DISCOVERY:** Understand and define user problems
- ✓ **SOLUTION DISCOVERY:** Find and prioritize solutions
- ✓ **DELIVERY:** Manage daily delivery flow within an agile framework, ensuring visibility for all stakeholders
- ✓ **METRICS:** Define key metrics to measure success
- ✓ **CONTINUOUS IMPROVEMENT:** Iterate to find improvement opportunities
- ✓ **SOFT SKILLS:** Communicate effectively and align stakeholders

# PM full stack : The essentials of Product Management

Training program

96%

Satisfaction rate  
in 2024

## Training program

5 DAYS (35h)

### MODULE 1 Setting the course

- Master the product context
- Define a mission and objectives for the team
- Identify product opportunities
- Create the product roadmap

VISION

STRATEGY

OKR

OPPORTUNITIES

ROADMAP

### MODULE 2 Understanding the problem and choosing the solution

- Understand Product Discovery
- Explore user problems
- Imagine, design, and select solutions
- Test solution approaches
- Maintain focus through effective prioritization

DISCOVERY

PROBLEM STATEMENT

CO-DESIGN

PROTOTYPE

PRIORITIZATION

### MODULE 3 Building the product

- Prepare for development
- Manage delivery using agile methods
- Plan and provide visibility
- Track progress and manage unforeseen issues
- Deliver features
- Manage feature launches

DELIVERY

USER STORIES

VELOCITY

DOCUMENTATION

DEPENDENCIES

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## MODULE 4 Continuous improvement

- Define success metrics
- Collect and track data
- Continuously evolve the product
- Handle bugs and manage technical debt
- Work as a team and collaborate with stakeholders

DATA-INFORMED

IMPROVEMENT

TECHNICAL DEBT

COMMUNICATION

SOFT SKILLS

## 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**.

## Teaching method

**Practical work accounts for around 40%** of the course. This is complemented by **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 throughout all the workshops.



If you have a specific need, contact us at [academy@thiga.fr](mailto:academy@thiga.fr) to discuss it and develop a training program tailored to your needs.

# Thiga Academy

Our support



## 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).*

## Thiga's certification



### Product expert certification

Skills development begins with training and culminates in certification. Our certification, developed entirely by Thiga consultants and trainers, allows participants to assess and validate their skills, enhance their expertise, and advance their careers. The certification exam is recognized by the Product community.

## 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

# 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



*"This 5-day training was intense in terms of the amount of knowledge and experience shared with us. It exceeded my expectations, thanks to a "red thread" approach that allowed us to see where we started and how far we progressed.*

*Having two different trainers per day made the sessions dynamic and engaging.*

**Damien** — Product Manager at Tick&Live



*"The trainers were fantastic—attentive, passionate about the subject, and very knowledgeable. Their experiences complemented each other well. I learned a great deal over these 5 days. It was great to have practical cases between the theory sessions, allowing us to work in sub-groups.*

*I can't wait to apply and adapt everything I've learned to my daily work.*

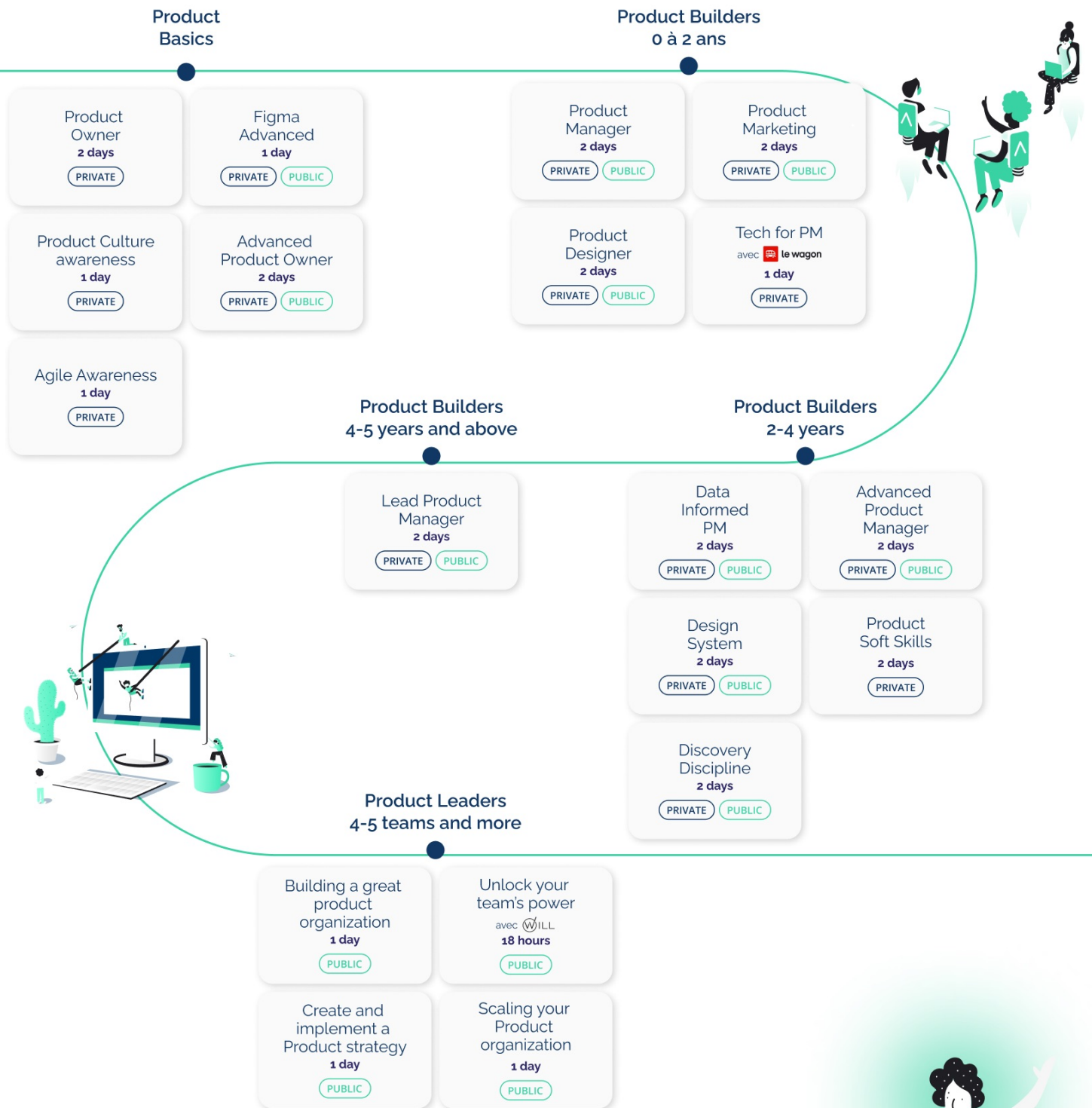
**Jeanne** — Product Manager at Roole

## Our Partners & Clients



# Thiga Academy

Our training path



# 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



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