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 participation** 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:** Create **personas** and conduct **user interviews**

✓ **SOLUTION:** Identify the **solution that addresses the defined problem**

✓ **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 Product 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
- Gain a clear understanding of the problem through the Jobs-To-Be-Done and personas
- Investigate the problem in the field

PROBLEM STATEMENT　**JOBS-TO-BE-DONE**　**PERSONAS**　**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 feature 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
Our support

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.

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

✓ Internal transformation support

✓ Retain talents

✓ Create internal career paths

Thiga Academy
Our trainers and alumni

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

> *It was great to explore the different stages of Discovery and practice them directly. The trainers were eager to answer our questions. Thanks to their experience and knowledge, they guided us very effectively over the two days.*
>
> **Romane** — Product Manager at Praxedo

> *A fairly intense two-day training. The explanations were clear, and the experience-sharing was very enriching! The case studies are a huge asset to this training. I'm leaving with a valuable toolbox that will help ensure the success of my application with our users.*
>
> **Hafsa** — Product Manager at Société Générale

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

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
avec le wagon
1 day
PRIVATE

Product Builders
4-5 years and above

Lead Product Manager
2 days
PRIVATE · PUBLIC

Product Builders
2-4 years

Data Informed PM
2 days
PRIVATE · PUBLIC

Advanced Product Manager
2 days
PRIVATE · PUBLIC

Design System
2 days
PRIVATE · PUBLIC

Product Soft Skills
2 days
PRIVATE

Discovery Discipline
2 days
PRIVATE · PUBLIC

Product Leaders
4-5 teams and more

Building a strong product organization
1 day
PUBLIC

Unlock your team's power
avec WILL
18 hours
PUBLIC

Create and implement a Product strategy
1 day
PUBLIC

Scaling your Product organization
1 day
PUBLIC
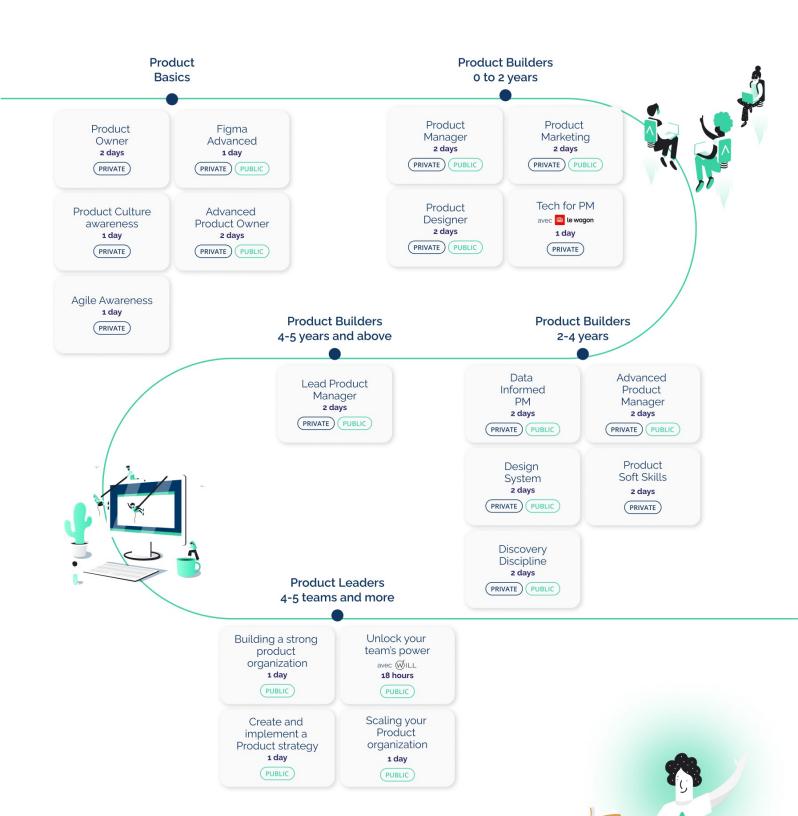
Our books on Product

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
Ⓜ **7** **9** Chaussée d'Antin-La Fayette