Advanced Product Manager

Training program

2 DAYS (14h)

Learn how to build a roadmap by relying on the Product vision, strategic objectives, and product knowledge.

THIGA ACADEMY
ADVANCED PRODUCT MANAGER
CERTIFIED

Certified training

Target audience and prerequisites

This course is designed for Product Managers with at least 2 years of experience as a Product Manager.
All participants must have mastered the content and skills covered in the Product Manager training in order to attend this course. Full and active participation is required.

Training objectives

Learn how to build a roadmap by relying on the Product vision, strategic objectives, and product knowledge.

- ✔ **ROADMAP:** Build a product roadmap that reflects the **product vision and aligns with the company's overall strategy**
- ✔ **PRIORITIZATION: Effectively prioritize discovery and delivery efforts** by focusing on opportunities that align with the product vision, strategic objectives (okrs), and product analysis
- ✔ **DISCOVERY:** Consolidate and enrich **product research information** (user, market, data) to assess and develop the product's current state
- ✔ **DECISION:** Involve the team and stakeholders, while confidently **making sound decisions** and **convincing others regarding prioritization and key choices**

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 Manager
Training program

90%
Satisfaction rate in 2025

Training program   2 DAYS (14h)

MODULE 1   Linking the company strategy to your Product objectives

- Take ownership of strategic objectives by understanding the vision, values and business context
- Product research: Connect user, market, and data insights
- Identify and challenge product objectives (OKRs)

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

MODULE 2   Defining opportunities and understanding what is a Product Roadmap

- Define opportunities based on insights
- Build and maintain your product roadmap
- Manage the link between the Roadmap and the Release Plan

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

MODULE 3   Prioritization and stakeholder management

- Prioritize your roadmap using a structured method
- Communicate effectively about the Roadmap, Release Plan, and inherent uncertainty
- Align internal and external stakeholders
- Learn how to say no based on relevant arguments

PRIORITIZATION   **COMMUNICATION**   **STAKEHOLDER MANAGEMENT**

MODULE 4   Organizing Discovery and Delivery

- Explore problems and design solutions through Discovery
- Define a research plan based on your opportunity's maturity
- Structure and share user insights
- Simultaneously manage Discovery and Delivery sprints (dual track)

DUAL TRACK   **DE-RISK**

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.
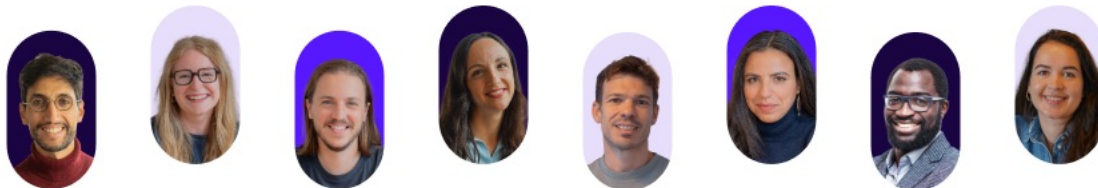
Our tailor-made offer

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
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

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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	Product Manager	Data Informed PM	AI Product Manager	Product Lead	Lean Portfolio Management
Product Marketing	Product Designer	Advanced Product Manager	Design System Strategy	Product ROI	
Tech for PM avec le wagon	Fullstack Product Manager	Discovery Discipline	Product Soft Skills		
GenAI: Learn how to prompt	Responsible Product	Adopt a business-driven mindset in Product Design	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 W.ILL	Create and implement your Product strategy	Scale your Product organization	AI for Leaders

PRACTICAL INFORMATION

Private 🇫🇷 🇬🇧 🇪🇸
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- 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**

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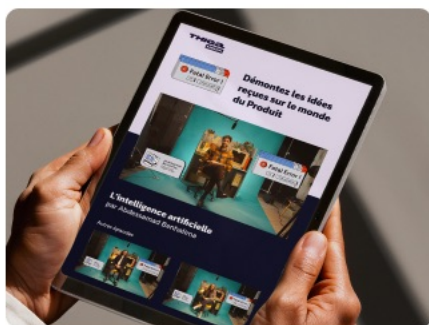
Thiga Academy

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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