

INTRA : à partir de **8 900 € HT***

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

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

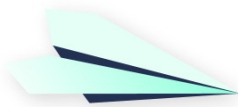
MODULE 6 Role and responsibilities

- 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



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 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 people**. We can organize training on **our premises in Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to receiving a **signed agreement**.

✓ *We adapt our services for people with disability upon request.*

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



"Intense, content-rich training with a global vision of the Product Owner profession and Agile methods."

Robin — Product Owner at Le Parisien



"A very good experience thanks to the quality of the trainer and the interactivity and exchange between participants."

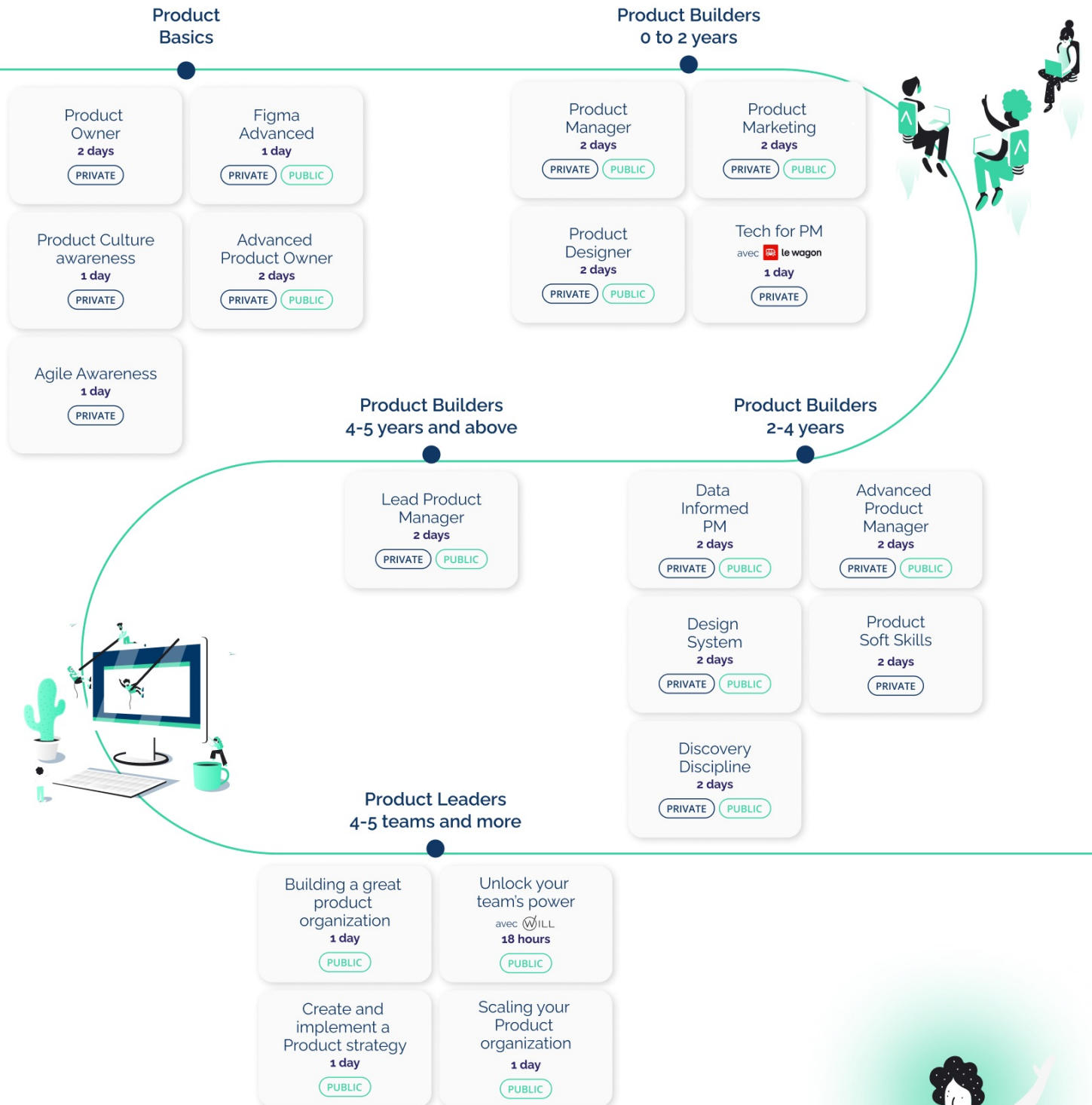
Bertrand — Product Designer at BNP Paribas SA CIB

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.

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