1 DAY (7h)

AGILITY AWARENESS

PRODUCT BASICS

Understanding Product culture and the fundamentals of agility

Target audience and prerequisites

- ✔ **Project Manager**
- ✔ **Marketing & IT team**
- ✔ **Middle and Top Management**

Full and active participation of all participants is required.

Training objective

Understand Product culture and the fundamentals of agility.

- ✔ **AGILITY:** Discover the challenges in an agile context
- ✔ **METHOD:** Understand how Scrum works and how to implement it

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**.

Agility awareness
Training program

Training program 1 DAY (7h)

MODULE 1 Product Culture

- What is a product, and why should it be approached from the perspective of user value?
- Key principles of Agile: short loops and rapid iteration, information sharing and transparency, collaborative tools, results orientation and continuous improvement.
- Best practices and tools

AGILE MANIFESTO   **CULTURE**

MODULE 2 SCRUM

- What is Scrum?
- Rituals: Sprint planning, Daily, Demo, Retro
- Best practices
- The role of the Product Owner, Developers and Scrum Master
- Responsibilities of the Product Owner and other team members

SCRUM   **RITUALS**   **PRODUCT OWNER**   **ROLES**

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 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**.

✔ *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

> "A training course given by someone who knows what he's talking about, who's really experienced in the field, in methodology. It's good to get reminded of essential concepts (northern star, metrics, perpetual questioning...)."
>
> **Vincent** — Freelance Product Manager

> "A very warm welcome from the members of Thiga, especially our trainer. Her feedback was very enriching, and she was able to adapt certain elements to her audience (including me)."
>
> **Océane** — Product Designer at RCA

Our Partners & Clients

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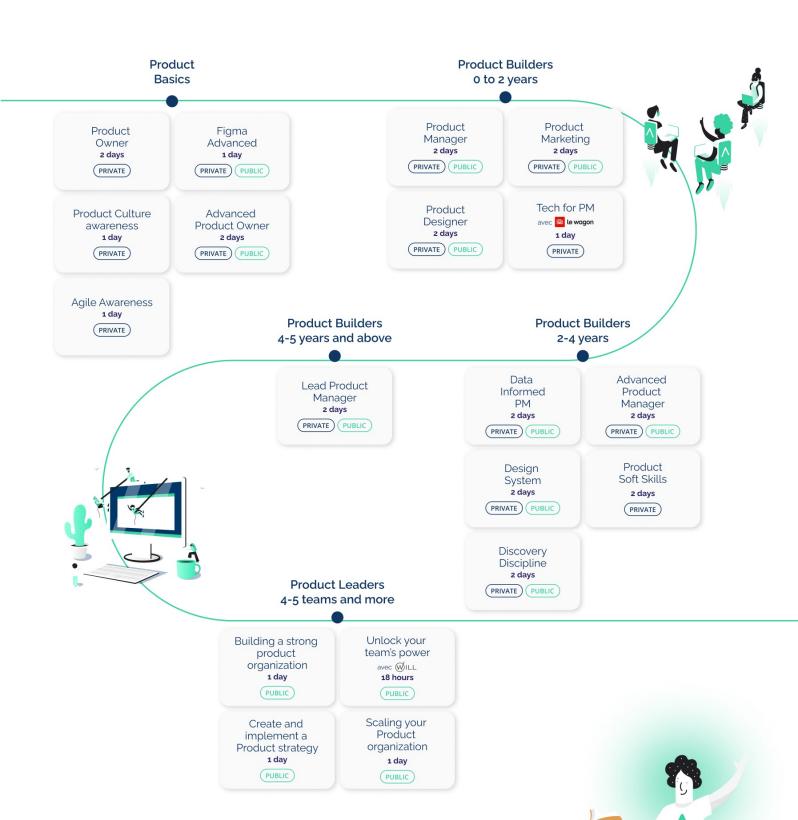Cartier CHANEL Qare POINT.P NiCKEL meilleurs agents

Schneider Electric AXA CARGLASS bouygues france•tv SOCIETE GENERALE

Thiga Academy
Our training path

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