

**PRIVATE:** from 5 000 € Excl. VAT\*

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

1 DAY (7h)

# PRODUCT CULTURE AWARENESS

## PRODUCT BASICS

Understanding Product culture and its fundamentals



## Target audience and prerequisites

- ✓ Top Management and C-Levels
- ✓ Anyone in charge of supporting change in an organization (managers, HR, etc.).

Full and active participation from all participants is required.

## Training objective

Understanding Product culture and its fundamentals.



- ✓ Understanding what **Product Culture** is (and isn't)
- ✓ Identify the **key success factors** of a Product organization
- ✓ Identify **roles and responsibilities** within a Product organization

## 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 Culture awareness

Training program

90%

satisfaction rate  
in 2024

## Training program

1 DAY (7h)

### MODULE 1 Product Culture

- Understand what Product culture is (and isn't)
- Map your organization's culture and identify where Product Management can bring value
- Distinguish between Project Culture and Product Culture
- Measure Product Management success
- Improve *time-to-market* by increasing learning velocity

PROJECT VS. PRODUCT

CULTURE

### MODULE 2 Product Organization

- Understand the key characteristics of a Product organization
- Understand the value of integrating the Product Manager function into your organization

ORGANIZATION

PRODUCT MANAGEMENT

LEAN CANVAS

### MODULE 3 Roles and responsibilities

- Master essential Product vocabulary
- *Make the product right & make the right product*
- Learn about the core skills of a Product team
- Identify the concrete activities of a Product Manager

GLOSSARY

PRODUCT MANAGEMENT

ROLES



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



## 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.**

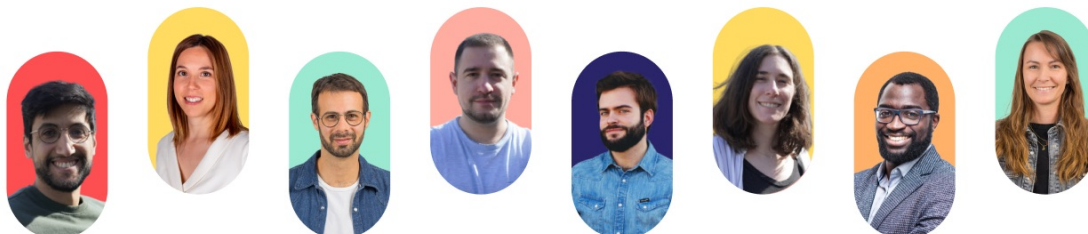
- ✓ Onboard new team members
- ✓ Internal transformation support
- ✓ Retain talents
- ✓ Create internal career paths

# 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



*"Lively training with significant emphasis on interaction with the participants. No dogmatism in the presentations, and open Q&A exchanges."*

Isabelle — IDELE



*"A very clear and concise training program considering the one-day timeframe, delivered by excellent trainers."*

Hervé — Groupe La Poste

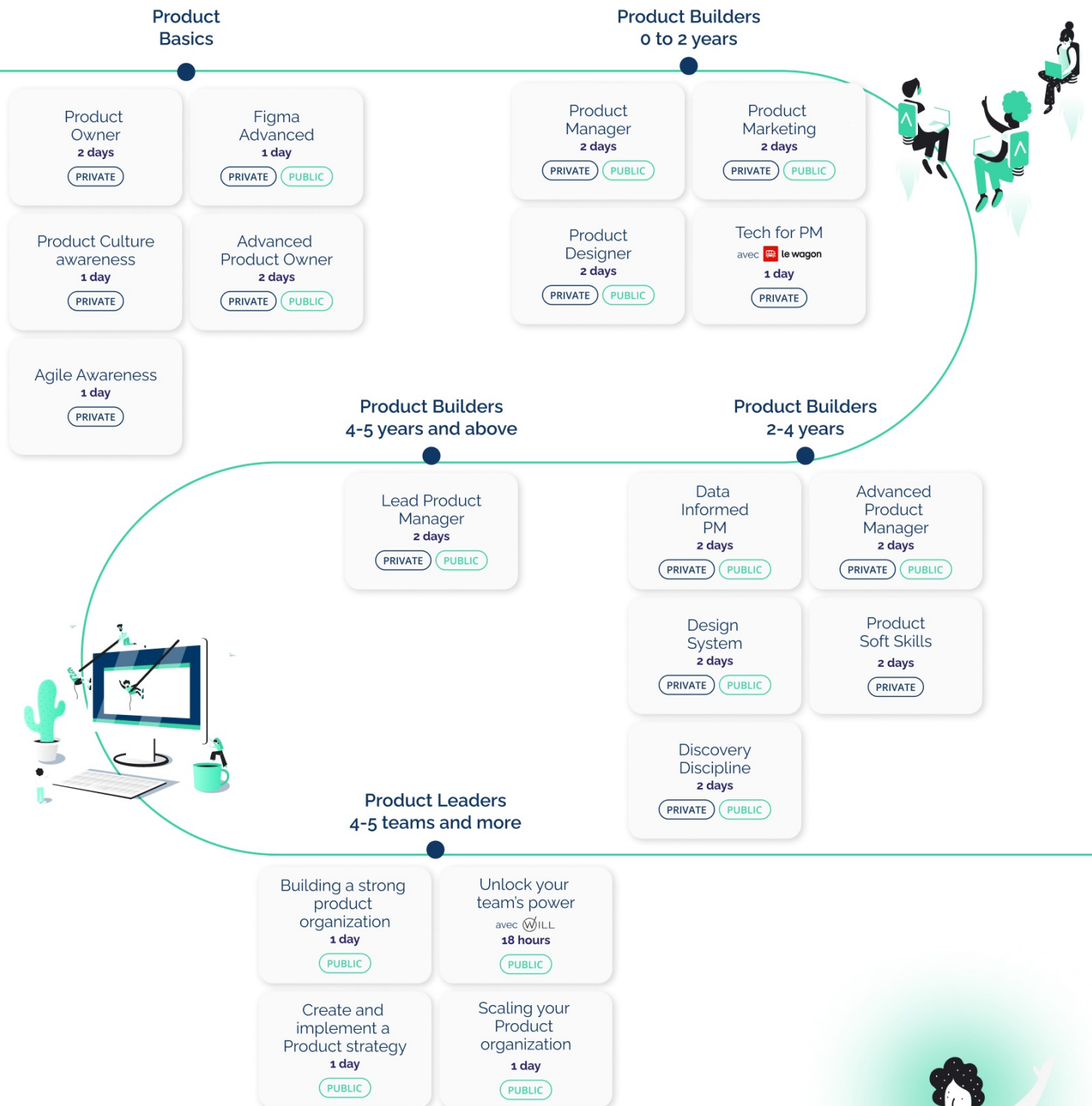
## Our Partners & Clients





# 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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