

PRIVATE: from 9 900 € Excl. VAT*

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

2 DAYS (14h)

SOFT SKILLS

PRODUCT LEVEL 3 (2 YEARS +)

Serenely tackle the situations inherent in the roles and responsibilities of a product profile



Target audience and prerequisites

- ✓ This course is aimed at **Senior Product Managers and Designers** who want to establish their legitimacy and develop their lateral leadership skills

All participants must have mastered the content and skills from the *Product Designer*, *Product Manager* and *Advanced Product Manager* courses to take this course.

Training objective



Acquire **practical and activatable tools** and keys to:

- ✓ Identify your motivational levers to establish lateral leadership
- ✓ Learn to express yourself clearly while minimizing relational risks
- ✓ Manage your stress more effectively
- ✓ Dare to say "no" and know when to do so
- ✓ Handle conflicts and/or objections
- ✓ Work with difficult personalities

Product Soft Skills

Training program

87%

Satisfaction rate
in 2024

Training program

2 DAYS (14h)

MODULE 1 Understand your Product profile to establish your legitimacy

- Identify the characteristics of a successful Product Owner, Product Manager or Product Designer
- Identify comfort zones and areas for improvement
- Map product stakeholders and analyze relational interactions

SKILLS

UNDERSTAND YOUR PROFILE

MODULE 2 Daring to say things: what are the prerequisites?

- Identify emotions and associated needs
- Learn how to express your feelings constructively
- Adopt a positive posture to build constructive relationships

POSTURE

EMOTIONS

MODULE 3 Motivation & Leadership

- Know your intrinsic motivations
- Distinguish different types of motivation
- Apply motivation-based leadership techniques
- Understanding different motivational profiles
- Identify your own motivations and learn how to uncover others' motivations by asking the right questions

INTRINSIC MOTIVATION

EXTRINSIC MOTIVATION

MODULE 4 Stress management

- Understand the nature of stress
- Identify techniques for managing your own stress
- Identify levers for managing other people's stress

STRESS MANAGEMENT

Product Soft Skills

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MODULE 5 Building self-confidence

- Understand the concept of self-confidence
- Identify difficult personalities and learn how to deal with them
- Develop assertiveness

PERSONALITIES

BEHAVIORS

MODULE 6 Understanding conflict

- Explore 9 key principles for understanding and managing conflict
- Analyze real-life case studies in groups

CONFLICT MANAGEMENT

PROMOTION

GOVERNANCE

MODULE 7 Handling difficult conversations

- Identify possible approaches ahead of a difficult conversation with internal or external customers
- Prepare thoroughly to improve effectiveness and impact
- Learn and apply the 5 golden rules for leading difficult conversations

COMMUNICATION

MODULE 8 Situation scenario: Role play based on real-life situations

- Anchor the learning and tools provided throughout the course
- Draw on group feedback
- Set up an individualized action plan

STRESS MANAGEMENT

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



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.

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.*

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



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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