

PRIVATE: from **2 200 €** Excl. VAT*

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

1/2 DAY (3h30)

PRODUCT STORYTELLING

PRODUCT LEVEL 2 (18 MONTHS TO 2 YEARS)

Transform your products into impactful narratives, unify teams, and convince stakeholders through the art of storytelling

Target audience and prerequisites

- ✓ **Product Owners and Product Managers** looking to enhance the impact of their communication.

Training objective

Transform your products into impactful narratives, unify teams, and convince stakeholders through the art of storytelling

- ✓ **UNIFY:** Use the right tools and methodologies to align your teams around a common project
- ✓ **CONVINCE:** Learn best practices to enhance the impact of your presentations and communication
- ✓ **EVANGELIZE:** Learn how to communicate more effectively with your users



Product Storytelling

Training program



Training program

1/2 DAY (3h30)

MODULE 1 The fundamentals of storytelling

- What is storytelling?
- Storytelling applied to Product

COMMUNICATION

USES CASES

MODULE 2 Preparing your storytelling

- The importance of a vision
- Crafting your Elevator Pitch
- Writing your storytelling

PRODUCT VISION

ELEVATOR PITCH

MODULE 3 Being impactful and convincing in speech and writing

- Enhancing public speaking skills
- Convincing with slides

STORYLINE

IMPACT



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 50% of the course. This is complemented by **30% 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 to run all the workshops.

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

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 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 from our trainer. Her feedback was very enriching and she knew how to adapt certain elements to her audience (and notably to me)"

Océane — Product Designer at RCA

Our Partners & Clients

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Disney

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Carrefour

BlaBlaCar

mestic

ACCOR

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DECATHLON

L'ORÉAL

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CHANEL

Qare

POINT.P

NICKEL

meilleurs agents

Schneider Electric

AVA

CARGLASS

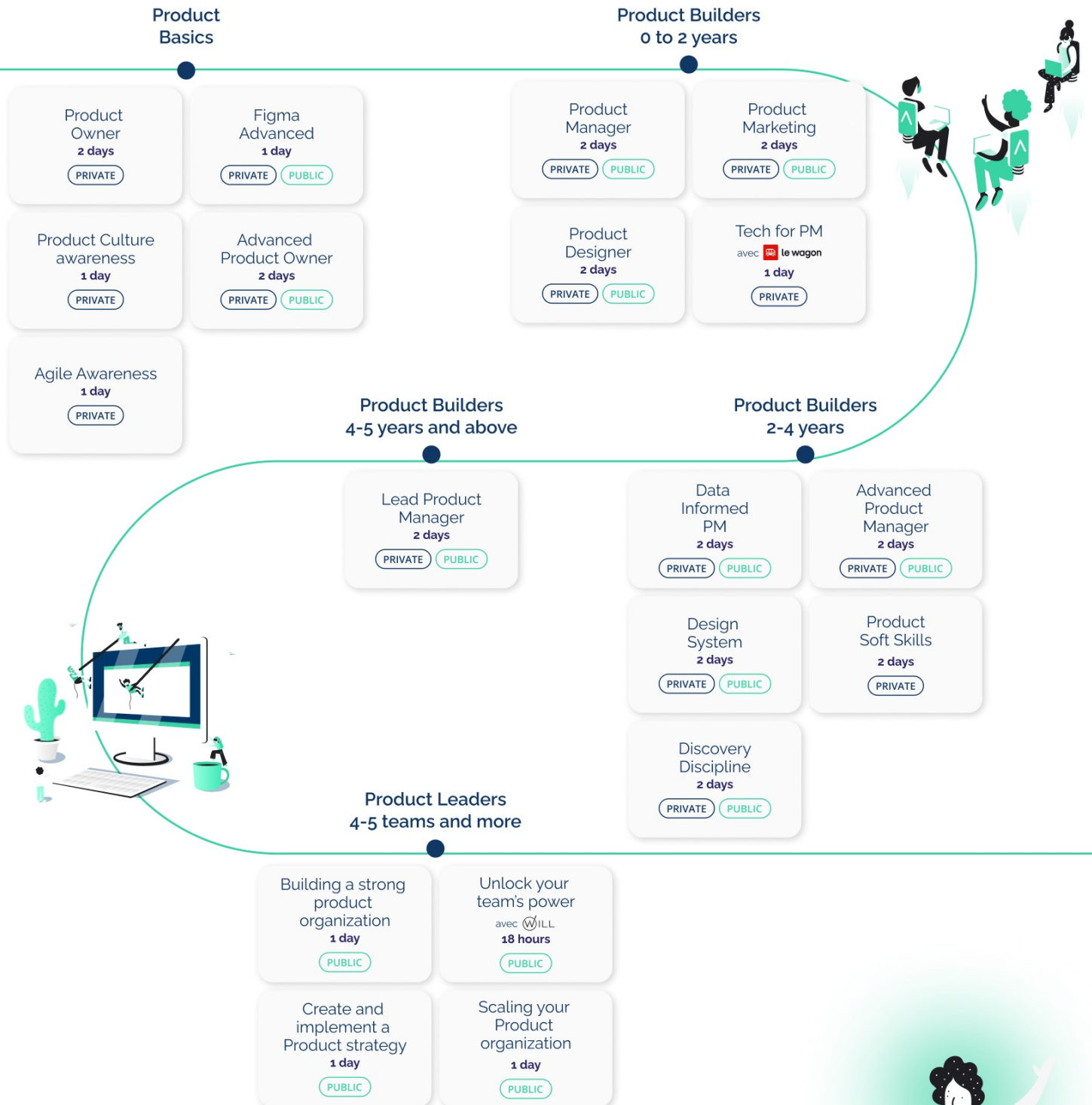
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SOCIETE GENERALE

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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