

**PRIVATE:** from **2 200 €** Excl. VAT\*

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

**1/2 DAY (3h30)**

# CREATE YOUR PRODUCT VISION

## PRODUCT LEVEL 2 (18 MONTHS TO 2 YEARS)

Learn how to create a Product Vision to improve alignment and give meaning to your teams

### Target audience and prerequisites

- ✓ **Product Managers** who want to create a **team-wide Product Vision** and have a greater **impact** within their Product organization.
- ✓ **CPO / Head of Product** who want to better understand the **organizational and strategic challenges** of implementing a Product Vision.
- ✓ **Product Designers et Lead Developers** wishing to formalize and improve their **understanding** of the subject.

Since training focuses on aligning on a vision, it may be useful to:

- include a product manager or leader to engage the team
- have a multi-disciplinary team to engage all stakeholders (e.g.: business, product and tech teams)

### Training objective



Learn how to effectively integrate **Product Vision** into all stages of digital **product design** and **improvement**:



- ✓ **EXPLAIN AND JUSTIFY:** Share a Product Vision with different audiences
- ✓ **FEDERATE:** Align around a Product Vision and its benefits
- ✓ **WORK TOGETHER:** Set up a dedicated team and governance structure
- ✓ **DESIGN:** Take into account the existing situation and build the Product Vision in a collaborative manner
- ✓ **ENHANCE:** Bring the Product Vision to life by sharing it (decision-making bodies, product lifecycle)

# Product Vision

Training program



## Training program

1/2 DAY (3h30)

### MODULE 1 Introduction to Vision - Corporate Vision vs. Product Vision

- Definition of Vision
- Without vision, what are the consequences?
- Before the product: Vision, Mission and Corporate Strategy.
- Vision and Product Strategy.
- What's the point of having good visions and good product strategies?

INTRODUCTION

CORPORATE VISION

PRODUCT VISION

### MODULE 2 Build your Product Vision

- Product Vision in Practice: The Product Vision Pyramid
- Communicate and cascade the product vision
- Self-evaluation
- Going further: Product Vision Board and Product Vision Sprint

PRODUCT VISION

COMMUNICATION

ORGANIZATION



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

PUBLIC



Sessions are designed for groups of **6 to 12 people at our Paris premises**. Registration is available **until the day before the training** session, subject to availability of places and to receiving the **signed agreement** before the session.

- ✓ *We adapt our services for people with disability upon request.*
- ✓ *Special rates for individuals and self-employed people (please contact us).*

## A tailor-made offer

**Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.**

- ✓ Onboard new team members
- ✓ Retain talents
- ✓ Internal transformation support
- ✓ 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**. They are simultaneously **trainers**, program **creators** and **consultants** and they combine their professional experience and pedagogy to help you develop your skills.

## 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

Doctolib

Disney

deezer

ManoMano

Carrefour

BlaBlaCar

mestic

ACCOR

Club Med

DECATHLON

L'ORÉAL

radiofrance

Cartier

CHANEL

Qare

POINT.P

NICKEL

meilleurs agents

Schneider Electric

AVA

CARGLASS

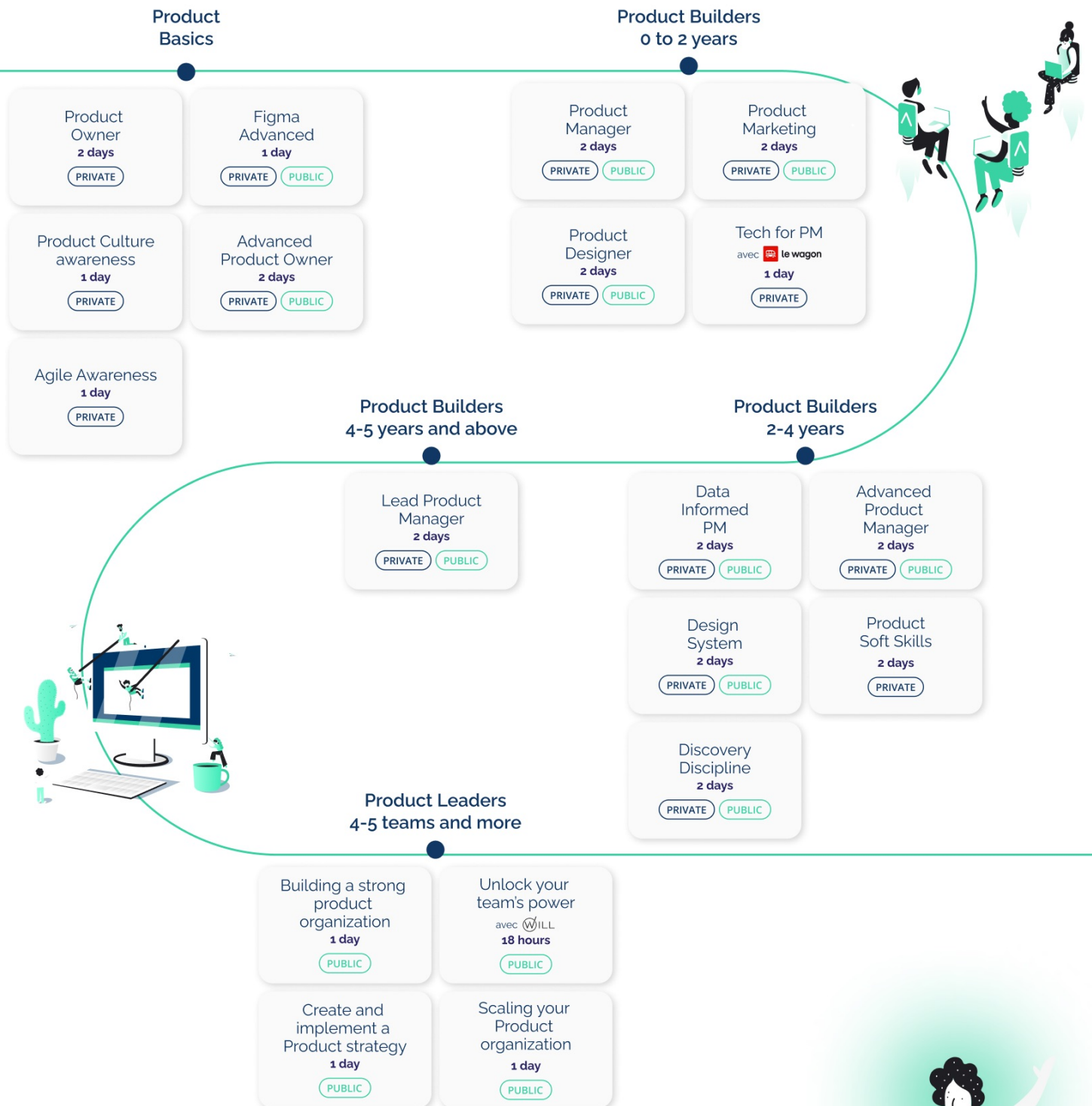
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SOCIETE GENERALE

# 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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Chaussée d'Antin-La Fayette

