



LEVEL UP!

PRODUCT ACADEMY MENTORING

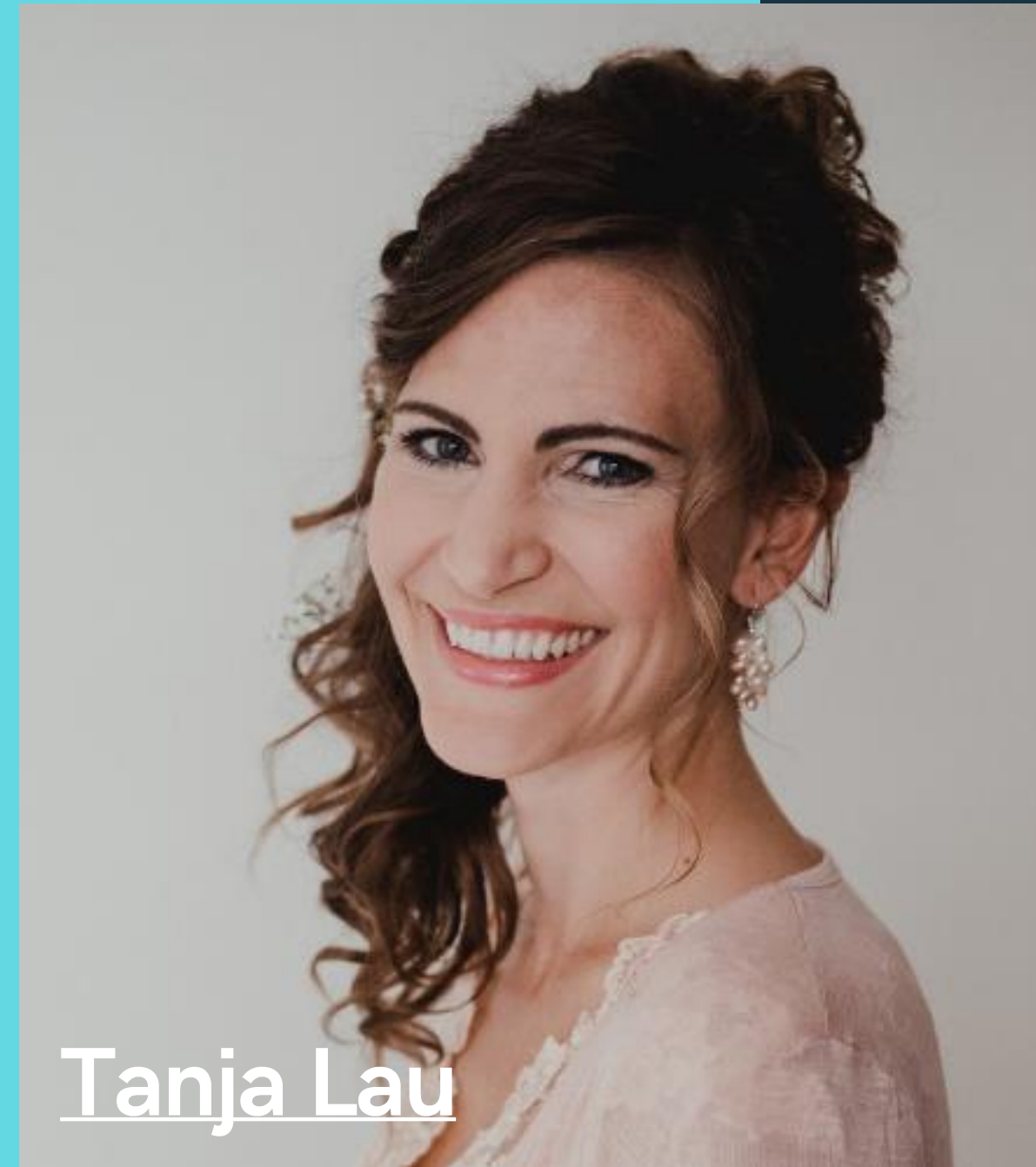


PRODUCT ACADEMY

Boost your career in product

Interested in ramping up your career in product? Looking for a strong network of product leaders to support you - even long after your course is done? Perfect! You've come to the right place. Our mentoring program is a unique opportunity to speed up your learning curve in product in a family-like environment.

Our trainers and mentors practice the art of product management at household names like Google, Zalando, Airbnb, Amazon & more.



Tanja Lau

Founder of Product Academy



LevelUp! Berlin

Spring Edition 2022
in a nutshell

Apply by Nov 15, 2021!



Why?

Ramp up your skills in state-of-the-art product management and increase your chances to land your first job in product or to transition to a senior role with the Product Academy Course Certificate.



What?

Unique 6-months learning journey including:

- 5 workshop days in small classes of 12 persons max
- inspiring prep material
- 6 mentoring and 2 coaching sessions 1:1e



For whom?

(Junior) POs/PMs with up to three years of experience or people interested in transitioning to product from a related role like UX, tech, marketing etc. We especially encourage women to apply!



Where & When?

January 30 till May 20, 2022

- 4 in-person workshops in Berlin
- one workshop day remote
- online mentoring & coaching sessions



PM 101

Workshop Day 1 on January 31, 2022

This workshop day is dealing with the basics of successful product management: finding out what to focus on and how to create value for your customers and your business. But instead of a theoretical approach, the day will be focusing on real-world challenges and best practices.

- Hypothesis-Driven Product Management
- Prioritizing Your Backlog
- Finding Product-Market Fit

* Course date and program may be subject to change.



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Trainers on Day 1



Tanja Lau

Founder
Product Academy

Bern



Nina Schneider

VP of Product
Sherpany

Zurich



Aude Morandi

Director of Product
Scout24 Schweiz

Bern



Discovery Mindset

Workshop Day 2 on February 22, 2022

On the second workshop day we are going to focus on identifying opportunities, creating useful dashboards as well as experimenting and iterating in a lean way.

- Product Discovery
- Digital Analytics
- Rapid Prototyping and Experimentation

* Course date and program may be subject to change.



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Trainers on Day 2



**Kristina
Walcker-Mayer**

CEO & CPO
Nuri

Berlin



Alexandra Lung

VP of Product
Signaturit

Paris



Lukas Oldenburg

Founder
dim28

Zurich



Strategy

Workshop Day 3 on March 29, 2022

On this day we are de-mystifying product strategy :) Learn how to provide a strong purpose and how to create meaningful impact for your business and your customers.

- Product Vision
- Working with OKRs
- Continuous Product Innovation & JTBD
- Outcome-Based Roadmapping

* Course date and program may be subject to change.



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Trainers on Day 3



Domenico Carbotta

Engineer
Google

Zurich



Alexandru Bleau

Head of Monetization
trivago

Düsseldorf



Philipp Krehl

Principal PM
Zalando

Berlin



Stakeholders

Workshop Day 4 on April 27, 2022

Knowing how to inform and align a large group of stakeholders, how to deal with management and how to stand up for what you believe in is a major step towards being perceived as senior PM. Learn how to communicate effectively with both business and engineering in order to drive impact.

- Communicating with Stakeholders
- Writing Great Specs
- Negotiation Skills

* Course date and program may be subject to change.



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Trainers on Day 4



Isabel Carbotta

ex-PM
Youtube

Zurich



Sandra Juras

Senior PM
Personio

Munich



Tanja Lau

Founder
Product Academy

Bern



Leadership

Workshop Day 5 on May 20, 2022

To conclude the program, we are looking at leadership and personal growth from different angles and invite experienced product leaders to a panel discussion with us.

- Work-Life-Balance
- Conflict Competence
- Leadership Panel Discussion
- Leading at the Speed of Growth
- Graduation Ceremony

* Course date and program may be subject to change.



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Trainers on Day 5



Grace Kwak-Danciu

Group PM
Youtube

Zurich



Anurag Chitlangia

Senior PM
Booking.com

Amsterdam



Panel

T. Lau

A. Martinez-Fonts

C. Muguti

K. Schönicke

V. Sriskandarajah

Experienced Sparring Partners

Our mentors have several years of product management experience under their belt and can't wait to support you on your learning journey.



Monthly 1:1 Mentoring

Your six mentoring sessions are usually your day-to-day challenges, on strengthening your position within your company or helping you prepare for interviews.



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Mentors

Our mentors work at

- Google
- Zalando
- Booking.com
- trivago
- Airbnb
- Amazon
- Lufthansa
- Just Eat
- Zenjob

. .. and many more

Matching

The matching is done based on a survey and on our experience. We know each mentor personally and all our previous participants have been thrilled about their experience.



Experienced Product Leaders

Our coaches have been leading and coaching product teams for several years.



2 individual Coaching Sessions

You are entitled to two coaching sessions in total where you can discuss topics like personal growth, developing leadership skills and advancing your career.



Coaches

Our coaches work at

- Google
- Zalando
- Booking.com
- Doodle
- Airbnb
- Amazon
- Freeletics
- Tamedia
- Scout24

. .. and many more

Matching

The matching is done based on a survey and on our experience. Our coaches have been able to successfully support six generations of LevelUp! coachees before you.





Is this for you?

Requirements

Motivation

You are highly motivated to learn and apply your skills

Background

basic experience in product or in a related biz/tech role

Time

ability to attend all workshop days in person

Prep Work

committment to do up 6-12 hours of prep work/month

Diversity

We especially encourage women to apply.



Application

Berlin Spring Edition 2022

www.productacademy.ch/levelup-berlin

Apply by

November 15, 2020

Process

Fill out our [application form](#) by Nov 15, 2021!

Selection

12 participants based on motivation, experience fit and diversity

Confirmation

beginning of December 21

Kick-off

January 30, 2021



PRODUCT ACADEMY

Pricing

a career investment
that pays off



€ 1'990

Partial Scholarship

We provide a limited amount of partial scholarships for women and start-ups.



€ 2'900

Supporter Rate

if someone at your company is supporting the program as trainer, mentor or coach



€ 3'990

Corporate Rate

Regular price

Happy Alumni



Fran Fischer

Senior PM
CoachHub

"One of the best boosters I ever had for my career! The insights and network I gained are priceless."



Sandra Chatzakis

UX Manager
Migros Bank

"Only two months after my graduation I got promoted into a leadership role and feel so much more prepared for it."



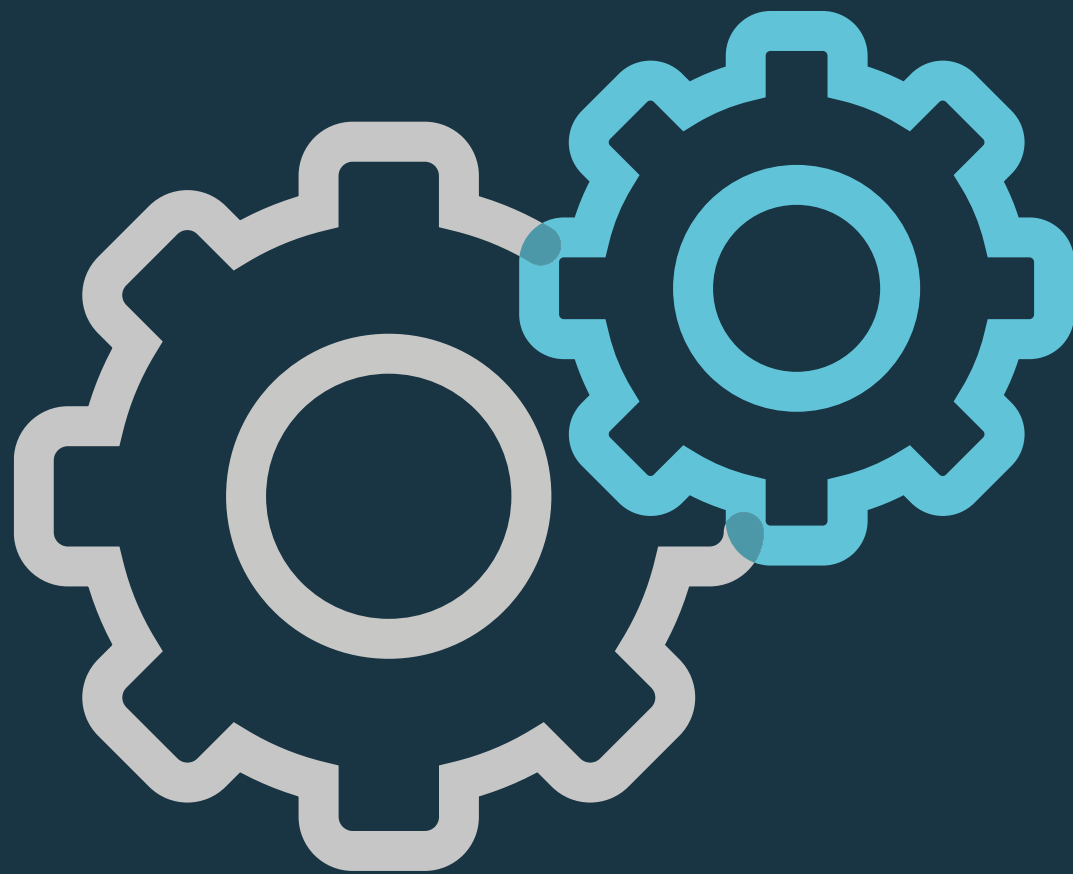
Ivana Gjorgjiev

Product Manager
TestingTime

"With this program I finally learned to fight the imposter syndrome and the best thing: I got hired by one of the mentors!"



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It really works.

85% of our alumni feel **more confident** to apply for a new challenging position in product.

58% of our alumni landed a new and **exciting job or role** within 12 months after completing the program.



Questions?

Let's talk!

Tanja Lau



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www.productacademy.ch/levelup

