Level Up!

PRODUCT ACADEMY MENTORING
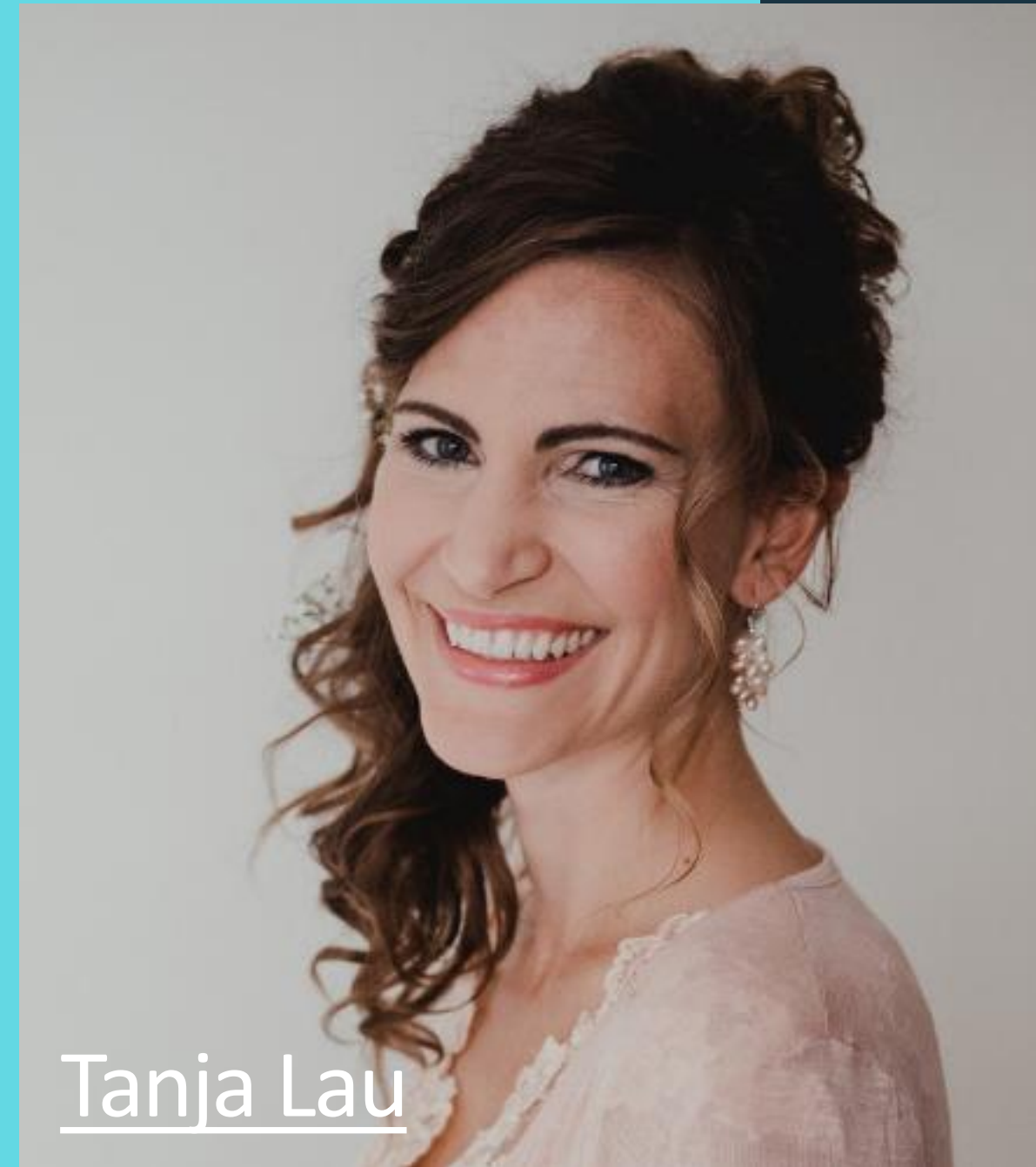
Boost your leadership skills

Would you like to apply for a leadership position in product soon and gain confidence and credibility for this next step in your career? Or have you recently been promoted to Head of Product and would like to set yourself up for success? Perfect! You've come to the right place. Our mentoring program is a unique opportunity to speed up your learning curve and avoid all the rookie mistakes.

Learn from the best at Google, Zalando, Airbnb or Amazon in a family-like atmosphere.

Tanja Lau

Founder of Product Academy

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LevelUp! Leadership

Edition 2022 in a nutshell

Why?

Get ready for your first leadership role and increase your chances to receive a promotion. Learn how to avoid the most common mistakes as Head of Product.

For whom?

Senior PMs and experienced product people aiming for a leadership position and Heads of Product who would like to improve their strategy and leadership skills. We especially encourage women to apply!

What?

Unique 3-months learning journey including:

- 2 weekend offsites and one remote workshop day
- inspiring prep material
- 4 mentoring and 2 coaching sessions 1:1

Where & When?

April 8 till June 26, 2022

- 2 weekend offsites in the mountains 1h from Bern (CH)
- one workshop day remote
- online mentoring & coaching sessions

How we learn matters.

A lot of time and energy goes into crafting our curriculum for this program. However, we invest the same amount of passion when it comes to designing the context of your learning experience.

That is why we are inviting you to spend two offsites in the mountains with us (one hour from Berne). The beautiful lodge offers the perfect setting to clear your head, to soak in new knowledge and to find some time for mindfulness in the nature with your new peers.

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Strategy

April 8 - 10, 2022 (Mountain Offsite 1)

Our first offsite is dedicated to meeting your peers and diving into your product strategy. We are going to enjoy inspiring discussions, peer coaching and some mindfulness in the beautiful mountains.

- Product Strategy Maturity Check
- Executing your Product Strategy
- Economic & Finance Brush-up

* Course date and program may be subject to change.

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Trainers Offsite 1

Tanja Lau

Founder
Product Academy

Bern

Stephanie Leue

Co-Founder
Jeeny.ai

Berlin

Sascha Kropf

Head of Product
Belimed

Zug

Entre-preneurship

Online-Workshop on May 10, 2022

An entrepreneurial mindset is crucial in order to drive your team's and product's success. Meet successful founders, benefit from their learnings and reflect on your product's ethical impact on the world.

- Learning Recap

- Lessons from Successful Entrepreneurs

- Product Ethics

* Course date and program may be subject to change.

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Trainers

Elijah Woolery

Senior Director Design
InVision

San Francisco

Tanja Lau

Founder
Product Academy

Bern

Speakers

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Albert Dias

Product Manager
Google

Zurich

Melanie Gabriel

Co-Founder & CMO
yokoy

Zurich

Sebastian Schuon

Co-Founder & CEO
Alasco

Munich

Leadership

June 24-26, 2022 (Mountain Offsite 2)

We are wrapping up our program with a strong focus on structuring and coaching your team without neglecting important aspects like leadership style and self-care.

- Structuring & Scaling Your Product Organisation

- Hiring & Coaching Product People

- Building Learning Organizations

- Stress Management & Self-Care for Product Leaders

- Graduation

* Course date and program may be subject to change.

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Trainers Offsite 2

Kristina Walcker-Mayer

CEO
Nuri

Berlin

Chiedza Muguti

Head of Product
Penta

Berlin

Dominique Jost

Head of Product
Doist

Bern

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 four mentoring sessions are usually focused on typical day-to-day challenges as product leader or supporting you with your applications for a leadership role.

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Mentors

Our mentors work at

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

. .. and 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.

Coaches

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, long-term career goals or leadership tips.

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Our coaches work at

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

. .. and 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.

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Is this for you?

Requirements

Motivation	You are highly motivated to learn and advance in your career as product leader
Background	3+ years experience in a product role
Time & Place	ability to attend all offsites in person in CH
Prep Work	committment to do up 6-12 hours of prep work/month
Diversity	We especially encourage women to apply.

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Application

LevelUp! Leadership Edition

www.productacademy.ch/levelup-leadership

Apply by	November 30, 2021
Process	Online application form
Selection	12 participants based on motivation, experience fit and diversity
Confirmation	end of December 2021
Start	Offsite 1: April 8, 2022 Homework: Feb 2022

Pricing

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Includes:

- all workshop days
- 4 mentoring sessions
- 2 coaching sessions
- prep material
- 2x 2 nights at venue incl. catering

Not included:

transportation to offsite venue & alcoholic beverages

CHF 2'490

Partial Scholarship

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

CHF 3'400

Supporter Rate

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

CHF 4'900

Corporate Rate

Regular price

Questions?

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Let's talk!

Tanja Lau

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🌐 www.productacademy.ch/levelup