



LEVEL UP!

PRODUCT ACADEMY MENTORING

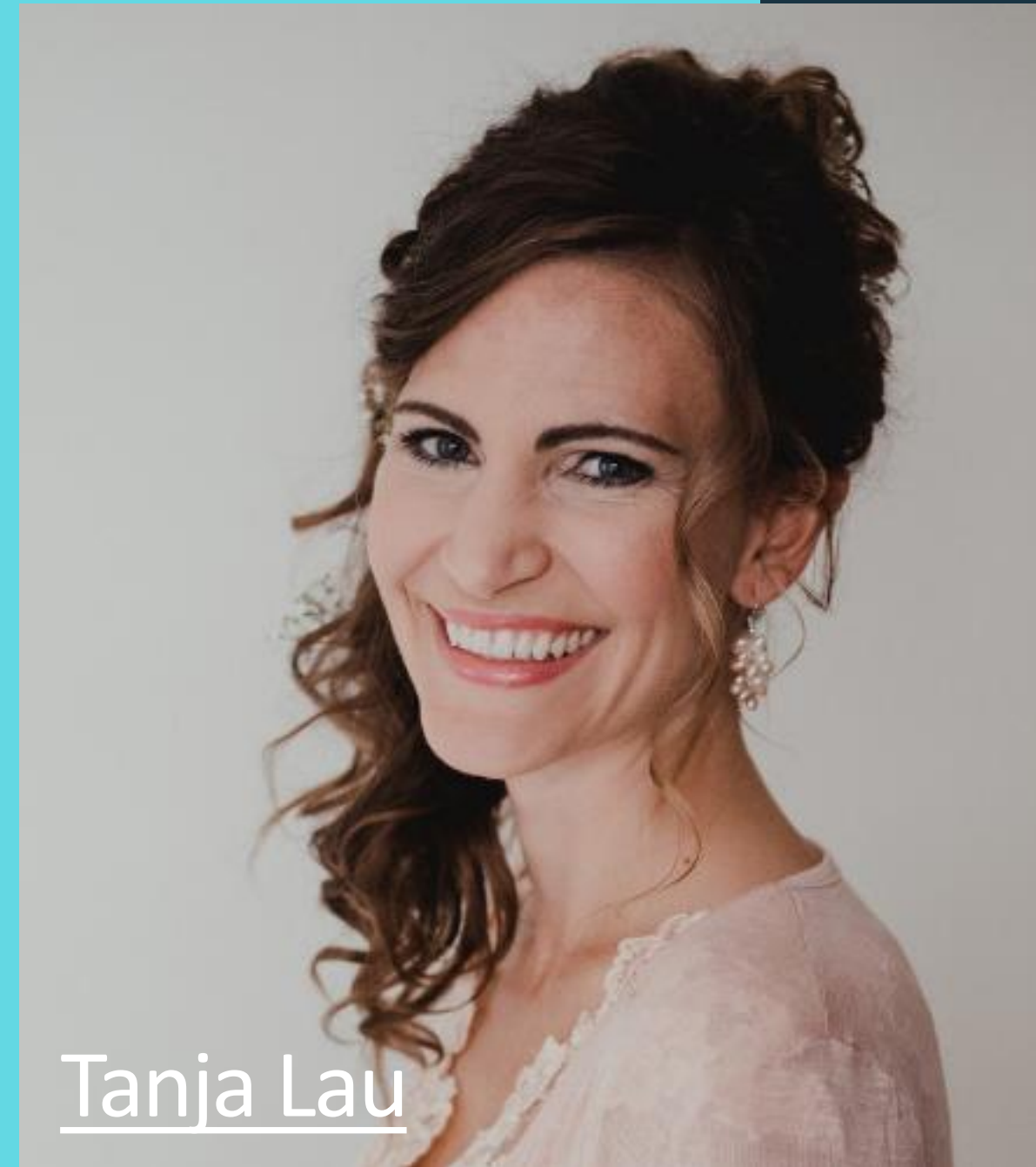


PRODUCT ACADEMY

# 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! Switzerland

Summer Edition 2022  
in a nutshell

[Apply by Feb 28, 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 people 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?

May 31 till November 29, 2022

- 5 in-person workshops in Bern and Zurich
- online mentoring & coaching sessions





# PM 101

## Workshop Day 1 on June 28, 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 August 23, 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
- Continuous Discovery & Jobs-to-be-Done
- 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



Radina Doneva

Senior UX Researcher  
Nuri

Berlin



# Strategy

Workshop Day 3 on September 20, 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.

- Outcome-Based Roadmapping
- Working with OKRs
- Digital Analytics

\* Course date and program may be subject to change.



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# Trainers on Day 3



Lukas Oldenburg

Founder  
dim28

Zurich



Alexandru Bleau

Head of Monetization  
trivago

Düsseldorf



Tanja Lau

Founder  
Product Academy

Bern



# Stakeholders

Workshop Day 4 on October 25, 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 November 29, 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
- From PO to CPO? – Career Planning for Product People
- 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



Bastiaan v. Rooden

Founder  
Nothing Interactive

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 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
- Airbnb
- Amazon
- Whatsapp
- Just Eat
- Tamedia
- Beekeeper
- Testing Time
- Migros Online

. .. 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(ed) at

- Google
- Zalando
- Booking.com
- Doodle
- Airbnb
- Amazon
- Freeletics
- Tamedia
- Scout24
- Migros Online
- Digitec Galaxus

. .. 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

commitment to do up 8-12 hours of prep work/month

### Diversity

We especially encourage women to apply.



# Application

Switzerland Summer Edition 2022

[www.productacademy.ch/levelup-mentoring](http://www.productacademy.ch/levelup-mentoring)

## Apply by

February 28, 2022

## Process

Fill out our [application form](#) by Feb 28, 2022!

## Selection

12 participants based on motivation, experience fit and diversity

## Confirmation

by mid-April 2022

## Kick-off

May 31, 2022



# Pricing

a career investment  
that pays off



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 4'990

## 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

"With this program I managed to master state-of-the-art methods as well as develop a holistic view. This fundamentally prepared me for my first leadership role."



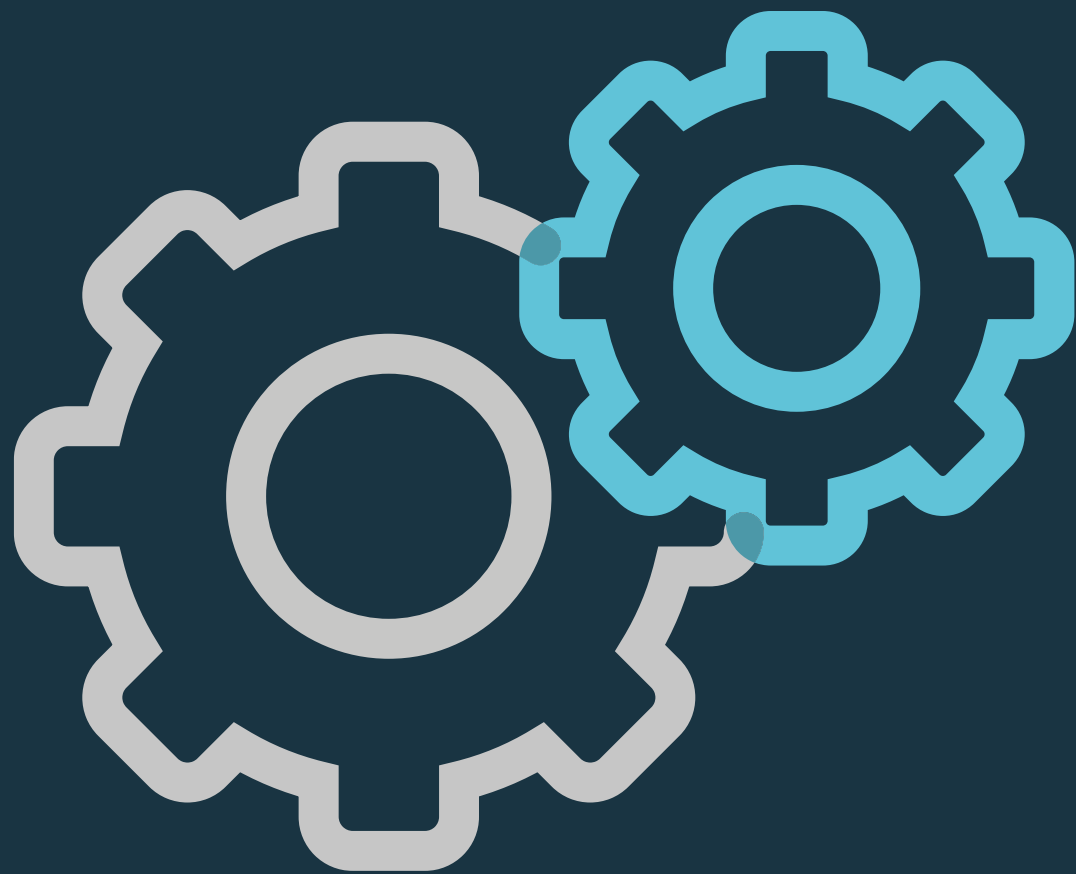
Ivana Gjorgjiev

Product Manager  
TestingTime

"Product Academy helped me to refine my PM skill set, gain a valuable network of product people and the best thing: I landed a new job and advanced my career just after the graduation!"



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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](http://www.productacademy.ch/levelup)

