



LEVEL UP!

Coaching Fundamentals



Do you want to

- gain **more confidence** when coaching others?
- be a **more effective sparring partner** for your people?
- **build a culture of trust** and autonomy?
- **empower your employees** to make conscious decisions?

Then this program is for you!

Our **Coaching Fundamentals Program** will help you feel more confident in your role as a product leader while also teaching you the principles of coaching in a condensed and hands-on format.

**Boost
your
coaching
skills.**



LevelUp! Coaching

Edition 2022 in a nutshell



Why?

Improve your leadership skills by adopting a coaching habit. Boost your confidence as a product leader.



What?

- 8 weeks program
- 8 sessions à 2 hours
- 1 individual 1-on-1 coaching session
- Certificate



For whom?

Product leaders and PMs with 5+ years of experience in a product role aiming for a leadership position who would like to polish, strengthen and improve their leadership skills. We especially encourage women to apply!



Where & When?

- May 2 - June 27, 2022
- Every Monday 4-8 p.m. CET (except June 6)
- fully remote

The Program

1

Coaching Basics

The mindset of a coach
The coaching process

2

Setting Goals

Why goals are important
From setting goals to accountability

3

Coaching Attitude

Building Trust
Rapport and Backtracking

4

How Coaching Works

Problems versus solutions
Asking better questions

5

Communication Basics

How we communicate
Unbiased & Active listening

6

Everyday Interventions

The toolbox of a coach
Coaching as a leader

7

Live Coaching

Group Live Coaching
Practice coaching in a safe space

8

Interventions Extended

Expand your toolkit
Master challenges when leading
and coaching

9

Your Coaching

60 minutes individual coaching or
supervision in a one to one setup



Is this for you?

Requirements

Motivation

You are driven to learn coaching principles so you can apply them in your role as a product leader.

Background

5+ years experience in a product role

Time & Place

Ability to attend all 2 hour session remote on afternoons starting in May. Sessions will be recorded.

Prep Work

Commitment to invest 6-12 hours for preparation and practicing in between sessions.

Diversity

We especially encourage women to apply.



Application

LevelUp! Coaching Fundamentals

[Apply online](#)

Apply by

March 15th, 2022

Process

[Online Enrollment](#)

Selection

8 participants based on motivation, experience fit and diversity

Confirmation

End of March 2022

Start & End

May 2nd - June 27th, 2022
Homework: April 2022

Your Coach



Stephanie has over 20 years of experience in software companies and has been engaged **in product management for over 14 years.**

Since finishing her study to become certified integral coach, she is **Product Leadership Coach**, and coaches CPO's and HoP in different companies and industries worldwide.

She formerly worked as **Director of Product at Contentful**, where she was in charge of growth, pricing and activation as the company transitioned from longtail to enterprise business. As **Product Manager at PayPal**, she oversaw merchant onboarding and activation and build a new Paymentsolution for the German market. She began her product career at Spreadshirt.



PRODUCT ACADEMY

Pricing

Includes:

- 8 weeks program (fully remote)
- 8 sessions à 2 hours
- One individual 1on1 coaching session
- max. 8 people per cohort
- understand the principles of coaching and develop self-confidence to coach others
- lots of practice and group work
- teaming up with a study buddy to practice in between sessions



CHF 1'490

Partial Scholarship

We have a limited number of partial scholarships available for women and start-ups.



CHF 1'790

Buddy Rate

If you book 2 or more spots.



CHF 1'990

Corporate Rate

Regular price

More Information



Questions? Let Talk!

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[More Information](#)

