PM Boost Program
Edition 2022

Boost your career in product

Are you looking for a combination of online trainings that will provide you with the most important basic product management skills? And do you want this learning journey to be also highly tailored to your specific challenges and circumstances?

Then check out our PM Boost Program, consisting of three basic workshops, a bonus workshop and four individual mentoring sessions.

We look forward to welcoming us to our family of product people!

PRODUCT ACADEMY

Tanja Lau

Founder of Product Academy

PRODUCT ACADEMY

PM Boost

Edition 2022
in a nutshell

Enroll by May 31, 2022!

Why?

Learn how to manage your day-to-day challenges as product manager, boost your confidence and find your support network of experienced product leaders.

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.
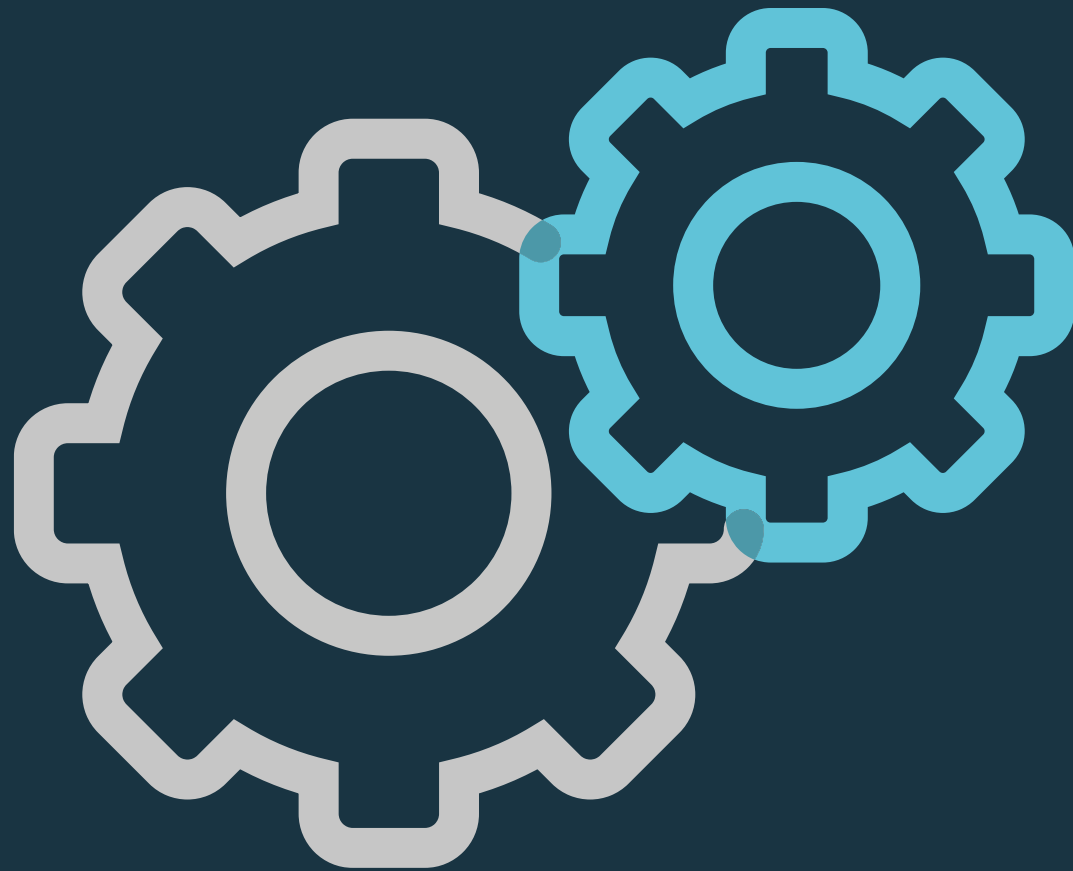
What?

Tailored online program including

- 3 online workshops (Prioritization 101, Hypothesis-Driven Product Management & Product Discovery)

- 1 bonus workshop

- useful prep material

- 4x 1:1 mentoring session

Where & When?

- fully remote

- Workshops between August and November 2022

- Mentoring between July and November 2022

Your Basic Workshops

The following three workshops are mandatory parts of the program:

- Prioritization in Practice

- Hypothesis-Driven Product Management

- Product Discovery

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Product Discovery

Online Workshop 3 on August 22, 2022 (6h)

Great product managers spend the majority of their time in the discovery phase to define the right thing to build while providing evidence for it. Contrary to common belief, discovery doesn't need to require a lot of time! You can easily run one experiment or generate one relevant insight per week with easy and hands-on techniques. In this course, you'll learn to set up the right team for discovery and what types of risk you should evaluate before writing a single line of code.

- driving cross-functional discovery

- picking the right discovery method for your problem

- making discovery a habit in your team

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Your Trainer

Kristina
Walcker-Mayer

CEO & CPO
Nuri

Berlin

Kristina brings 11 years of digital experience to her current role as CEO at Nuri, an online bank based in Berlin.

At the beginning of her career, Kristina worked as Mobile Consultant and Account Manager for Aperto Move and icon mobile, building up mobile strategies and creating innovative mobile solutions for major clients in the retail, television, NGO and automotive industries. Before taking over the product leadership in the Loyalty team of Zalando, she led the browse & shop & find team for Mobile Apps at Zalando, delivered customer-centric solutions and drove the mobile mindset within Zalando's various departments. After that she joined N26 as product lead where she was involved in working both on the product as well as on the product organization.

Besides her passion for building products, Kristina hosts her own podcast "emploYAY" that challenges us to rethink employment & purpose at work and showcases role models with nonlinear careers & new work approaches. Kristina holds a M.Sc. in Business Administration.

Hypothesis-Driven PM

Online Workshop 2 on Sep 6, 2022 (6h)

Build – Measure – Learn. It all sounds so simple in theory. Yet so many of us are trapped in some sort of feature factory. This online course is focused on one of the hardest and most valuable skills in product: asking smart questions, framing them as hypotheses and deciding which experiments and opportunities to pursue. Learn more about how to uncover risky assumptions and set your team up for successful dual-track product management of discovery and delivery. We will discuss how to work with hypothesis on a daily basis, how to trigger relevant decisions and how to contribute to transforming your company into a learning organization.

- working on real examples from your company
- setting up your hypothesis backlog

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Your Trainer

Tanja Lau

Founder
Product Academy

Bern

At Product Academy, Tanja is combining her passion for continuous learning with her professional background as product leader. As founding partner of start-ups in Munich, Madrid and Zurich, she has gained valuable entrepreneurial experience which she passes on in her classes and as public speaker on various occasions.

She was listed among the top 50 Women in Product in Europe in 2020 and successfully coached product managers and teams at companies like Google, Swisscom, Migros Online and more. Prior to founding Product Academy in 2019, she worked as senior consultant for Unic as well as Head of Product for siroop, a former marketplace in Switzerland.

She loves to take on pet projects such as being Head of Marketing for TEDxZurich 2015 or launching non-profit initiatives. In 2017, she founded the local ProductTanks Bern and Zurich for Mind The Product and is driving diversity in product with her mentoring program LevelUp. Like Alice in Wonderland, Tanja usually thinks of "as many as six impossible things before breakfast" and can't go one day without eating chocolate.

Prioritization in Practice

Online Workshop 1 on Nov 15, 2022 (6h)

Mastering the art of prioritization and decision making will help you select more confidently the products and features to build and communicate your choice more assuredly to your team and your stakeholders.

This workshop includes hands-on exercises and case studies on

- (R)ICE Model
- User Story Mapping
- Opportunity-Solution Tree

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Your Bonus Workshops

To tailor the program to your specific interests and needs you will select one of the following bonus workshops:

- OKRs in Product

- Economics 101

- Outcome-Based Roadmapping

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OKRs for Product People

Online Workshop on September 21, 2022 (5 h)

Building products by using agile principles is an effective way to grow a business. There's no shortage of frameworks helping us to structure our development processes this way. But all too often, we tend to focus on merely producing more output (aka features) more quickly without considering the actual impact our products need to have in our users' behavior. Yet we know that clarifying the higher reasoning behind our efforts is one of the most powerful ways to ensure that we build what truly matters.

Therefore, we need an agile goal setting system like Objectives and Key Results (OKR) which not only helps product teams to focus on outcome over output but which also enables true autonomy for them to build the best solutions.

- avoid typical pitfalls when introducing and working with OKRs

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Your Trainer

Alexandru Bleau

former Head of
Alternative Monetization
trivago

Düsseldorf

Alex is a seasoned product manager with over 10 years of experience, currently holds positions as Trainer and Coach at Product Sparks as well as Product Manager at Interlay.

Previously, he served as Head of Alternative Monetization at trivago. He has worked on or built advertising products, online services, mobile apps and games and physical, educational and travel products.

He has also had the chance to experience working at companies with 2, 20, 200 and over 1000 employees, trying out various ways of working, frameworks and tools while working onsite, distributed or fully remote with cross-functional teams.

Alex likes bowties and wishes everyone a "crazy day".

Outcome-Based Roadmaps

Online Workshop on November 1, 2022 (6h)

Ask 10 people what a product roadmap is and you will get 10 different answers! Product roadmaps are often misunderstood, yet incredibly powerful if based on outcomes instead of output. Creating a great product roadmap is part art and part science. In this full-day workshop, we will talk through the purposes of a roadmap and a process for establishing your product's vision, gaining alignment with your stakeholders, validating themes, and presenting to upper-level executives in order to maximize your team's impact.

- how to avoid over-committing

- how to structure your roadmap

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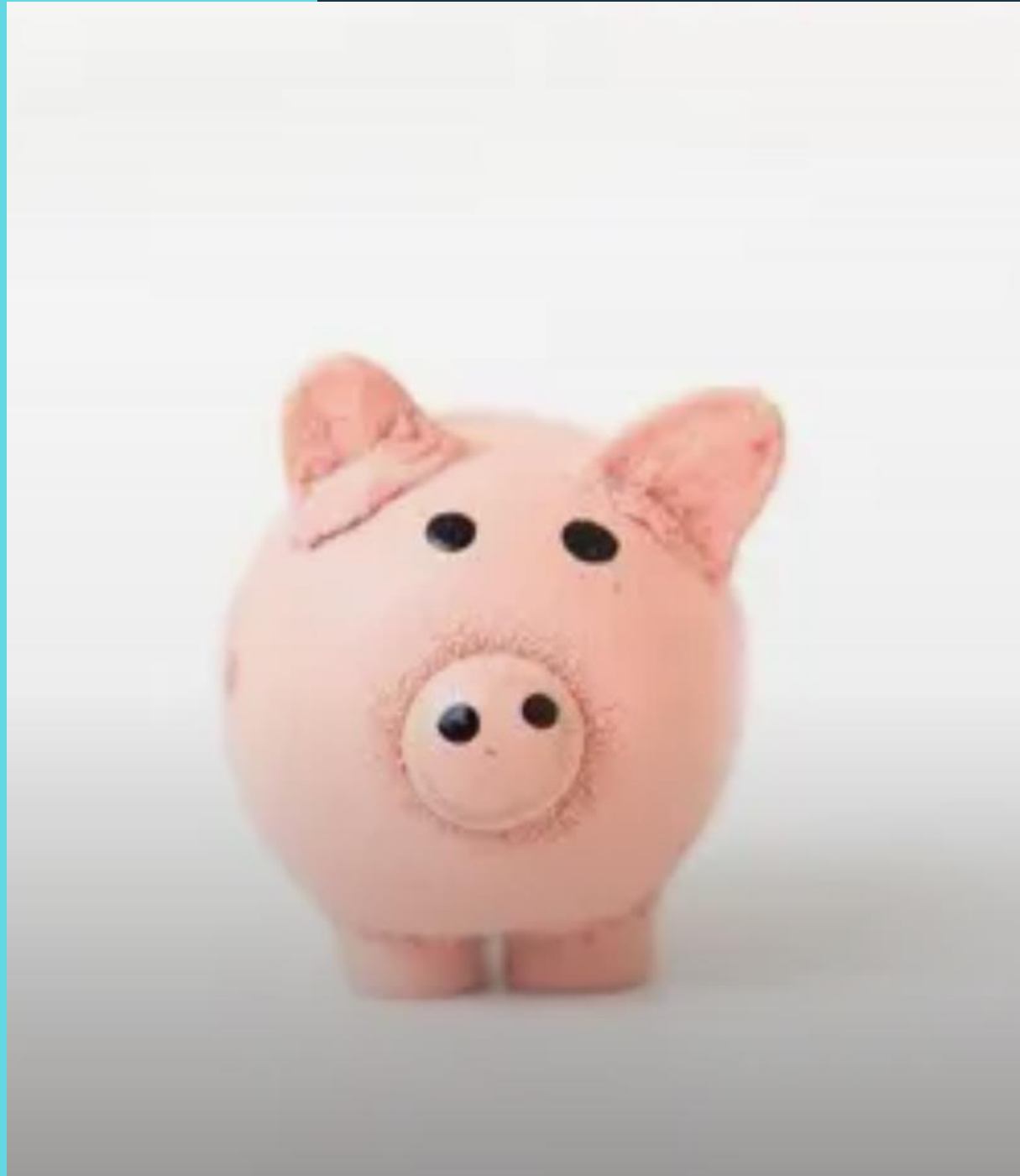# Your Trainer

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Economics 101

Online Workshop on October 18, 2022 (6h)

Have you ever had a fantastic product idea and the best value proposition, but failed to convince investors, the C-suite and shareholders? Are you lacking a solid business background that allows you to talk numbers with your CFO, truly understand your business model and cashflow? You are not alone. Many product people feel savvy when it comes to discovering desirability and ensuring feasibility, but are less confident when it comes to business modeling and reporting. In this workshop you'll dive into relevant financials and economic models that will help you create a sustainable business.

- Understanding ROI, NPV, Cashflow and Payback Period
- Interpreting P&L Statements in B2B and B2C
- Thinking like an investor

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Your Trainers

PRODUCT ACADEMY

Tanja Lau

Founder
Product Academy

Bern

Sascha Kropf

Head of Product
EAO AG

Zug

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.

4 individual Mentoring Sessions

Your four 60-minute mentoring sessions can be scheduled between June and November 2022 and will help you navigate your day-to-day challenges and strengthen your position within your company.

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Mentors

Our mentors work at

- Google
- Zalando
- Booking.com
- Airbnb
- SAP
- Amazon
- Just Eat
- Tamedia
- Beekeeper
- 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.

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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 basic workshops and one bonus workshop remotely
Prep Work	commitment to do up 4 hours of prep work for each workshop
Certificate	You will receive a Product Academy Certificate upon completion of this program.

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Enrolling

PM Boost Edition 2022

Apply by March 25, 2022

Apply by	May 31, 2022
Process	Fill out our enrollment form by May 31, 2022!
Selection	max. 10 participants based on motivation, experience fit and diversity
Confirmation	by June 15, 2022
Kick-off	Homework for Workshop 1 starts end of July 2022

Pricing

a career investment
that pays off

CHF 1'590

Partial Scholarship

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

CHF 1'990

Buddy Rate

Enroll with one of
your peers and
benefit from a special
discount.

CHF 2'490

Corporate Rate

Regular price

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Questions?

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Let's talk!

Tanja Lau

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