PRODUCT ACADEMY

PM Boost Program
Spring Edition 2023

Boost your career in product

Are you looking for a combination of online trainings that will provide a solid foundation for your PM career? And do you want this learning journey to be highly tailored to your specific challenges and circumstances, too?

Then check out our PM Boost Program, consisting of five hands-on workshops and four individual mentoring sessions.

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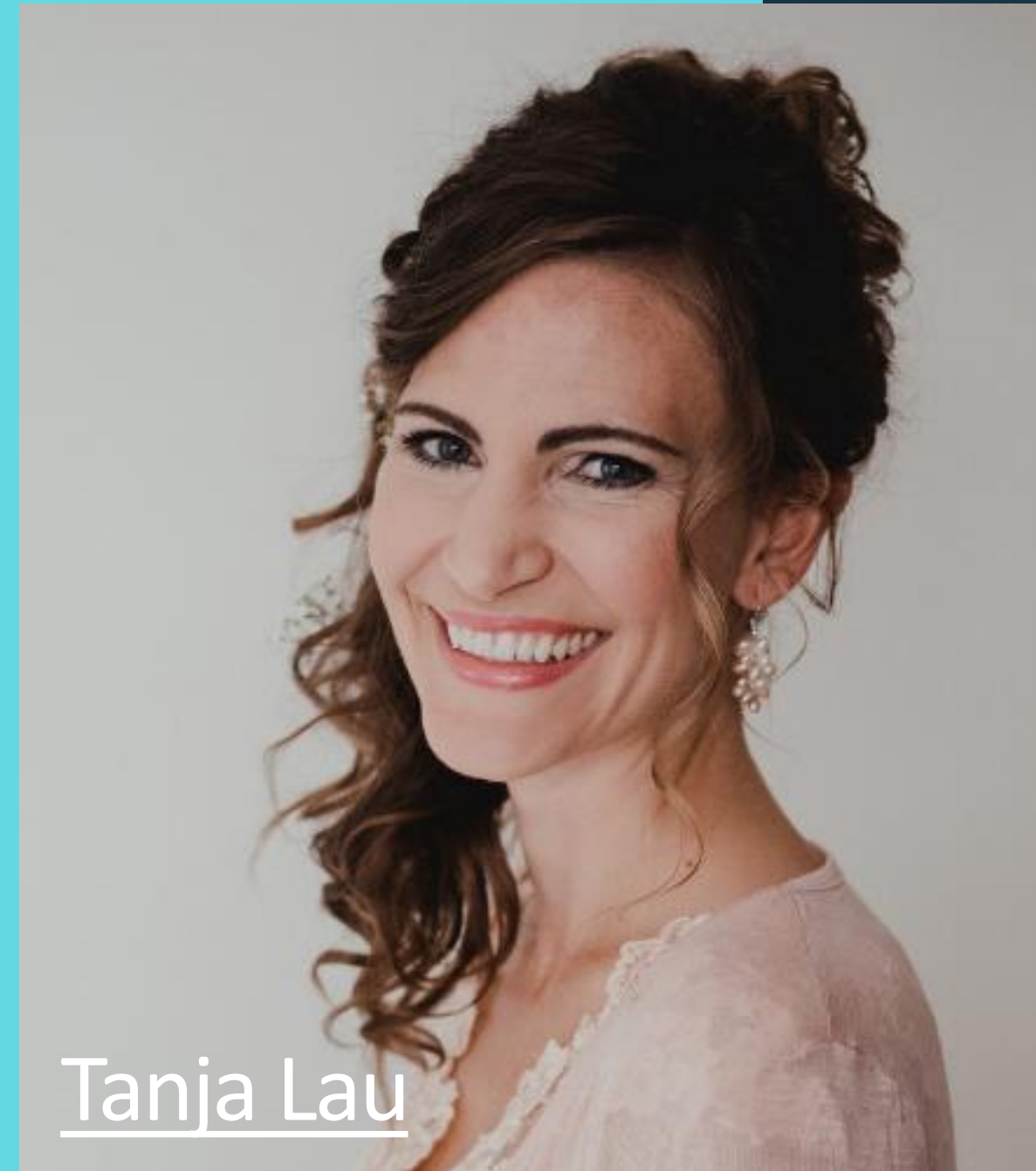
Tanja Lau

Founder of Product Academy

PRODUCT ACADEMY

PM Boost

Spring Edition 2023 in a nutshell

Enroll by October 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.
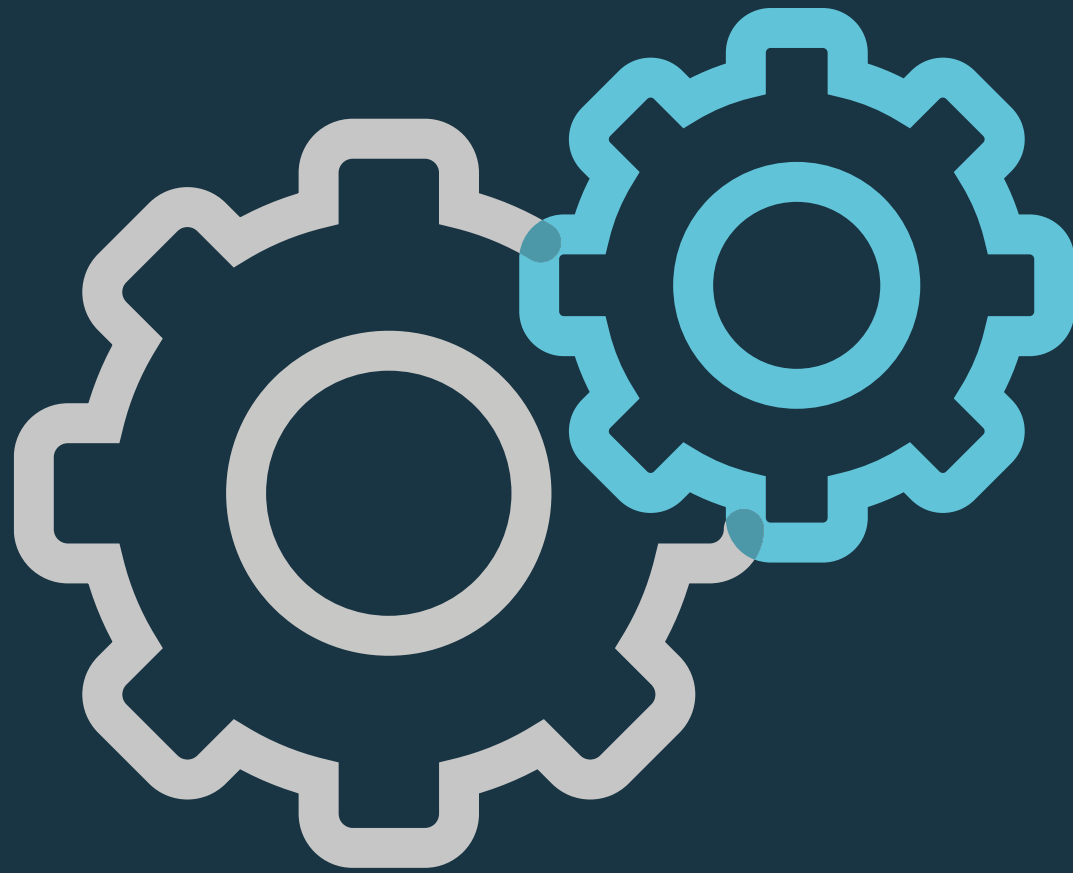
For whom?

(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 5 online workshops & 1:1 mentoring:

- Hypothesis-Driven PM
- Prioritization 101
- Outcome-Driven Roadmaps
- Strategic Research & Discovery
- Economics 101
- 4x individual mentoring session

Where & When?

- fully remote in small classes with up to 12 people
- workshops & mentoring between December 2022 and April 2023
- up to 3 hours of individual prep work for each class

Hypothesis-Driven PM

Online Workshop 2 on Dec 8, 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.

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Prioritization in Practice

Online Workshop 1 on January 16, 2023 (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
Trainers

Tanja Lau

Founder
Product Academy

Bern

Nesrine Changuel

Senior PM
Google

Stockholm

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Strategic User Research

Online Workshop 3 on February 1, 2023 (4h)

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. In this course, you'll learn how to foster collaborative user research, how to conduct customer interviews in order to generate actionable insights and how to collect and synthesize new insights. After this course you will be more confident when it comes to

- driving continuous cross-functional product discovery

- conducting jobs-to-be-done interviews

- structuring and analyzing your insights

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Your
Trainer

Radina Doneva

Senior User Researcher
Nuri

Berlin

As a senior UX Researcher Radina is leading research initiatives for user engagement, collaborating closely with product managers to ideate new value propositions and with designers to improve the experience of digital products.

In her role, she uses discovery research and behavioural insights to help product teams make financial services easier, useful and enjoyable for people around the world.

Previously as a behavioural designer at a design consultancy in the UK, Radina was involved in creating customer experience strategies and re-designing services for businesses and public organisations across healthcare, financial services and retail sectors including household names like Zalando.

With a background in experience design and business strategy, her approach focuses on crafting business solutions by understanding people's needs and motivations.

Outcome-Based Roadmaps

Online Workshop on March 6, 2023 (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 tie your roadmap to overarching goals and outcomes
- how to structure your roadmap

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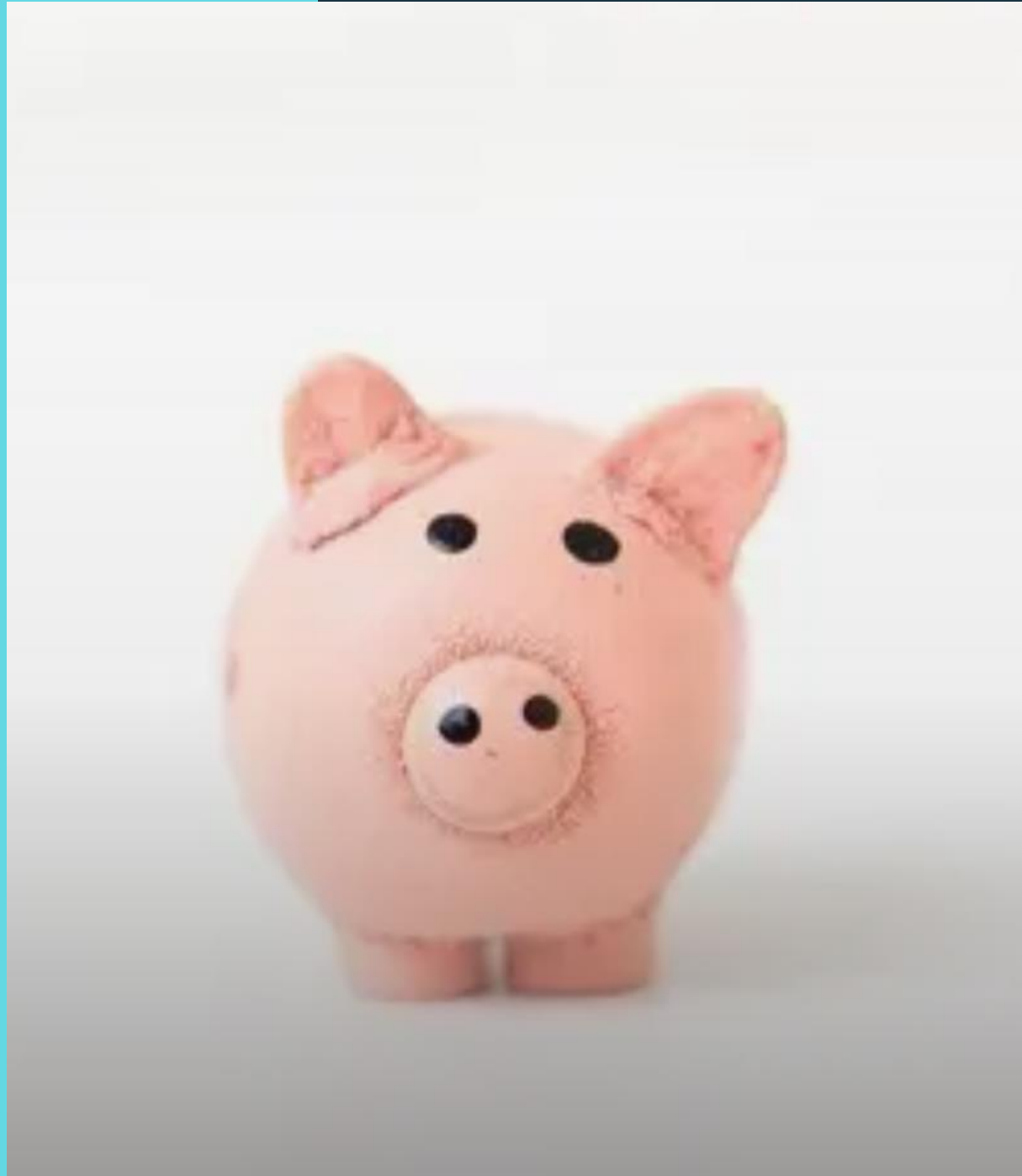# Your Trainer

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Economics 101

Online Workshop on April 3, 2023 (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

Tanja Lau

Founder
Product Academy

Bern

Sascha Kropf

Head of Product
EAO AG

Zug

Mentors

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.

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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Our mentors work at

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

. .. and many more

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 workshops 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 Spring 2023

Apply by October 31, 2022

Apply by
Fill out our enrollment form by October 31, 2022

Process
Candidate selection & mentor matching in Nov 2022

Selection
max. 10 participants based on motivation, experience fit and diversity

Confirmation
by November 15

Kick-off
Homework for Workshop 1 due by end of November

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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🌐 www.productacademy.ch/levelup