# Level Up!

## PRODUCT ACADEMY MENTORING

# 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.
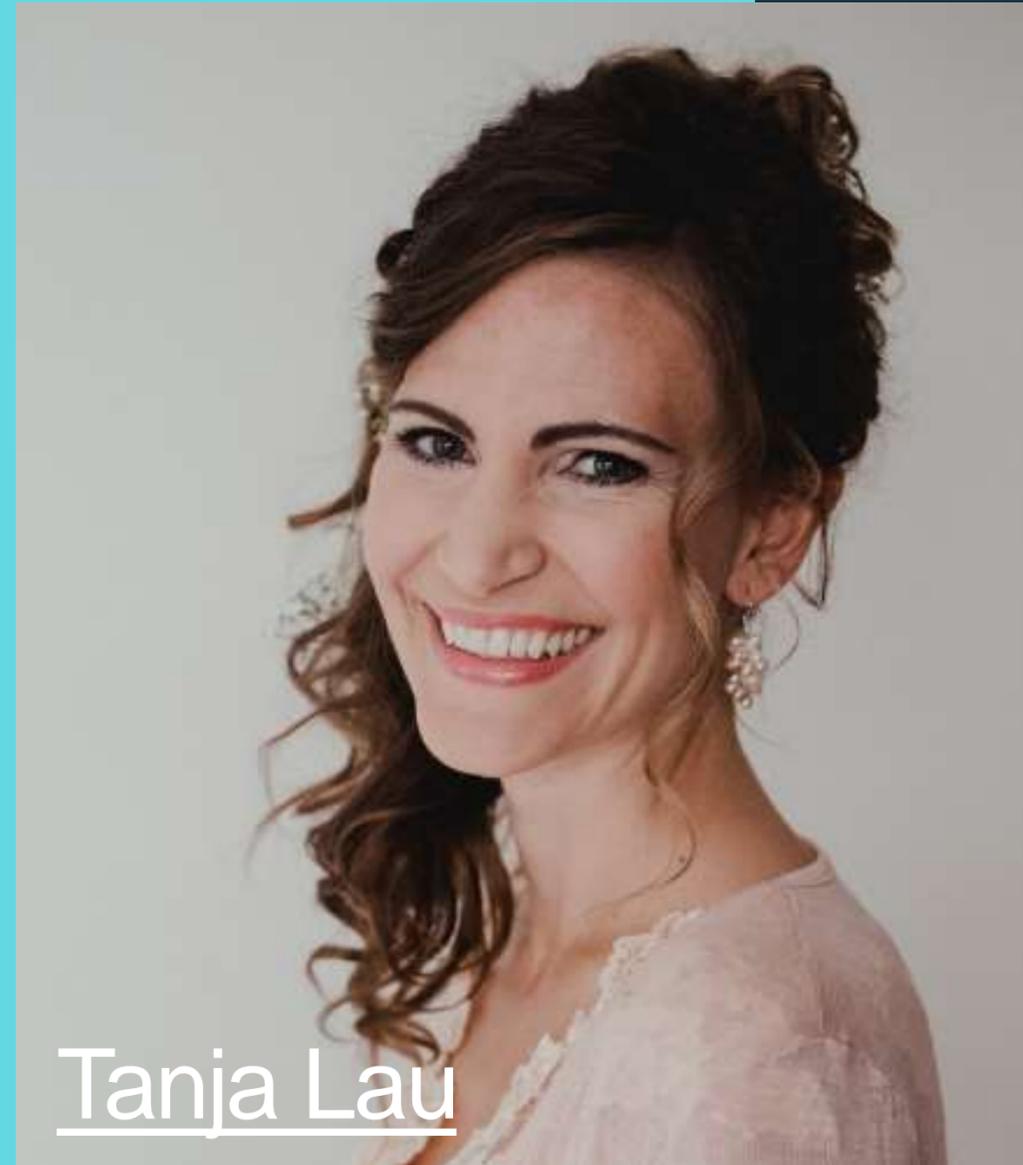
## Tanja Lau

Founder of Product Academy

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# LevelUp! Switzerland

## Spring Edition 2023
## in a nutshell

## Apply by September 11, 2022!

## 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 students max
- inspiring prep material
- 6 mentoring and 2 coaching sessions 1:1

## 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?

Dec 13, 2022 till May 15, 2023

- 6 in-person workshops in Zurich
- online mentoring & coaching sessions

# Kick-off

## Kick-off Session on December 13, 2022 (Zurich)

The wait is over – you finally get to meet your class and dive into the course.

- Getting to know your peers
- How to navigate the program
- Roles & Responsibilities in Agile PM

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

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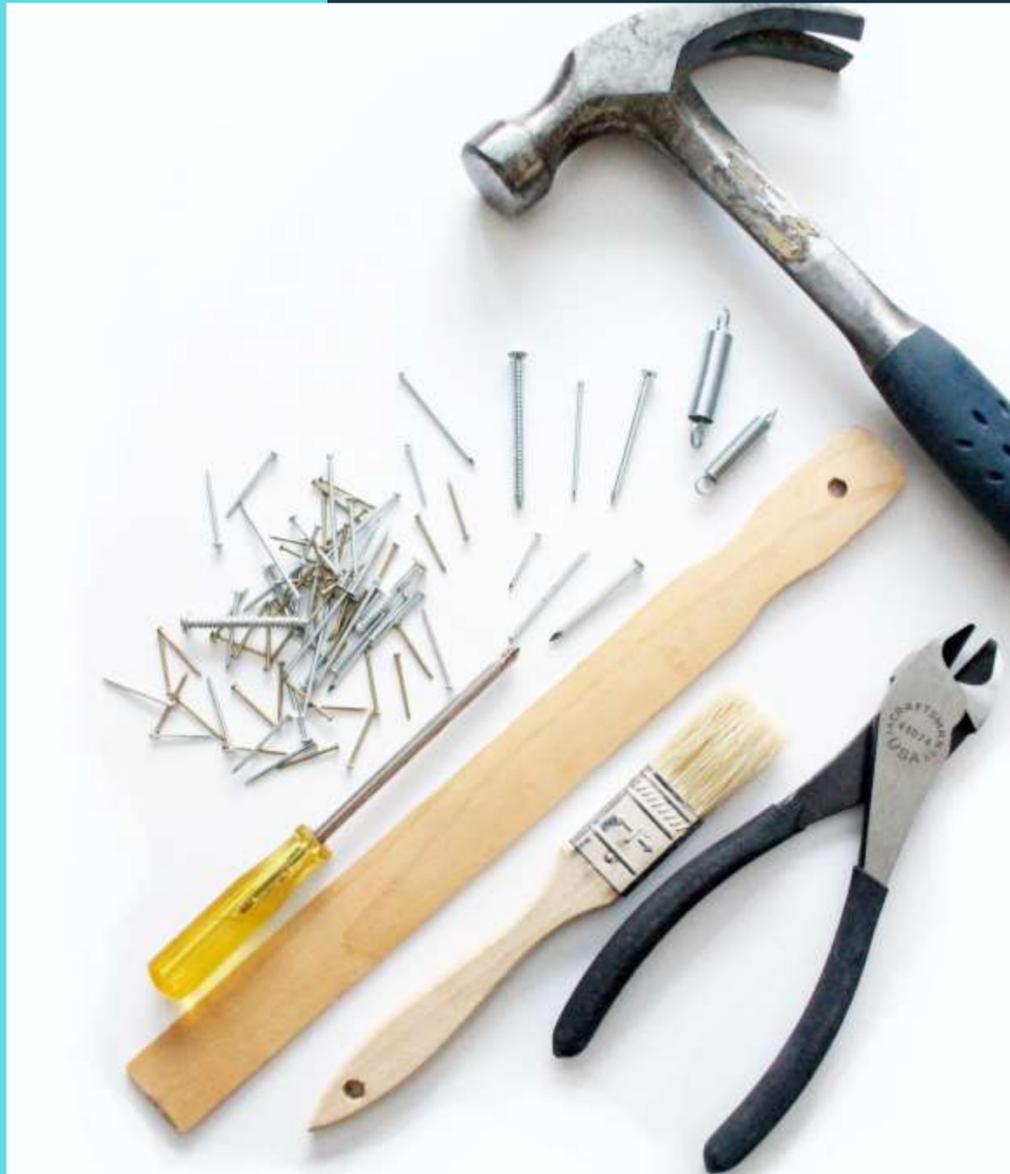
# PM 101

## Workshop Day 1 on January 9, 2023 (Zurich)

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

# Discovery Mindset

## Workshop Day 2 on February 10, 2023 (Zurich)

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

- Rapid Prototyping and Experimentation

- Continuous innovation & Jobs-to-be-Done

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

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# Trainers on Day 2

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Kristina Walcker-Mayer

CEO
Nuri

Berlin

Alexandra Lung

VP of Product
uptime

Paris

Radina Doneva

Senior User Researcher
Nuri

Berlin

# Strategy

## Workshop Day 3 on March 13, 2023 (Zurich)

On this day we are de-mystifying product strategy :) Learn how to provide a strong purpose, how to create meaningful impact for your business and your customers and how to work with data & dashboards.

- Product Vision & Outcome-Based Roadmapping
- Working with OKRs
- Digital Analytics

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

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# Stakeholders

## Workshop Day 4 on April 27, 2022 (Zurich)

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

**Aude Morandi**

Director of Product
Scout24 Schweiz

Bern

# Leadership

## Workshop Day 5 on May 15, 2022 (Zurich)

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

- Leadership Panel Discussion

- Leadiing at the Speed of Growth

- Graduation Ceremony

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

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# Trainers on Day 5

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**Grace Kwak-Danciu**

Group PM
Google

Zurich

**Anurag Chitlangia**

Senior PM
Booking.com

Amsterdam

**Panel**

3 product leaders
(tb)

# 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.

## 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.

## 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
- trivago
- Airnbn
- Amazon
- Lufthansa
- Just Eat
- Zenjob

. .. and many more

# 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, developing leadership skills and advancing your career.

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## 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.

## Our coaches work at

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

. .. and many more

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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 workshop days in person

**Prep Work** — committment to do up 6-12 hours of prep work/month

**Diversity** — We especially encourage women to apply.

![PRODUCT ACADEMY logo]

# Application

## Spring Edition Switzerland 2023

www.productacademy.ch/levelup

**Apply by**               September 11, 2022

**Process**                Fill out our application form by August 31, 2022!

**Selection**              12 participants based on motivation, experience fit and diversity

**Confirmation**           end of September 2022

**Kick-off**               December 13, 2022

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# 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 4'900

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.

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# Questions?

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## Let's talk!

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🌐 www.productacademy.ch/levelup