Level Up!

PRODUCT ACADEMY MENTORING
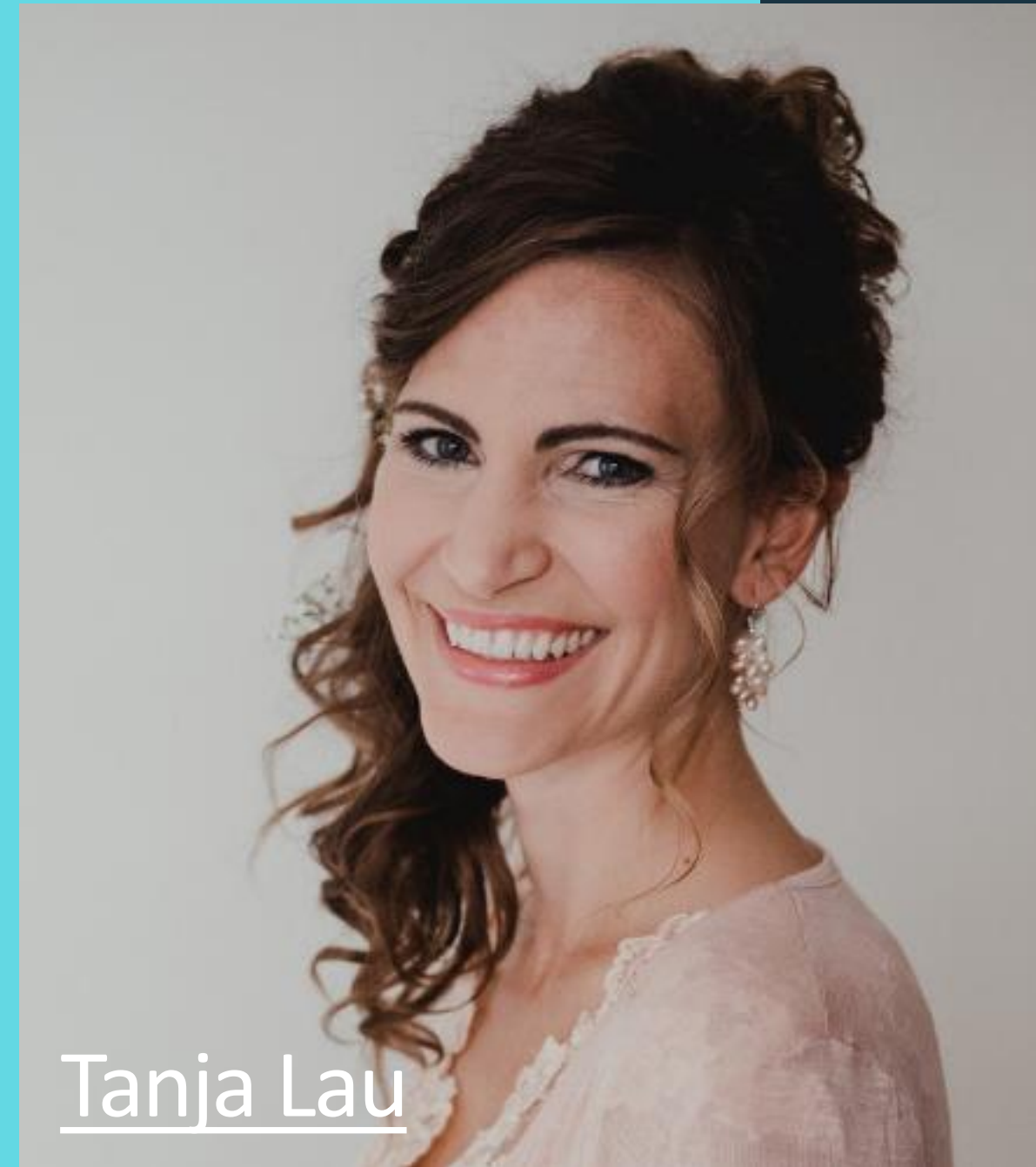
Boost your career in product

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

Fall Edition 2023 in a nutshell

Apply by May 31, 2023!

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.

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!

What?

Unique 6-months learning journey including:

- 6 workshop days in small classes of 12 students max
- inspiring prep material
- 6 mentoring and 2 coaching sessions 1:1

Where & When?

Aug 21, 2023 till Dec 12, 2023

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

Kick-off

Kick-off Session on August 21, 2023 (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 August 22, 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 September 18, 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 October 24, 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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Trainers on Day 3

Tanja Lau

Founder
Product Academy

Bern

Alexandru Bleau

Head of Monetization
trivago

Düsseldorf

Lukas Oldenburg

Founder
dim28

Zurich

Stakeholders

Workshop Day 4 on November 20, 2023 (Bern)

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 December 12, 2023 (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.

- Career Planning & Work-Life-Balance
- Conflict Competence
- Leadership Panel Discussion
- Graduation Ceremony

* Course date and program may be subject to change.

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Trainers on Day 5

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.

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.

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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.

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Application

Spring Edition Switzerland 2023

www.productacademy.ch/levelup

Apply by latest by May 31, 2023 (applications are processed on a rolling basis)

Process Fill out our application form by May 31, 2023!

Selection 12 participants based on motivation, experience fit and diversity

Confirmation end of June 2023

Kick-off August 21, 2023

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

* All prices indicated are net prices excluding VAT.

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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Questions?

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Let's talk!

Tanja Lau

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🌐 www.productacademy.ch/levelup