



PRODUCT ACADEMY

B2B PM Masterclass

Edition 2023

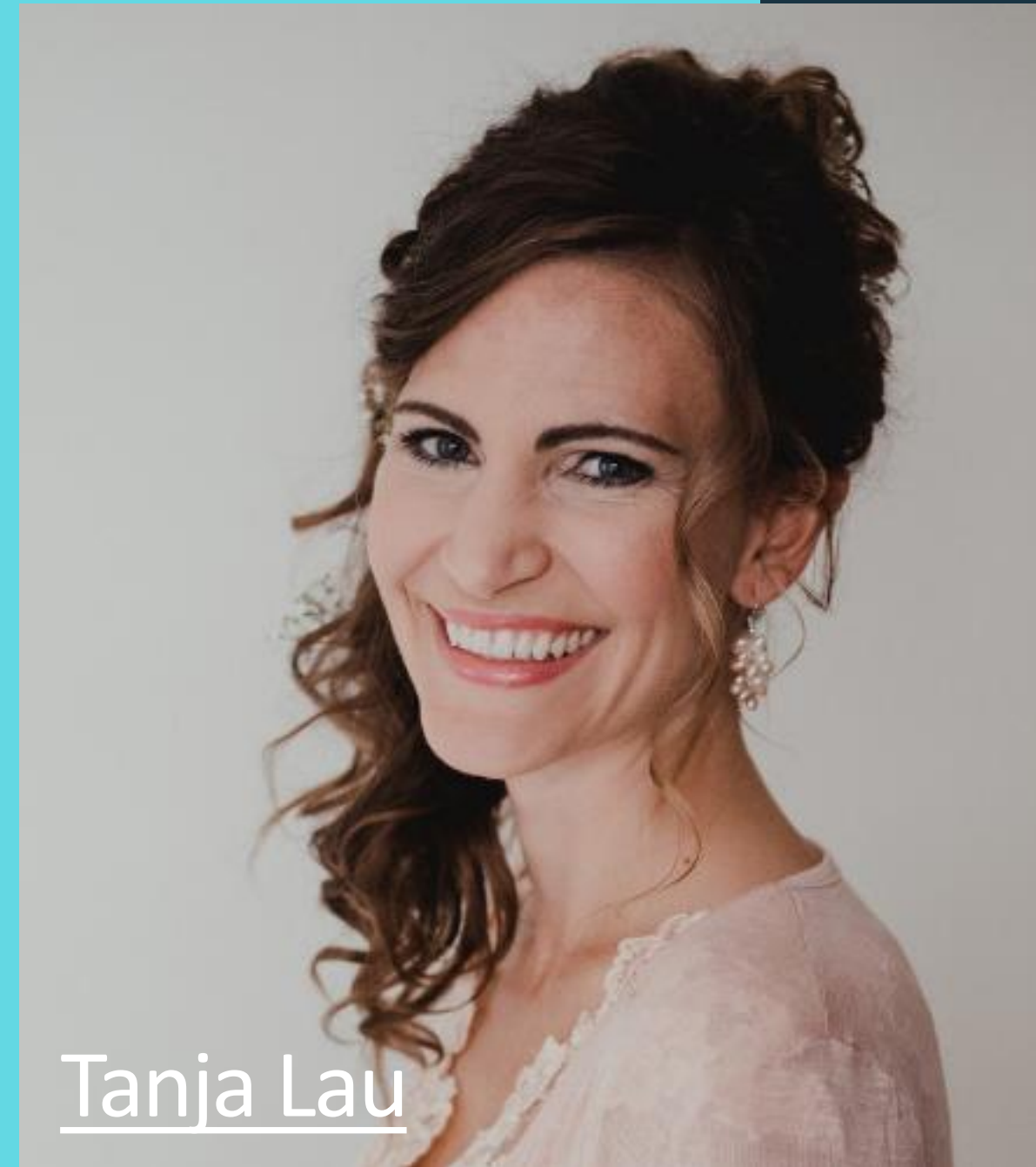


PRODUCT ACADEMY

B2B – same same but different

“Just A/B test it!” – Sounds nice in theory. In B2B, however, many B2C discovery methods are not equally applicable. You need to avoid over-customization, yet still include your customers’ opinion. You want to share your roadmap, without revealing too much...

This B2B PM Masterclass is addressing many day-to-day challenges B2B product managers are facing. Workshops in combination with group coaching will help you to not only level up your skills, but also build a strong network of like-minded product people. Join our Product Academy family!



Tanja Lau

Founder of Product Academy



B2B PM Masterclass

Edition 2023
in a nutshell

[Enroll by March 15, 2023!](#)



Why?

Learn how to approach typical challenges in B2B as product manager and find your support network of fellow B2B PMs.



For whom?

Junior to mid-level B2B PMs with up to three years of experience or people interested in transitioning to a B2B product role.



What?

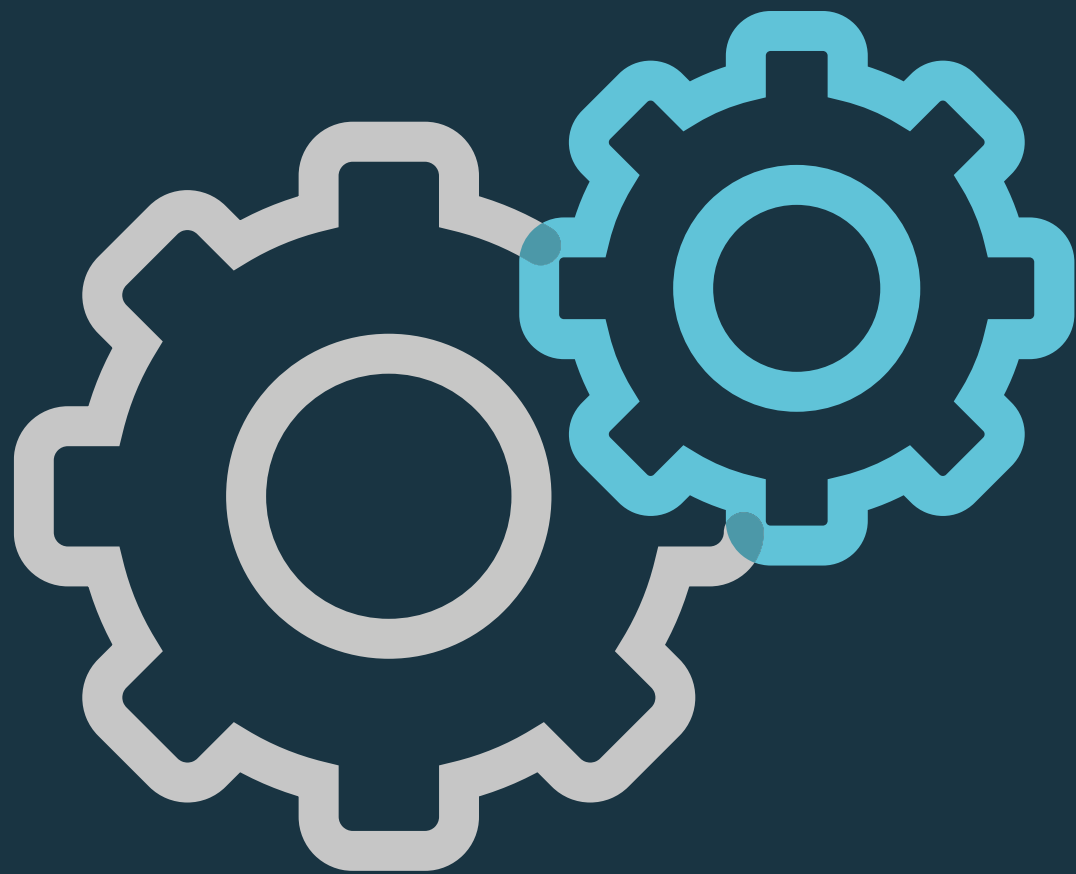
Cohort-based online program including

- 3 online workshops (Hypothesis-Driven PM, Product Discovery & Roadmapping)
- 3x 1h group coaching in your cohort



Where & When?

- fully remote
- Hypothesis-Driven PM: April 24, 2023
- Discovery in B2B: May 11, 2023
- B2B Roadmapping: June 5, 2023
- Group Coachings: May 4, May 23 and June 15 from 10.00 – 11.00 a.m. CET



Par 1: Hands-on Workshops

The following three workshops are mandatory parts of the program:

- Hypothesis-Driven Product Management
- Product Discovery in B2B
- B2B Roadmaps





Hypothesis-Driven PM

Online Workshop on April 24, 2023 (4.5h)

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 in B2B. We will discuss how to work with hypothesis in a continuous way, 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.



Product Discovery

Online Workshop 3 on May 11, 2023 (4.5h)

Product discovery in B2B comes with its own set of challenges: Due to the limited number of customers it is often hard to run statistically significant A/B tests. Talking to the same clients over and over again can limit your insights and you are constantly at risk of over-customizing your product.

In this hands-on workshop, Julia Bastian will share tools and techniques that are suited for B2B discovery. She will teach you how to derive actions from the insights you generate and who is supposed to take part in your discovery efforts.





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Your Trainer



Julia Bastian

VP of Product
Alasco

Munich

Julia is working as VP of Product at Alasco, a fast-scaling prop tech startup in Munich. Her passion in product is discovery, and she brings a large toolbox of product and innovation frameworks to the table. In her previous job as innovation consultant she supported various customers in the finance, automotive and travel industry in developing, testing and launching customer-centric products and services.

She joined Alasco during the first financing round and has thus been able to witness how the product department has evolved throughout the different startup phases. By now, she is leading a team of 15 product managers and designers and is in charge of the Customer Enablement Team which is focused on ensuring customer success by collaborating closely with their B2B clients. Her ability to think in pictures and to visualize has helped her synthesize information, structure complex topics and share her knowledge with others.

Julia holds a degree in business psychology and is certified as systemic coach.



B2B Roadmaps

Online Workshop on June 05, 2023 (4.5 h)

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 workshop, we will talk through the purposes of a roadmap, discuss how to identify themes and look at different types of roadmaps in B2B.

- how to avoid over-committing
- how to structure your roadmap
- different types of roadmaps in B2B





PRODUCT ACADEMY

Your Trainer



Oliver Oechslein

VP of Product
Flexcavo

Munich

Oliver is an innovative, ambitious and accomplished product leader, digitization expert and coach. Throughout his career he has enjoyed building products, staffing and leading empowered teams and collaborating with cross-functional groups of stakeholders. He has also thrived in roles where he served as product coach and mentor for product managers and teams.

Currently, Oliver is serving as VP of Product for Flexcavo and building the product department since the founding in 2020. By building a digital product in the construction industry allows him to witness multiple challenges and phases.

He holds a Ph.D. in information systems from the University of Munich and University of Sydney. Previously, he studied technology and management at the TU München, HPU Hawaii, and Tongji University in China. After wrapping up his academic career, he worked at Check24, Zeppelin and Getnow where he gained a lot of product insight from both a corporate and startup perspective. When he is not helping customers with their digital transformation, he enjoys riding gravel bikes, creating electronic music and cooking new dishes.

3x 1 hour of Group Coaching

In between the workshops, you will get a chance to discuss your most pressing challenges in B2B with each other, getting additional input from your trainers.



Your 3 trainers

Julia, Tanja and Oliver are going to host one Group Coaching session each, drawing from their individual experience and moderating the discussion.



Part 2: Group Coaching



Your group

Your cohort consists of a maximum of 10 fellow B2B product people.

We are going to treat the content of each session confidentially, so everyone can open up and share their current challenges.



Discuss your B2B challenges in a safe space with your fellow participants.



Why this course?

3 signs that this is the right fit

1

Most of your company structures are still **traditional**, but you see **huge potential for optimization** and **digitization** when it comes to processes, products and/or services.

2

You have been selected to **start working as a product manager** in your B2B business, and you are determined to make things right from the beginning.

3

You are currently working as a product manager in B2B and **facing several problems**, e.g. doing discovery is very **tedious** or product management is not set up for success internally yet.

- ✓ Get actionable tools and tips you can integrate immediately to create value for your customers in a lean way – from discovery to roadmapping.
- ✓ Deep dive into your specific questions in our group coaching sessions.
- ✓ Benefit from a support network of peers.



Is this for you?

Requirements

Motivation

You are highly motivated to learn and apply your skills

Background

Current product role in B2B or working with B2B PMs

Time

ability to attend all three workshops and two out of three group sessions

Prep Work

commitment to do up 2-3 hours of prep work for each workshop

Certificate

You will receive a Product Academy Certificate upon completion of this program.



Enrolling

PM Boost Edition 2022

[Apply by March 15, 2023](#)

Apply by

March 15, 2023

Process

Fill out our [enrollment form](#) by March 15, 2023!

Selection

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

Confirmation

by March 31, 2023

Kick-off

Homework for Workshop has to be submitted by April 15, 2023

Pricing

a career investment
that pays off



CHF 990

Partial Scholarship

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



CHF 1'390

Buddy Rate

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



CHF 1'690

Corporate Rate

Regular price

Questions?

Let's talk!

Tanja Lau



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