



LEVEL UP!

PRODUCT ACADEMY MENTORING

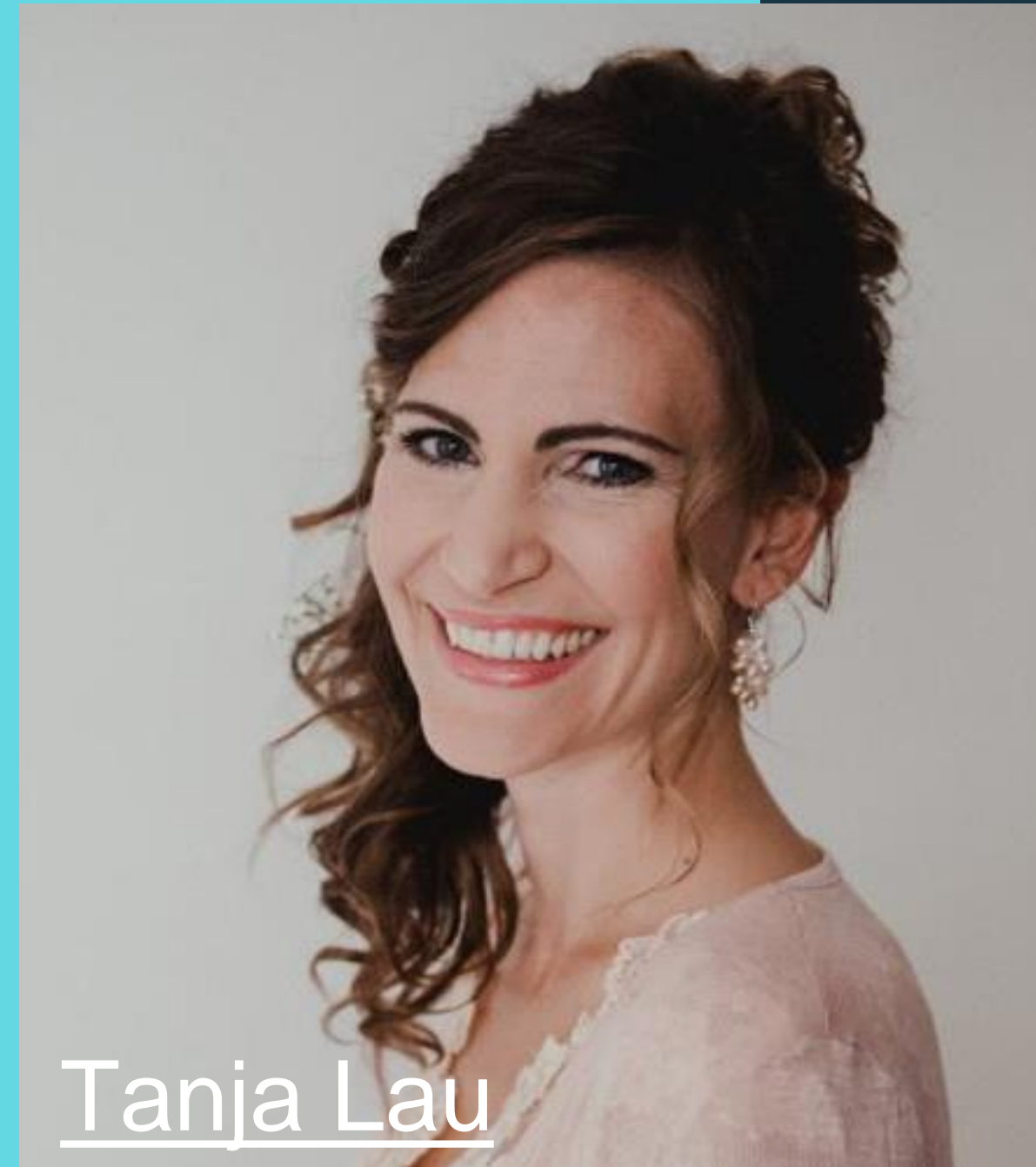


PRODUCT ACADEMY

# Boost your leadership skills

Would you like to apply for a leadership position in product soon and gain confidence and credibility for this next step in your career? Or have you recently been promoted to Head of Product and would like to set yourself up for success? Perfect! You've come to the right place. Our mentoring program is a unique opportunity to speed up your learning curve and avoid all the rookie mistakes.

Learn from the best at Google, Zalando, Airbnb or Amazon in a family-like atmosphere.



Tanja Lau

Founder of Product Academy



# LevelUp! Leadership

Edition 2024  
in a nutshell



## Why?

Get ready for your first leadership role and increase your chances to receive a promotion. Learn how to avoid the most common mistakes as Head of Product.



## What?

Unique 4-months learning journey including:

- 2 weekend offsites and one remote workshop day
- inspiring prep material
- 4 mentoring and 2 coaching sessions 1:1



## For whom?

Senior PMs and experienced product people aiming for a leadership position and Heads of Product who would like to improve their strategy and leadership skills. We especially encourage women to apply!



## Where & When?

March 22 till June 30, 2024

- 2 weekend offsites in the mountains 1h from Bern (CH)
- one workshop day remote
- online mentoring & coaching sessions



# How we learn matters.

A lot of time and energy goes into crafting our curriculum for this program. However, we invest the same amount of passion when it comes to designing the context of your learning experience.

That is why we are inviting you to spend two offsites in the mountains with us (one hour from Berne). The beautiful lodge offers the perfect setting to clear your head, to soak in new knowledge and to find some time for mindfulness in the nature with your new peers.





# Strategy

March 22-24, 2024 (Mountain Offsite 1)

Our first offsite is dedicated to meeting your peers and diving into your product strategy. We are going to enjoy inspiring discussions, peer coaching and some mindfulness in the beautiful mountains.

- Product Strategy Maturity Check
- Executing your Product Strategy
- Economics 101 & Entrepreneurial Mindset

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



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# Trainers Offsite 1



Tanja Lau

Founder  
Product Academy

Bern



Nina Schneider

CPO  
Sherpany

Zurich



Sascha Kropf

Head of Product  
EAO

Zug



# Product Ethics

Online-Workshop on May 7, 2024

Half-way through the program, we are going to reflect on your learnings and exchange the best tips you got from your mentors and coaches so far.

As product leaders we are responsible for our products' impact on the world. In order to live up to this responsibility, we are going to take a holistic look at product ethics with former Ecosia CPO Philip Baumann.

- Learning Recap
- Product Ethics

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



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# Trainers



Philip Baumann

former CPO  
Ecosia

Berlin



Tanja Lau

Founder  
Product Academy

Bern





# Leadership

June 28-30, 2023 (Mountain Offsite 2)

We are wrapping up our program with a strong focus on structuring and coaching your team without neglecting important aspects like leadership style and self-care.

- Structuring & Scaling Your Product Organisation
- Hiring & Coaching Product People
- Building Learning Organizations
- Stress Management & Self-Care for Product Leaders
- Graduation

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



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# Trainers Offsite 2



Tobias Quelle

Head of Product  
Digitec Galaxus

Zurich



Chiedza Muguti

Head of Product  
Penta

Berlin



Dominique Jost

Head of Product  
Doist

Bern



## 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 four mentoring sessions are usually focused on typical day-to-day challenges as product leader or supporting you with your applications for a leadership role.



# Mentors

Our mentors work at

- Google
- Zalando
- Booking.com
- trivago
- Airbnb
- Amazon
- Lufthansa
- Just Eat
- Zenjob

. .. and 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.





## 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, long-term career goals or leadership tips.



# Coaches

Our coaches work at

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

. .. and more

## 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.





# Is this for you?

## Requirements

### Motivation

You are highly motivated to learn and advance in your career as product leader

### Background

3+ years experience in a product role

### Time &

ability to attend all offsites in person in CH

### Place

### Prep Work

commitment to do up 6-12 hours of prep work/month

### Diversity

We especially encourage women to apply.



# Application

LevelUp! Leadership  
Edition

[www.productacademy.ch/levelup-leadership](http://www.productacademy.ch/levelup-leadership)

Apply by

October 31, 2023

Process

Online application form

Selection

max. 12 participants based  
on motivation, experience  
fit and diversity

Confirmation

on a rolling basis, latest  
November 30, 2023

Start

Offsite 1: March 22, 2024  
Homework: Feb 2024





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# Pricing

## Includes:

- all workshop days
- 4 mentoring sessions
- 2 coaching sessions
- prep material
- 2x 2 nights at venue incl. catering

## Not included:

transportation to offsite venue & alcoholic beverages



CHF 2'490

## Partial Scholarship

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

Depending on the final number of participants, scholarship holders may be asked to share a large room.



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

# Questions?

Let's talk!

Tanja Lau



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[www.productacademy.ch/levelup](http://www.productacademy.ch/levelup)

