Level Up!

PRODUCT ACADEMY MENTORING
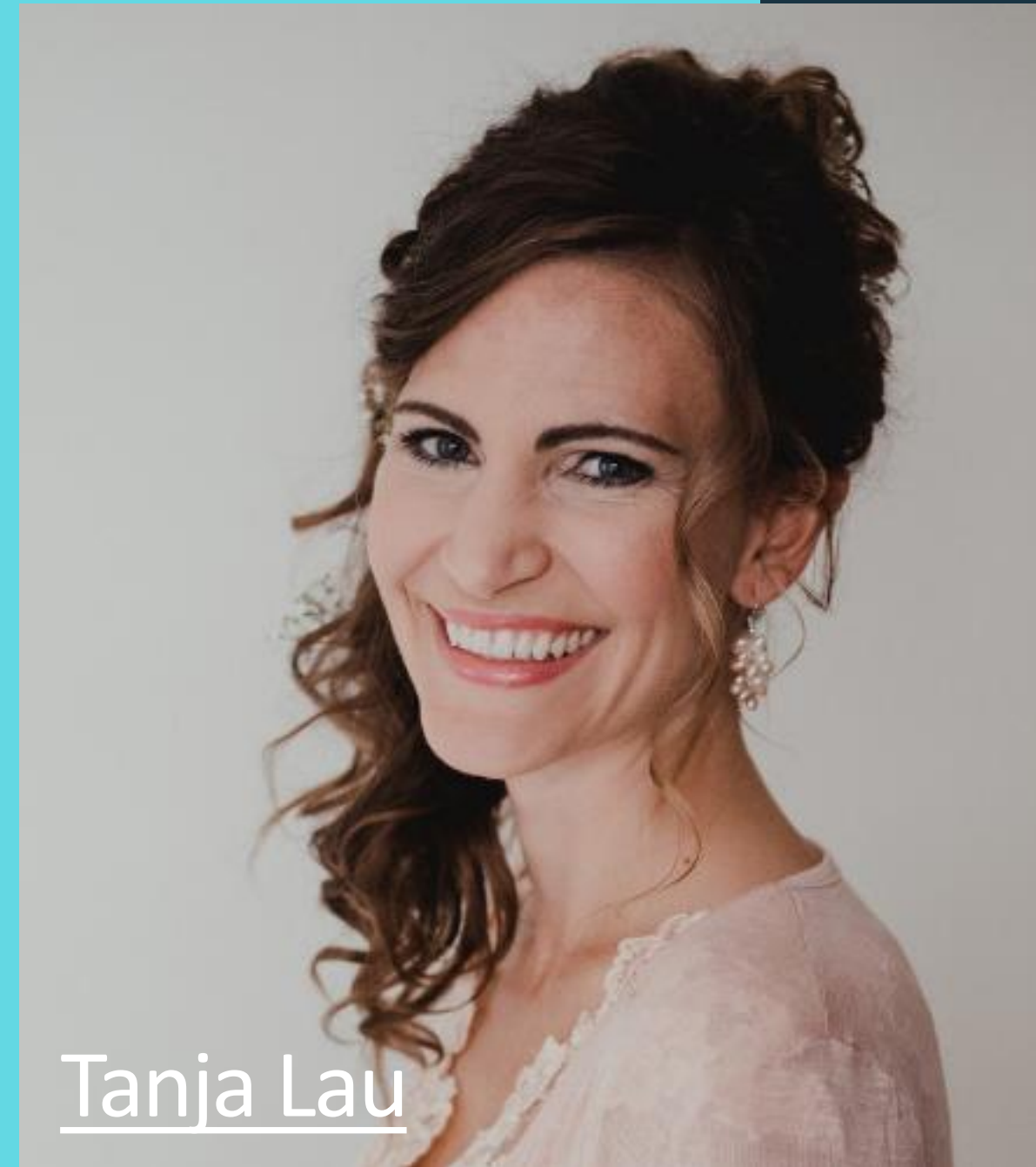
Boost your career in product

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 2024 in a nutshell

Apply by April 30, 2024!

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?

Founders, (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?

5-months learning journey including:

- 5 workshop days in small classes of 12 students max
- inspiring prep material
- 5 individual mentoring sessions
- a study buddy from your class and a companion from our Product Academy family

Where & When?

Aug 20, 2024 till Dec 16, 2024

- 5 in-person workshops in Zurich
- online mentoring sessions sessions

Kick-off

Kick-off Session on August 20, 2024 (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 Sep 19, 2024 (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 & Delivery

Workshop Day 2 on Oct 21, 2024 (Zurich)

On the second workshop day we are going to focus on conducting useful research without getting lost in a discovery rabbit hole. You will learn how to use User Story Maps, how to prioritize tech debts and bugs and which pitfalls to avoid when working with engineers. We will close the day with an AMA session around stakeholder management – including many personal war stories and tips.

- Product Discovery & Jobs-to-be-Done

- Writing Great Specs

- Communicating with Stakeholders

* Course date and program may be subject to change.

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Trainers on Day 2

Kristina Walcker-Mayer

CEO
Nuri

Berlin

Isabel Carbotta

CTO
Migros Online

Zurich

Aude Morandi

Director of Product AI
Swisscom

Bern

Strategy

Workshop Day 3 on Nov 25, 2024 (Zurich)

On this day we are de-mystifying product strategy :) Learn how to move your roadmaps from outputs to outcomes, how to create meaningful dashboards and what you need to know about the hype around product-led growth.

- Outcome-Based Roadmapping
- Digital Analytics
- Product-Led Growth

* Course date and program may be subject to change.

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Trainers on Day 3

Tanja Lau

Founder
Product Academy

Bern

Leah Tharin

Consultant for
Product-Led Growth

Zurich

Lukas Oldenburg

Founder
dim28

Zurich

Leadership

Workshop Day 4 on Dec 16, 2024 (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 & Negotiation Skills

- Career Plannning in Product Management

- Graduation Ceremony

* Course date and program may be subject to change.

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Trainers on Day 4

Arjanna van der Plas

Certified Coach
Clüver & Van der Plas

Zurich

Tanja Lau

Founder
Product Academy

Bern

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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

Use your five mentoring sessions to discuss your day-to-day challenges, strengthe your position within your company or to prepare for your next career move.

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Mentors

Our mentors work at

- Google
- Zalando
- Booking.com
- trivago
- Airbnb
- Amazon
- Lufthansa
- Just Eat Take-away
- Migros Online
- Doodle
- Tamedia
- Doist

. .. and many more

Matching

The matching is done based on a survey and on our experience. We know each mentor personally and have successfully matched hundreds of students by now.

Study Buddy

Benefit from this special bond by joining forces for your homework assignments or by meeting outside of class to discuss your current challenges.

Customize your learning journey

How much time you invest into your sparring team is up to you – this is one of the opportunities to expand your network and maximize the value of this program for yourself.

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Buddies

It takes a village to be a PM ☺ That is why are teaming you up with a study buddy in class as well as a companion from our Product Academy Family.

Companion

This is the 11th edition of LevelUp – many students have come before you and are happy to provide an additional point of view.

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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

Fall Edition Switzerland 2024

www.productacademy.ch/levelup

Apply by
latest by April 30, 2024
(applications are processed on a rolling basis)

Process
Fill out our application form

Selection
12 participants based on motivation, experience fit and diversity

Confirmation
Within two weeks after submitting your application

Kick-off
August 20, 2024

Pricing

PRODUCT ACADEMY

a career investment
that pays off

CHF 1'990

Partial Scholarship

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

CHF 2'990

Supporter Rate

if someone at your
company is
supporting the
program as trainer,
mentor or coach

CHF 3'990

Corporate Rate

Regular price

* All prices indicated are net prices excluding 8.1% 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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