



LEVEL UP!

PRODUCT ACADEMY MENTORING

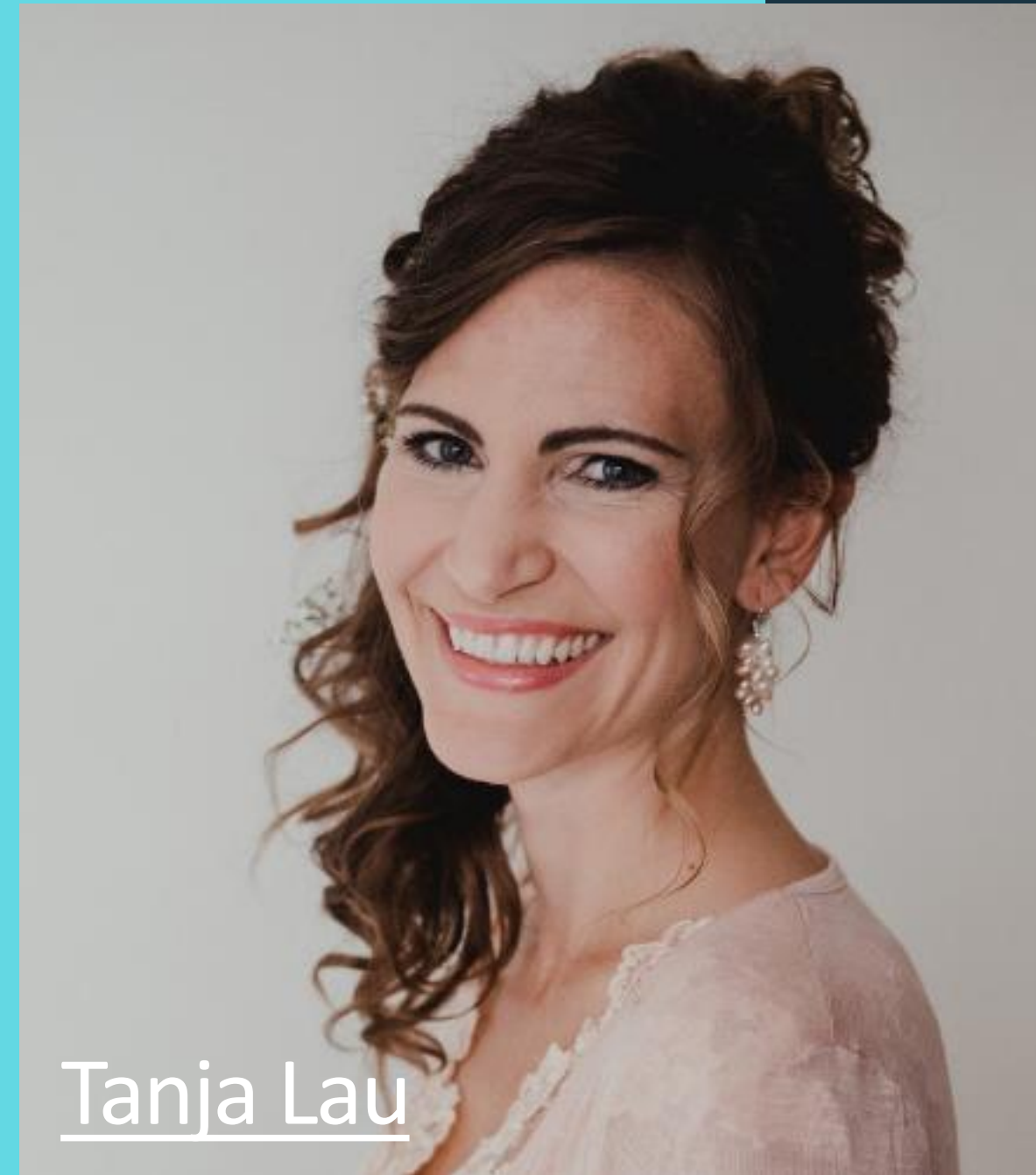


PRODUCT ACADEMY

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



LevelUp! Switzerland

Fall Edition 2024
in a nutshell

[Apply now!](#)



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?

5-months learning journey including:

- 5 workshop days in small classes of 14 students max
- inspiring prep material
- 5 individual mentoring sessions
- a study buddy from your class and a companion from our Product Academy family



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!



Where & When?

January 13 till May 26, 2025

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



Kick-off

Kick-off Session on January 13, 2025 (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.



PRODUCT ACADEMY



PM 101

Workshop Day 1 on February 10, 2025 (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.





PRODUCT ACADEMY

Trainers on Day 1



Tanja Lau

Founder
Product Academy

Bern



Nina Schneider

VP of Product
Sherpany

Zurich



Discovery & Delivery

Workshop Day 2 on March 10, 2025 (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.





PRODUCT ACADEMY

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
- AI in Product
- Product-Led Growth

* Course date and program may be subject to change.



PRODUCT ACADEMY



PRODUCT ACADEMY

Trainers on Day 3



Tanja Lau

Founder
Product Academy

Bern



Leah Tharin

Consultant for
Product-Led Growth

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 & Setting Boundaries
- Career Planning in Product Management
- Graduation Ceremony

* Course date and program may be subject to change.





PRODUCT ACADEMY

Trainers on Day 4



Arjanna van der Plas

Certified Coach
Clüver & Van der Plas

Zurich



Tanja Lau

Founder
Product Academy

Bern



Ranjit de Sousa

Founding Partner
FOUND

Zurich

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, strengthen your position within your company or to prepare for your next career move.



PRODUCT ACADEMY

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.



Buddies

It takes a village to be a PM 😊 That is why we're 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.





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

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

Diversity

We especially encourage women to apply.



Application

Fall Edition Switzerland 2024

www.productacademy.ch/levelup

Apply by

latest by August 31, 2024
(applications are processed on a rolling basis)

Process

Fill out our [application form](#)

Selection

Up to 14 participants based on motivation, experience fit and diversity

Confirmation

Within two weeks after submitting your application

Kick-off

August 20, 2024



PRODUCT ACADEMY

Pricing

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!"



Questions?

Let's talk!

Tanja Lau

-  +41 (78) 760 99 96
-  tanja@productacademy.ch
-  www.productacademy.ch/levelup

