



LEVEL UP!

# Coaching Fundamentals



# Coaching Fundamentals

for product leaders and  
executives

**Would you  
like to...**

- empower your employees to make conscious decisions?
- be a more effective sparring partner for your people?
- coach and be coached from day 1 to refine your approach and reflect on your current challenges, relationships and leadership styles?

**Then this  
program is  
meant for you!**

Coaching Fundamentals will help you feel more confident in your role as a product leader while also teaching you the principles of coaching in a condensed and hands-on format.

This program is highly experiential and transformational.



# Coaching Fundamentals

Our Fall Edition 2025  
in a nutshell



## Why?

Improve your leadership skills by adopting a coaching habit. Boost your self-awareness and confidence as a product leader.



## What?

- 7 remote sessions à 2 h
- 1 follow-up reunion
- 1 individual 1-on-1 coaching session
- Certificate



## For whom?

Product leaders and PMs with 5+ years of experience in a product role aiming for a leadership position who would like to polish, strengthen and improve their leadership skills. We especially encourage women to apply!



## Where & When?

- 7x Thursdays, 3:00–5.00PM CET
- Aug 21, Sep 4 & 18, Oct 2, 23 & 30, reunion on Nov 27, 2025.
- fully remote
- additional sessions with your buddy



# Immediate Impact

Apply your learnings from Day 1 in class and with your study buddy

## After the program you will be able to...

use a **powerful coaching framework** that works for all types of coaching conversations

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apply a set of **10 fundamental coaching skills**, such as goal setting, active listening and accountability.

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help your coachees assess their current situation and identify areas for improvement, work through their strengths and overcome their inner critic voices;

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increase the effectiveness of all your conversations by bringing in a **coaching mindset of curiosity and self-management**;

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better reflect on **your own inner voices**, and the **impact** you (want) to have on the people around you.



# 1:1 Coaching

Tailor the program to your needs

## Individual Coaching Session

To increase your self-awareness and deepen your learning, you will receive **one complimentary 1:1 coaching session** with our trainer Arjanna van der Plas, as part of the program.

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## Additional Sessions

If you want to deepen your learning journey and get more personal feedback, we offer an additional coaching package of **3 extra 1:1 coaching sessions** for the discounted price of CHF 550 (excl. VAT).



# Is this for you?

## Requirements

### **Motivation**

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You are driven to learn coaching principles so you can apply them in your role as a product leader.

### **Background**

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5+ years experience in a product or UX role or current executive position in UX or product

### **Time & Place**

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Ability to attend all 7 2-hour sessions and the reunion. If you miss a session, it will be recorded.

### **Prep Work**

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Commitment to invest  $\pm$  2 hours for preparation and practicing before each session.

### **Diversity**

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We especially encourage women and minorities to apply.



# Application

LevelUp! Coaching Fundamentals

[Apply online](#)

## Application

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We process applications on a first come, first served basis. We recommend applying early, especially for our partial scholarships.

## Process

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[Online Application](#)

## Selection

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8 participants based on motivation, experience fit and diversity

## Confirmation

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Within two weeks after your application

## Start & End

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6x 2h from 9:00 – 11:00 a.m. CET from Aug to Oct, follow-up reunion on Nov 27, 2025



# Your Coach

Learning from an experienced and certified coach



**Arjanna van der Plas**

Arjanna van der Plas is a formerly Silicon Valley-based leadership coach with a background in strategic product design.

In the past 10 years, she's helped many leaders and experts to overcome mental barriers, and achieve their professional and personal goals. She is also the co-founder of the WOMEN'S HUB in Zürich.

Arjanna is certified as a co-active coach by CTI, the largest in-person coach training school in the world, as well as by the International Coaching Federation.





PRODUCT ACADEMY

# Pricing

## Includes:

- 7 sessions à 1.5 hours
- prep material for each session
- one individual 1:1 coaching
- a follow-up meeting
- max. 8 people per cohort
- lots of practice and group work
- a study buddy



**CHF 1'490**

### Partial Scholarship

We have a limited number of partial scholarships available for women and start-ups.



**CHF 1'790**

### Buddy Rate

If you book 2 or more spots.



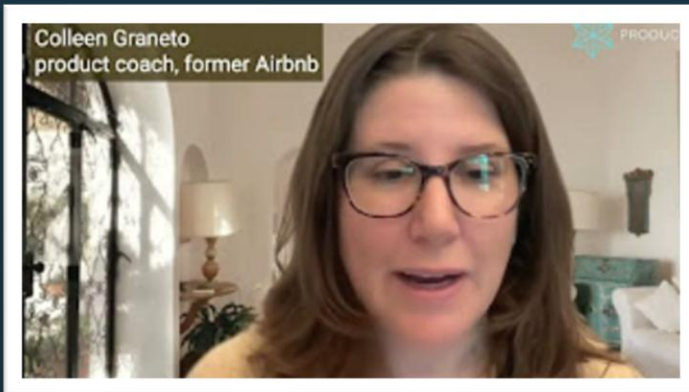
**CHF 1'990**

### Corporate Rate

Regular price

**Apply now**

# Here's what our alumni say about us:



**Colleen Graneto**

(product coach, former PM at Airbnb)

Check out the [short video](#) for a more in-depth review of the program.

So far one of the best trainings I did. Great topic, wonderful trainer, great people. Good mix of prep/theory/practice.

This program is really enlightening.. Learning so much about my own behaviour and values.

I love that we are getting really helpful insights on techniques and practices from multiple sources, and a chance to practice them with others in a safe space.

It's a really cool program where you actually learn something that you can use in your work and is not yet another theory that works fine in the books but not in real life.

As a participant, you are constantly challenged to actively participate. This gives you the opportunity to put what you have learned into practice.

I give the program 5 out of 5 stars! The trainer is authentic, open and heartfelt, and I really like the focus on 'practice, practice, practice'.



# Questions? Let's talk!



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**About Us**

