

**PUBLIC: 1 800 €** Excl. VAT\*

**PRIVATE: from 9 800 €** Excl. VAT\*

\* Applicable rates from 1/1/24 to 12/31/24

2 DAYS (14h)

# RESPONSIBLE PRODUCT



Reducing the impact of our digital products on individuals, the environment, and the economy.

## Target audience and prerequisites

- ✓ **All Product people** from PO to CPO, including Designers
- ✓ **Stakeholders** involved in Product creation (developers, managers, marketers, founders)

The full and active participation of all attendees is necessary.

## Training objective



Equip participants with the tools to design digital products that are functional, user-friendly, **secure, accessible, and privacy-respecting**.

- ✓ **UNDERSTAND DIGITAL ETHICS:** fundamental ethical principles in digital product development, including corporate social responsibility considerations and regulatory frameworks
- ✓ **SECURITY AND PRIVACY:** robust practices for it security and privacy protection from the outset of digital product design
- ✓ **ACCESS AND INCLUSION:** universal design and compliance with accessibility standards

# Responsible Product

## Training program



## Training program

2 DAYS (14h)

### MODULE 1 Introduction to Responsible Product

- Establish the facts and explore the reasons for action
- Understand concepts, vocabulary, and stakeholders in digital responsibility
- Align the training with the company's challenges

INTRODUCTION

FACTS

### MODULE 2 Digital as a lever for responsibility

- Understand how digital can be a lever for accelerating responsibility
- Identify and evaluate the impact of a digital project in terms of responsibility

LEVER FOR RESPONSIBILITY

IMPACT EVALUATION

### MODULE 3 Establishing a Product responsibility development strategy

- Position responsibility within the Product strategy
- Define a strategic roadmap for integrating responsibility into products

STRATEGY

ROADMAP

### MODULE 4 The 8 personality traits of a responsible Product

- Understand the 8 personality traits of a Responsible Product
- Audit the personality of an existing product
- Identify initial improvement actions
- Integrate responsibility and product impact sustainably

8 PERSONALITY TRAITS

AUDIT

IMPROVEMENT

# Responsible Product

## Training program



### MODULE 5 Designing an eco-responsible and accessible Product

- Navigate the regulatory framework and integrate compliance requirements
- Design an eco-responsible Product
- Design an accessible Product

ECO-RESPONSIBILITY

ACCESSIBILITY

### MODULE 2 The power of new narratives

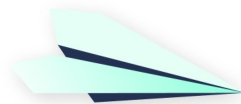
- Understand the power of constructing new desirable narratives
- Build an impactful narrative around your Product
- Enhance the desirability of your Product and communicate its impact

NEW NARRATIVES

DESIRABILITY

## Acquired skills assessment

- Acquired skills are assessed throughout the course by the trainers.
- At the end of the session, participants will receive a **certificate of completion**.



If you have a specific need, contact us at [academy@thiga.fr](mailto:academy@thiga.fr) to discuss it and develop a training program tailored to your needs.

# Thiga Academy

Our support



## Teaching method

**Practical work accounts for around 40%** of the course. To that we add **40% of theory** and **20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context. A "red thread" product will be used as a case study to run all the workshops.

## Practical information

PRIVATE



Sessions are designed for groups of **6 to 10 people**. We can organize training on **our premises in Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to receiving a **signed agreement**.

PUBLIC



Sessions are designed for groups of **6 to 12 people at our Paris premises**. Registration is available **until the day before the training session**, subject to availability of places and to receiving the **signed agreement** before the session.

- ✓ *We adapt our services for people with disability upon request.*
- ✓ *Special rates for individuals and self-employed people (please contact us).*

## Thiga's certification



### Product expert certification

Skills development begins with training and ends with certification. Our certification, created from start to finish by our Thiga consultants and trainers, enables trainees to assess and validate their skills, enhance their expertise and develop their careers by taking an exam, which is recognized by the Product community.

## A tailor-made offer

**Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.**

- ✓ Onboard new team members
- ✓ Retain talents
- ✓ Internal transformation support
- ✓ Create internal career paths

# Thiga Academy

Our trainers and alumni



## Our trainers



Our training courses are led by one of our **experts**. They are simultaneously **trainers**, program **creators** and **consultants** and they combine their professional experience and pedagogy to help you develop your skills.

## What our Alumni say



“A training course given by someone who knows what he's talking about, who's really experienced in the field, in methodology. It's good to get reminded of essential concepts (northern star, metrics, perpetual questioning...)”

**Vincent** — Freelance Product Manager



“A very warm welcome from the members of Thiga, especially our trainer. Her feedback was very enriching, and she was able to adapt certain elements to her audience (including me).”

**Océane** — Product Designer at RCA

## Our Partners & Clients



# Thiga Academy

Our training path



## Product Basics

Product Owner  
2 days

PRIVATE

Figma Advanced  
1 day

PRIVATE PUBLIC

Product Culture awareness  
1 day

PRIVATE

Advanced Product Owner  
2 days

PRIVATE PUBLIC

Agile Awareness  
1 day

PRIVATE

## Product Builders 0 à 2 ans

Product Manager  
2 days

PRIVATE PUBLIC

Product Marketing  
2 days

PRIVATE PUBLIC

Product Designer  
2 days

PRIVATE PUBLIC

Tech for PM  
avec le wagon  
1 day

PRIVATE

## Product Builders 4-5 years and above

Lead Product Manager  
2 days

PRIVATE PUBLIC

## Product Builders 2-4 years

Data Informed PM  
2 days

PRIVATE PUBLIC

Advanced Product Manager  
2 days

PRIVATE PUBLIC

Design System  
2 days

PRIVATE PUBLIC

Product Soft Skills  
2 days

PRIVATE

Discovery Discipline  
2 days

PRIVATE PUBLIC

## Product Leaders 4-5 teams and more

Building a great product organization  
1 day

PUBLIC

Unlock your team's power  
avec WILL  
18 hours

PUBLIC

Create and implement a Product strategy  
1 day

PUBLIC

Scaling your Product organization  
1 day

PUBLIC



# Thiga Academy

About Thiga



## Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our aim? To give the Product community access to actionable advice and methods, from the basics of Product Management to setting up a Product organization. Our entire training program is **built around these books**.

## The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who want to **share their experiences** and find the best ways to **turn their ideas into reality**. We give the European community of Product People the means to **promote the product spirit** in their companies.



## Our Media

Discover the media that informs the **Product leaders** of today and tomorrow. You'll find all the Product content you need to support and inspire you every day: practical information sheets, opinion pieces from leading experts, themed series and feature stories. In short, original content to get you through the doors of the best tech companies.

## Contact



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