

# Ethical Product Management: Responsible Lifecycle Decisions Training Course

2 – 6 August 2027
London

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## Overview

Ethical product management is a one-week course for product, design, research, analytics, innovation, and governance functions who leave with a Product Ethics Decision File. Participants connect stakeholder and harm mapping, a privacy by design review, inclusive design, responsible experimentation, AI and data decisions, launch governance, and a lifecycle accountability plan. The course joins Product Ethics, Privacy by Design, Responsible AI, and Product Governance in one continuing case. Agile Leaders Training Center teaches ethical product management.

## Who Should Attend

- Product functions responsible for discovery, priorities, roadmaps, and lifecycle decisions
- Design and research functions responsible for user journeys, consent, accessibility, and inclusion
- Analytics and experimentation functions responsible for metrics, tests, and evidence
- Engineering and data functions responsible for safety, privacy, AI, and misuse controls
- Governance functions responsible for escalation, launch review, incidents, and accountability

The course assumes participants shape product decisions or evidence, and it leaves out introductory product management, legal advice, regulatory certification, and technical model development.

## Departments and Industries

The course supports departments and industries that design, launch, operate, and retire products with material stakeholder impacts.

- Product management, product operations, design, and customer research
- Data, analytics, artificial intelligence, engineering, and digital delivery
- Risk, privacy, accessibility, sustainability, and corporate governance
- Technology, financial services, healthcare administration, and digital commerce
- Education, transport, utilities, professional services, and public-service organizations

## Learning Objectives

By the end of this course, participants will be able to:

- Apply ethical decision principles across the product lifecycle
- Build stakeholder, harm, consent, and inclusion reviews
- Analyze privacy, fairness, safety, and misuse scenarios
- Evaluate experiments, data uses, and AI product choices
- Build ethical launch gates and incident responses
- Prioritize remediation, monitoring, sustainability, and retirement actions

## Course Agenda

### Day 1: Ethical Product Decision Context

- Product Ethics Decision Principles Checklist
- Stakeholder Impact and Power Map
- Product Harm Scenario and Vulnerability Register
- Value Conflict and Tradeoff Matrix
- Ethical Escalation Governance and RACI Chart

### Day 2: Consent, Privacy, and Inclusion

- Informed Consent Journey and Choice Architecture Review
- ISO 31700-1:2023 Privacy by Design Review
- Accessibility and Inclusion Decision Checklist
- W3C Ethical Web Principles Product Review
- Dark Pattern Detection and User Agency Test

### Day 3: Data, AI, and Experimentation

- Data Purpose, Necessity, and Minimization Canvas
- NIST AI RMF Trustworthiness Mapping
- Fairness and Bias Evidence Review
- Responsible Experimentation and Stop-Rule Protocol
- Safety, Foreseeable Misuse, and Abuse Case Analysis

### Day 4: Launch and Lifecycle Accountability

- Ethical Product Metrics and Guardrail Scorecard
- Ethical Launch Gate and Decision Record
- Sustainability Impact and Tradeoff Matrix
- Product Incident Escalation and Remediation Playbook
- Lifecycle Monitoring and Retirement Accountability Plan

## Day 5: Ethical Product Management Practice

- Exercise: Stakeholder Map and Harm Register Challenge
- Exercise: Consent, Privacy, and Inclusion Review
- Exercise: Experiment, Fairness, and Misuse Decision Panel
- Exercise: Launch Gate and Incident Response Defense
- Capstone Exercise: Product Ethics Decision File

## Practical Exercises

The course uses suggested activities based on digital services, healthcare administration, consumer products, and data-enabled platforms.

- Suggested activity: map affected stakeholders and document foreseeable harms, benefits, power differences, and uncertainties.
- Suggested activity: inspect a consent journey for privacy, accessibility, clarity, and manipulative choice architecture.
- Suggested activity: evaluate an experiment using fairness evidence, stopping conditions, user risk, and escalation criteria.
- Suggested activity: defend a launch decision and design monitoring, incident, remediation, and retirement actions.

## FAQs

### Who suits ethical product management, and what does it assume?

Product managers, owners, designers, researchers, analysts, engineers, and governance partners suit ethical product management. It assumes participants shape product choices or supporting evidence and can examine a real product decision.

### How does ethical product management differ from product regulatory compliance training?

Ethical product management evaluates stakeholder impacts, competing values, user agency, harm, and accountability beyond minimum obligations, while product regulatory compliance training concentrates on applicable rules, evidence, controls, and market-access decisions.

### What is a product ethics decision file?

A Product Ethics Decision File records affected stakeholders, foreseeable harms, evidence, tradeoffs, consent and inclusion reviews, decision owners, launch conditions, monitoring signals, incidents, remediation, and retirement responsibilities.

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## How does privacy by design support ethical product management?

Privacy by design places privacy needs, risks, data choices, user controls, and protective measures into early product decisions and keeps them visible through operation, change, monitoring, and retirement.

## What makes responsible experimentation ethical in product management?

Responsible experimentation defines a legitimate purpose, participant safeguards, consent or notice where appropriate, fairness checks, risk limits, stopping rules, evidence ownership, and a response when outcomes reveal harm.

## Conclusion

Participants take a Product Ethics Decision File back to work. It connects stakeholders, harms, privacy, inclusion, experiments, data and AI choices, launch decisions, incidents, monitoring, and retirement in one traceable record. The file changes ethical review from an informal discussion into accountable lifecycle decisions supported by evidence.