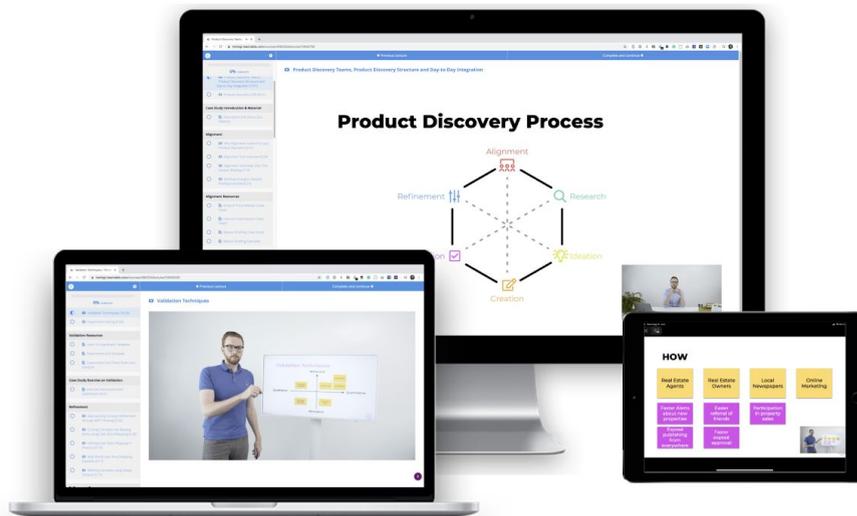# How to get your Company to Pay for my Adaptable Product Discovery Course

- This PDF contains a summarized version of resources and FAQ companies typically ask around the investment in my [Adaptable Product Discovery Course](#)

- It will provide an overview and helpful advice on how to respond to questions around this education in your investment

- Over 90% of enrolled students were able to use the company training budget to enroll in the course. So, in general, companies consider it a worthwhile investment

- For any questions that are not covered in this resource, please reach out directly to me via hello@herbig.co

How to Convince your Boss E-mail Template

To: **[Insert Manager or HR Business Partner e-mail]**

Subject: Learning Product Discovery Skills that work in our company

Hi **[Insert Manager or HR Business Partner first name]**,

I've found an online course on learning new Product Discovery Skills called [The Adaptable Product Discovery Course](), and I'm writing to request your approval to make the purchase.

Based on the content and reviews I've seen, I believe I'll be able to bring back some actionable techniques that I can apply to our efforts to improve **[focus on problem space, finding and sticking to Discovery priorities, or other current goals here]**.

You can view the course curriculum, components, testimonials, and other details [here]().

In addition to 9 modules of video content, step-by-step walkthroughs, and a collection of pre-formatted templates, I'll also get to:

- Attend a monthly group call with Tim Herbig, the course instructor, to ask questions, hear about the latest experiences, and learn from other practitioners

- Gain practical knowledge on new ways to align teams around the problem space, to structure research efforts,

plan validation experiments, and turn validated ideas into a prioritized backlog

- Bring back a package of HD video recordings, notes, and resources, to share with the rest of the team

I think participating in this course would especially help me with these projects:

- **[add project or initiative]**
- **[add project or initiative]**
- **[add project or initiative]**

This is a completely self-paced, online course that I can do at my own pace, and on my own time. Which means it won't require time off, airfare, or lodging expenses. The total cost, everything included, is only 497€/$590 (excl. VAT).

I'll be sure to submit a post-course report or write a blog post that will include an executive summary, major takeaways, and the most useful techniques from the course.

Thank you for considering this request. I'm happy to talk with you if you'd like any further information.

Sincerely,
[Insert Your Name]

Comparison to other Courses

Note: I have not enrolled in all of the courses I'm comparing. So, this comparison is based on the publicly available information the courses provide on their website. My goal is to provide a fair and transparent comparison between multiple high-quality offerings from other creators. If you see anything missing from this comparison, please let me know and I'm happy to add or correct criteria

	Adaptable Product Discovery Course by Tim Herbig	Continuous Discovery Habits by Teresa Torres	Market Research by Product Institute
How Discovery, Strategy, Roadmaps, and OKRs play together	✓	●	●
Creating Alignment around Product Discovery Missions and Goals	✓	✓	●
Qualitative Research Techniques	✓	✓	✓
Quantitative Research Techniques	✓	✓	✓
Using Impact Mapping to connect the Dots	✓	●	●
Structuring Ideation Processes	✓	✓	●
Designing Qualitative and Quantitative Validation	✓	✓	●
Remote Product Discovery Facilitation	✓	●	●
Turning validated ideas into prioritized backlogs	✓	●	●
Editable Templates for own usage	✓	●	●
Price	497€ (excl. VAT) One-time Payment	1.278€ for 12-Month Access	1.000€ Yearly Subscription
Closed Student Community	✓	✓	✓
Regular Live Q&A Calls with Course Instructor	✓	✓	●
Course Access	Lifetime	12-Months	Depending on

Frequently Asked Questions

How long will I have access to the course content?
How does "forever" sound? As long as the course exists, you will be able to access the material.

What if we don't practice Product Discovery in our company yet?
Then this course will be a perfect starting point for you to make your first steps towards more evidence-based discussions. I talk about how to frame Product Discovery opportunities through Product Strategy and Prioritization. The goal of Scalable Product Discovery is to enable Product Discovery in any environment. So this course is perfect if you want to incorporate Product Discovery practices to make sure you're actually building solutions that move the needle for customers.

Do I have to complete the course before I can get started with Product Discovery?
Absolutely not! The core idea of the Scalable Product Discovery approach is to support your work exactly where you are today. So, pick the lessons from the course which impact you right now the most, so you can incorporate the lessons learned and tools into your work immediately.

Is this only for Product Managers? We also have UX Designers, Heads of Product, Engineering Managers, or Scrum Masters.
No, it's not. I'm a big believer in making Product Discovery a team effort. This course helps you to learn the most critical skills

about Product Discovery, even without prior knowledge about other Product Management responsibilities.

We've tried to do more Product Discovery in the past, but don't get a lot of buy-in.

I feel you - That's why this course doesn't jump into tactics right away. By utilizing the techniques shared around opportunity prioritization and alignment, you get practical tools to have a discussion around buy-in. Now, these tools won't give you full autonomy to do whatever you want right away. But they will help establish a shared understanding about the playing field you're able to move within. And you can expand from there, by bringing in results, through research, ideation, and validation.

How much time do I need to go through this course?

The course allows you to access all material at the same time, so you don't have to follow an artificial, linear order. Many students gradually work through the course as they face new challenges and want to pick up new skills and tools. It scales with their career. However, for completion from start to end including the exercises and iterating, you should plan for 12-16 hours.

Can I work through the course at my own pace?

Absolutely! The course is designed to help you learn on your own terms. You can skim the material and pick what you want to learn next whenever you have the time.

Do I get access to you directly through the course?

Yes. As long as you're enrolled in the course, you are part of our private LinkedIn group and get access to regular Live Q&A calls with me.

Can I get a refund if I don't like the course?
You absolutely can. I offer a full, no questions asked, 30-day money-back guarantee. Just get in touch with me if this is the case.

What if my company doesn't use OKRs?
Don't worry - Even though I'll be showing how Objectives & Key Results (OKRs) can be a powerful companion to Scalable Product Discovery, the methods taught in this course don't depend on it. Instead, many tactics will work independently of your prioritization system.

Will there be new content added to the course?
Yes, I regularly add new material to the course.

Can I get my company to pay for this?
Most students have used their company training budget to enroll in the course. Especially in times like this, many more companies are willing to invest in online training resources.

Will I actually be able to facilitate a Product Discovery after completing the course?
Yes! My goal is to provide you with all the knowledge, information, and the toolkit you need to confidently facilitate a successful Product Discovery. Everything included in this course is what I wish I had known before I started running Product Discoveries, and also stuff I've built up over time and loads of real-life experience doing Discoveries with a range of different companies. Something you feel like you're missing at the end? Just tell me and we'll make it happen!

I have a question I'd like answered before I buy - who should I talk to?
Please email me directly via tim@herbig.co and I'm very happy to help you.

Can I find all of this information online for free?
In theory, you probably could, and I believe in enabling as many Product Teams as possible to own and develop their individual Product Discovery processes. However, to get all the information in a structured way, and all the templates and materials for free would be really hard and would take hours of piecing bits of information together. The problem with many blogs, conference talks, and books out there is that they describe Product Discovery in an ideal world, or how it worked for their very specific context, company, and project. That doesn't help you with finding your own way. Most of the material out there (including other online courses) only looks at specific elements of the Product Discovery process (e.g. User Research). To my knowledge, this is the only course helping you to set up your own Product Discovery system, you can adapt to our own needs.