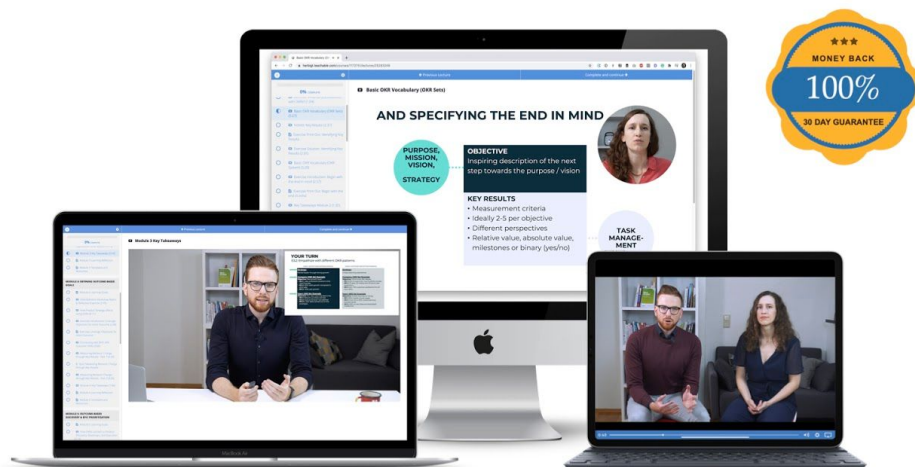


How to get your Company to Pay for my Outcome OKRs for Product Teams Course



herbig.co/okrs-course



- This PDF contains a summarized version of resources, and FAQ companies typically ask around the investment in my [Outcome OKRs for Product Teams Course](https://herbig.co/okrs-course).
- It will provide an overview and helpful advice on responding 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 how to integrate OKRs with our Agile Product Management practices

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

I've found an online course on combining goal-setting through OKRs with product management practices like Product Strategy, Product Discovery, Roadmaps, and Scrum. It's called [Outcome OKRs for Product Teams](#), and I'm writing to request your approval to make the purchase.

Based on the content and reviews I've seen, I'll bring back some actionable techniques that I can apply to our efforts to improve **[focus on outcomes, helping the product team prioritize their day-to-day work or other current goals here]**.

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

In addition to 8 modules of video content, step-by-step walkthroughs, and a collection of pre-formatted templates, I'll also get to:

- Receive an individual review of the OKR process adaptations I would derive from the course's concepts.
- Exchange with other students and the instructors through their course platform.

- Gain practical knowledge of new ways to make sure our OKRs feel beneficial for the product teams, especially regarding setting Outcome-focussed OKRs and our existing product management processes.
- 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 immensely 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 could also form a learning group with **[add names of other colleagues that would benefit]** by benefitting from a group discount for companies. This way, we could compare notes and ensure multiple people have the same understanding of OKRs.

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]

Frequently Asked Questions

My company doesn't use OKRs yet.

Is this course still for me?

This course is a better fit for companies that already use OKRs or are already committed to start using OKRs. It'll also be useful for PMs who think they can sway their company to start using OKRs. Even though we talk about the basics of defining OKR Sets and the OKR Cycle elements, implementing OKRs requires organization-wide buy-in.

Do I have to complete the course before I can get started with OKRs?

No, you don't. The chances are that you already have practical experience using OKRs. Our course encourages students to implement what they have learned and continuously reflect and adjust their processes.

Will this course help me with defining roadmaps with a focus on OKRs?

Yes! We have a dedicated lecture around setting up a Product Roadmap that is based on your Outcome OKRs, instead of just listing random feature ideas and arbitrary timelines.

Will this course help me with setting a Product Strategy?

We will address some of the needed attributes of a Product Strategy to support setting Outcome OKRs and share frameworks we have seen working for this. The course assumes some basic knowledge of how Product Strategy works.

Will this course help me with conducting Product Discovery?

This course focuses on how Outcome OKRs and Product Discovery affect each other and set up your processes to make them work together smoothly. For an authentic learning experience around Product Discovery though, we recommend Tim's [Adaptable Product Discovery Course](#).

Does the course include recommendations for OKR tools?

No. Depending on your organization's size, many teams can easily start-out with Google Sheets instead of a dedicated tool. While our course is tool-agnostic, we occasionally partner and recommend [Workpath](#) and [Leapsome](#).

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.

We have tried OKRs in the past but felt like it wasn't for us.

We hear that a lot. From our experience, this is because companies are attracted by the shiny object syndrome of "working like Google," and never take the time to define their actual reason WHY behind using OKRs and don't adjust the tool to their existing way of working. Our course tackles these issues by helping you recognize your reason WHY and integrating it with your current way of working as an Agile Product Team.

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

The course allows you to access all material at the same time. For completion from start to end, including the exercises and reflections, you should plan for 5-6 hours. We highly recommend working through the course material in batches and maybe even together with a learning buddy who is also enrolled in the course. If you're interested in training your entire team, please reach out via hello@herbig.co to learn more about group discounts.

Can I work through the course at my own pace?

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

Can I get a refund if I don't learn anything new?

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.