***INSTRUCTIONS:***

1. ***Make a copy of this template***
2. ***Fill in the highlighted parts***
3. ***Delete all of this ←***

Hey [Your Manager’s Name],

I have been looking into opportunities to continue my professional development and add value back to the company and I found something really interesting.

[Strategyzer](https://www.strategyzer.com/) is a company co-founded by [Alex Osterwalder](https://www.strategyzer.com/team/alexander-osterwalder) that specializes in innovation. Their tools and methodologies have been used by millions of people around the world.

They are offering a Virtual Masterclass called [Testing Business Ideas](https://www.strategyzer.com/training/virtual-masterclass-testing-business-ideas) that I think will help us at [Your Company]. Their Masterclasses are 3 half-days of intensive hands-on training that will put the tools in my hands that I can bring back and implement.

Here is a quick overview of the course.

**Testing Business Ideas - with David Bland and Alex Osterwalder**

* Learn how to Reduce the risk of costly failure through a systematic testing process
* Get foundational training to make testing a repeatable process in your organization: team design, stakeholder communication, experiment flow, and measuring progress
* Discover how to identify the right experiment for your riskiest hypotheses from a library of 44 Desirability, Viability and Feasibility experiments
* Learn how to start with small bets and increase spending on your journey from discovery to validated business idea
* Understand how to design experiments that produce the market feedback you need to learn whether your idea works or not

There are also discounts if we wanted to send more of the team, I’d be happy to chat about it more or you can read more about it [here](https://www.strategyzer.com/training/virtual-masterclass-testing-business-ideas). Can I get this expense approved?

Let me know what you think.

Best,

[Name]