brainmates™

MANAGER APPROVAL REQUEST

Essentials of Product Management

How to use this template

1. Fill in the [highlighted] details.
2. Keep the closing that fits you best, A or B, and delete the other.
3. Paste the email into a message to your manager, or attach this document.

Subject: Request to attend Essentials of Product Management, [course dates]

Hi [manager's name],

I'd like to attend **Essentials of Product Management**, a 3-day live online course run by Brainmates, on [course dates].

It is a live, practical course taught by people who do product management every day. I'll come back with a framework I can apply the following week, giving us clearer roadmap priorities straight away.

Why this matters

Our product work requires better judgement. More ideas compete for the same budget, more stakeholders need to be aligned, and we are expected to show value sooner. This course gives me a structured, repeatable way to decide what is worth building, and to explain why.

What I'll bring back

- A shared framework for taking an idea from opportunity through to launch
- Clearer prioritisation, based on evidence and commercial thinking rather than opinion
- Better conversations with engineering, design and stakeholders
- Templates and tools I can reuse on our own work straight away

What the course covers

Day 1: The value of product thinking	Day 2: Managing ideation	Day 3: Design thinking
• What is product management? • Product thinking • The Brainmates Product Framework • Product lifecycle management • Product strategy and roadmaps	• Market segmentation • Problem validation • Opportunity assessments • Investment planning	• Persona development • Customer research methods • Sharing the customer story • Communicating product value • Solution design and prototyping • Product launch

Course details

Dates	[course dates]
Format	Live online on Zoom, in a small group, on fixed dates (AEST/AEDT)
Certification	Brainmates Certified, with a digital certificate and LinkedIn badge
Included	Digital course materials, reusable templates and tools, and an optional private Slack channel for follow-up questions
Investment (AUD)	Early Bird $2,900 | Standard $3,200 | Groups of 3+ $2,750 per person

Prices are in Australian dollars and current as at October 2026. For private team training, contact Brainmates for a quote.

Why Brainmates

Brainmates has been training product people since 2004, and over 40% of the ASX 100 work with them to build product capability. 95% of past participants said the course was directly relevant to their role.

CHOOSE ONE CLOSING

A: For the team

I'd love to talk about how this could help our team make better product decisions and deliver more value. I'm happy to share what I learn with the team afterwards. Let me know if you have any questions.

B: For my development

I'd love to talk about how this could help me grow as a product professional and contribute more to the team. Let me know if you have any questions.

Thanks,
[your name]

P.S. Full course details and dates: **brainmates.com.au/training/essentials-of-product-management**