

How to use this template:

- Make a copy of this Google Doc or download it as a Word doc.
- Choose the right letter template depending on your role:
 - [Software Engineering](#)
 - [Technical Project Manager \(TPM\) / Program Manager \(PgM\)](#)
 - [Data Science](#)
- Delete everything besides your chosen template.
- Replace every term starting with a “\$” with the appropriate value for you. This includes:
 - \$YOUR_NAME
 - \$MANAGER_NAME
- Customize the letter in any other way you need.
- Send your doc to your manager before or after you enroll in Eng Authority so you can get it reimbursed.

Need something shorter than this? Check out the [Eng Authority 1-pager](#).

Template for Software Engineers

Subject: Reimbursement for Eng Authority — a mini-Masters degree for SWEs

Hi \$MANAGER_NAME,

A mentor of mine recently recommended the [Eng Authority Technical Strategy program](#), which I think could help boost my technical impact to the next level. Eng Authority is a 6-week **mini-Masters in Engineering Management degree**, designed specifically for software engineers by Silicon Valley leaders.

I'm excited to complete the program because I believe it'll bolster my skills in distributed system design, technology scalability strategy, and product development — which I think will help me multiply my impact and grow into an engineering leader at the company.

The course is taught by engineering and product leaders, including Directors and VPs, from top companies like **Google, Meta, Microsoft, Amazon, and Coinbase**. Its 140 video lessons cover both the theory and the practical skills I'll need to know to become a more effective engineer and team leader — including 65 case studies covering 48 companies, ranging from FAANG to Microsoft, Stripe, TikTok, Coinbase, Slack, Discord, Uber, and dozens of other innovative companies.

Plus, the program is a part-time, remote learning experience, so **I'll be able to work through it on my own time** and won't need to take time off work to complete it.

I'm excited to take the course, and **I'd like to get it reimbursed as a professional development expense** since I think it'll help me deliver even more value and share new insights and tools with my team.

Here's the course syllabus:

- **Week 1: Distributed Systems Theory.** When designing a large backend system, software engineering managers need to put forethought into the design to ensure maximal future scalability and minimal tech debt. In this module, you'll learn the fundamentals of distributed systems; how to maintain shared states and operate concurrently; how to

gracefully handle failovers without affecting the entire product's uptime; how to exceed availability SLAs like "four nines" uptime; and how to evaluate the tradeoffs between consistency, availability, and partition tolerance.

- **Week 2: Designing Distributed Systems.** When building globally-distributed products, you need to look out for your users and ensure that your system continues to work as expected, even when things go wrong. In this module, you'll learn how to design products to be reliable in the face of hardware or software faults, intentionally design backend services to avoid single points of failure, evaluate the tradeoffs between microservices and monoliths, and design and implement scalable microservice-based technical systems.
- **Week 3: Optimize Tech Products for Hyperscale.** As an engineering leader, you'll be implementing growth hacks to scale up your product. But to accommodate a large, unexpected spike in demand, your product needs to be designed for hyperscale. In this module, you'll learn how to use load balancers to scale your backend horizontally, enable caching to make vastly better use of the resources you already have, use message queues and asynchronicity to scale up more effectively, and build CDNs to serve large volumes of static media.
- **Week 4: Metrics and Experimentation.** Metrics are a tech lead's lifeblood. But while it's easy to just root for your graphs to go "up and to the right," the proper use of metrics is much more nuanced. In this module, you'll learn frameworks for breaking down the user lifecycle into a crisp set of target metrics; how to translate company-level metrics into product metrics; techniques to spot vanity metrics and instead identify north star, correlated proxy metrics; metrics models for various business models including: SaaS, freemium, 2-sided marketplaces, user-generated content, and ecommerce; analyzing data distributions & significance testing; and configuring and running statistically valid A/B tests.
- **Week 5: Building Sticky Products.** If you want to get people to use your product, you need to deeply understand their needs and become the voice of the user. In this module, you'll learn frameworks for understanding intrinsic and extrinsic motivations, strategies to use self-determination theory to get users in a flow state, how to use variable rewards and randomness to keep users entertained, the seven parts of gamification that make a product feel deeply satisfying to use, and how to minimize the three main types of switching costs: upfront costs, lack of portability, and social pressure.
- **Week 6: Growth & Marketing.** Once you've achieved product-market fit, it's all systems go. In this module, you'll learn how to use Cialdini's six principles of influence to persuade users to engage with your growth campaigns; when to use direct response advertising vs. brand advertising; how to use CPM, CPC, and CPR to measure the

effectiveness of your ad campaigns; how to use retargeting and remarketing pixels to patch leaky purchasing funnels; and how to build products with a high viral coefficient and short viral cycle time to create the viral loops that will lead to the hockey-stick growth curve you seek.

At the end of the course, I'll complete a **capstone assessment** to test the skills I'll have gained throughout the 6 weeks. Once I pass the assessment, I'll get a **personalized certificate of achievement** from Eng Authority, which I'll forward along to you as a concrete demonstration of the skills I'll have mastered.



While a typical Master's program costs upwards of \$100,000, the Eng Authority program is under \$3000. I think the investment will pay off many times over in the form of **the increased engineering impact** I'll be able to deliver at the company, along with the new strategies and techniques I'll be able to share with my engineering team. Eng Authority is the flagship applied education program for practicing software engineers and has been completed and successfully reimbursed by SWEs at companies like **Google, Meta, Microsoft, Uber, Salesforce, PayPal, Oracle, and more** — and I'm looking forward to joining their ranks.

I appreciate your consideration for having the company sponsor my completion of this program so I can grow both my technical skills and my product intuition, and become a more versatile and effective engineering leader. Thank you!

Best,
\$YOUR_NAME

Template for TPMs/PgMs

Subject: Reimbursement for Eng Authority — a mini-Masters degree for TPMs

Hi \$MANAGER_NAME,

A mentor of mine recently recommended the [Eng Authority Technical Strategy program](#), which I think could help boost my program/project management impact to the next level. Eng Authority is a 6-week **mini-Masters in Management in Science & Engineering** degree, designed for TPMs and PgMs by Silicon Valley leaders.

I'm excited to complete the program because I believe it'll bolster my skills in product and technology scaling, metrics and experimentation, distributed infrastructure design, and business strategy — which I think will help me multiply my impact and grow into a technical leader at the company.

The course is taught by engineering and product leaders, including Directors and VPs, from top companies like **Google, Meta, Microsoft, Amazon, and Coinbase**. Its 140 video lessons cover both the theory and the practical skills I'll need to know to become a more effective TPM/PgM and team leader — including 65 case studies covering 48 companies, ranging from FAANG to Microsoft, Stripe, TikTok, Coinbase, Slack, Discord, Uber, and dozens of other innovative companies.

Plus, the program is a part-time, remote learning experience, so **I'll be able to work through it on my own time** and won't need to take time off work to complete it.

I'm excited to take the course, and **I'd like to get it reimbursed as a professional development expense** since I think it'll help me deliver even more value and share new insights and tools with my team.

Here's the course syllabus:

- **Week 1: Distributed Systems Theory.** As a TPM or PgM, you'll be tasked with designing large backend systems that serve not just today's needs but also next year's: you'll have to put forethought into the design to ensure maximal future scalability and minimal

tech debt. In this module, you'll learn the fundamentals of distributed systems; how to maintain shared states and operate concurrently; how to gracefully handle failovers without affecting the entire product's uptime; how to exceed availability SLAs like "four nines" uptime; and how to evaluate the tradeoffs between consistency, availability, and partition tolerance.

- **Week 2: Designing Distributed Systems.** When building globally-distributed products, you need to look out for your users and ensure that your system continues to work as expected, even when things go wrong. In this module, you'll learn how to design products to be reliable in the face of hardware or software faults, intentionally design backend services to avoid single points of failure, evaluate the tradeoffs between microservices and monoliths, and design and implement scalable microservice-based technical systems.
- **Week 3: Optimize Tech Products for Hyperscale.** As a program management leader, you'll be laying the groundwork for growth hacks that'll scale your product to reach billions of users. But to accommodate a large, unexpected spike in demand, your product needs to be designed for hyperscale. In this module, you'll learn how to use load balancers to scale your backend horizontally, enable caching to make vastly better use of the resources you already have, use message queues and asynchronicity to scale up more effectively, and build CDNs to serve large volumes of static media.
- **Week 4: Metrics and Experimentation.** Metrics are a TPM or PgM's lifeblood, and experiments are your bread and butter. But while it's easy to just root for your graphs to go "up and to the right," the proper use of metrics is much more nuanced. In this module, you'll learn frameworks for breaking down the user lifecycle into a crisp set of target metrics; how to translate company-level metrics into product metrics; techniques to spot vanity metrics and instead identify north star, correlated proxy metrics; metrics models for various business models including: SaaS, freemium, 2-sided marketplaces, user-generated content, and ecommerce; analyzing data distributions & significance testing; and configuring and running statistically valid A/B tests.
- **Week 5: Building Sticky Products.** If you want to get people to use your product, you need to deeply understand their needs and become the voice of the user. In this module, you'll learn frameworks for understanding intrinsic and extrinsic motivations, strategies to use self-determination theory to get users in a flow state, how to use variable rewards and randomness to keep users entertained, the seven parts of gamification that make a product feel deeply satisfying to use, and how to minimize the three main types of switching costs: upfront costs, lack of portability, and social pressure.

- **Week 6: Growth & Marketing.** Once you've achieved product-market fit, it's all systems go. In this module, you'll learn how to use Cialdini's six principles of influence to persuade users to engage with your growth campaigns; when to use direct response advertising vs. brand advertising; how to use CPM, CPC, and CPR to measure the effectiveness of your ad campaigns; how to use retargeting and remarketing pixels to patch leaky purchasing funnels; and how to build products with a high viral coefficient and short viral cycle time to create the viral loops that will lead to the hockey-stick growth curve you seek.

At the end of the course, I'll complete a **capstone assessment** to test the skills I'll have gained throughout the 6 weeks. Once I pass the assessment, I'll get a **personalized certificate of achievement** from Eng Authority, which I'll forward along to you as a concrete demonstration of the skills I'll have mastered.



While a typical Master's program costs upwards of \$100,000, the Eng Authority program is under \$3000. I think the investment will pay off many times over in the form of **the increased program and project management impact** I'll be able to deliver at the company, along with the new strategies and techniques I'll be able to share with my engineering team. Eng Authority is the flagship applied education program for practicing TPMs/PgMs and has been completed and successfully reimbursed by professionals at companies like **Google, Meta, Microsoft, Uber, Salesforce, PayPal, Oracle, and more** — and I'm looking forward to joining their ranks.

I appreciate your consideration for having the company sponsor my completion of this program so I can grow both my technical skills and my product intuition, and become a more versatile and effective program management leader. Thank you!

Best,
\$YOUR_NAME

Template for Data Scientists

Subject: Reimbursement for Eng Authority — a mini-Masters degree for Data Scientists

Hi \$MANAGER_NAME,

A mentor of mine recently recommended the [Eng Authority Technical Strategy program](#), which I think could help boost my data science impact to the next level. Eng Authority is a 6-week **mini-Masters in Data Engineering degree**, designed specifically for software engineers by Silicon Valley leaders.

I'm excited to complete the program because I believe it'll bolster my skills in metrics analysis, A/B test design, quantifying growth, scaling up data pipelines, and product and business strategy — which I think will help me multiply my impact and grow into a data science leader at the company.

The course is taught by engineering and product leaders, including Directors and VPs, from top companies like **Google, Meta, Microsoft, Amazon, and Coinbase**. Its 140 video lessons cover both the theory and the practical skills I'll need to know to become a more effective data scientist and team leader — including 65 case studies covering 48 companies, ranging from FAANG to Microsoft, Stripe, TikTok, Coinbase, Slack, Discord, Uber, and dozens of other innovative companies.

Plus, the program is a part-time, remote learning experience, so **I'll be able to work through it on my own time** and won't need to take time off work to complete it.

I'm excited to take the course, and **I'd like to get it reimbursed as a professional development expense** since I think it'll help me deliver even more value and share new insights and tools with my team.

Here's the course syllabus:

- **Week 1: Distributed Systems Theory.** When designing major backend systems and pipelines, data engineers need to put forethought into the design to ensure maximal future scalability and minimal tech debt. In this module, you'll learn the fundamentals

of distributed systems; how to maintain shared states and operate concurrently; how to gracefully handle failovers without affecting the entire product's uptime; how to exceed availability SLAs like "four nines" uptime; and how to evaluate the tradeoffs between consistency, availability, and partition tolerance.

- **Week 2: Designing Distributed Systems.** When building globally-distributed products and pipelines, you need to ensure that your system continues to work as expected, even when things go wrong. In this module, you'll learn how to design products to be reliable in the face of hardware or software faults, intentionally design backend services to avoid single points of failure, evaluate the tradeoffs between microservices and monoliths, and design and implement scalable microservice-based technical systems.
- **Week 3: Optimize Tech Products for Hyperscale.** As your engineering team implements growth hacks to scale up your product, you'll be responsible for ensuring the data continues to flow. To accommodate a large, unexpected spike in demand, your product needs to be designed for hyperscale. In this module, you'll learn how to use load balancers to scale your backend horizontally, enable caching to make vastly better use of the resources you already have, use message queues and asynchronicity to scale up more effectively, and build CDNs to serve large volumes of static media.
- **Week 4: Metrics and Experimentation.** Running and evaluating experiments is the core of your job as a data scientist. But while it's easy to just root for your graphs to go "up and to the right," the proper use of metrics is much more nuanced. In this module, you'll learn frameworks for breaking down the user lifecycle into a crisp set of target metrics; how to translate company-level metrics into product metrics; techniques to spot vanity metrics and instead identify north star, correlated proxy metrics; metrics models for various business models including: SaaS, freemium, 2-sided marketplaces, user-generated content, and ecommerce; analyzing data distributions & significance testing; and configuring and running statistically valid A/B tests.
- **Week 5: Building Sticky Products.** The key to building wildly-profitable products is to make them sticky — and to keep your users coming back over and over again, there's an art and a science you have to apply. In this module, you'll learn frameworks for understanding users' intrinsic and extrinsic motivations; using insights from psychology to generate flywheels of user-generated content; techniques to use self-determination theory to get users into a flow state; variable reward strategies to keep users entertained; the seven parts of gamification that make a product feel deeply satisfying to use; and how to minimize the three main types of switching costs: upfront costs, lack of portability, and social pressure.
- **Week 6: Growth & Marketing.** Once you've achieved product-market fit, it's all systems go. In this module, you'll learn how to use Cialdini's six principles of influence to win over prospective users; how to growth-hack using insights from behavioral economics

and the “looping funnel” model; overcoming the chicken-and-egg problem for two-sided marketplaces; and how to build products with a high viral coefficient and short viral cycle time to create the viral loops that’ll deliver a hockey-stick growth curve.

At the end of the course, I’ll complete a **capstone assessment** to test the skills I’ll have gained throughout the 6 weeks. Once I pass the assessment, I’ll get a **personalized certificate of achievement** from Eng Authority, which I’ll forward along to you as a concrete demonstration of the skills I’ll have mastered.



While a typical Master’s program costs upwards of \$100,000, the Eng Authority program is under \$3000. I think the investment will pay off many times over in the form of **the increased data science impact** I’ll be able to deliver at the company, along with the new strategies and techniques I’ll be able to share with my broader team. Eng Authority is the flagship applied education program for practicing data scientists and has been completed and successfully reimbursed by professionals at companies like **Google, Meta, Microsoft, Uber, Salesforce, PayPal, Oracle, and more** — and I’m looking forward to joining their ranks.

I appreciate your consideration for having the company sponsor my completion of this program so I can grow both my data skills and my product intuition, and become a more versatile and effective data science leader. Thank you!

Best,
\$YOUR_NAME