

Measured UX: Convince Your Boss

It's the end of the year and time to use any remaining professional development budget remaining before 2018 hits. YOU know that this course is a good investment of those funds, from the life-time access to the done-for-you tutorials on various analytics software, but how do you convince your boss? This sheet was prepared especially with you in mind.

Long-term value

The most important thing is to understand the value of longevity of this course (lifetime access). That isn't trivial, especially in a course that combines software tutorials like Google Analytics with evergreen templates to add focus and keep your team moving forward.

The money your company could spend on one conference ticket for one person can instead be used to inspire long-term change across your product teams.

Key Benefits

1. A clear process for reframing projects around the problems you are solving
2. Step-by-step instructions for gathering and using the data you already have sitting in Google Analytics and other software
3. A methodology for conducting meaningful, effective A/B tests
4. Practical insight into data analysis & interpretation – go from “we don't know” to “here's the result”
5. A way to truly establish the ROI of your UX and product work

Essentially, I've done the work so you don't have to. And with lifetime access you get every update we make. This means that:

- Every significant Google Analytics update means an update to the Google Analytics course videos – basically you won't have to figure it out again, because I'll do the work every time.
- When the course is expanded to include new software or methodologies, you get those lessons too.
- You don't need a separate repository of everyone's notes or commit everything to memory– you can just watch the relevant module when you have a question about some process or project.

It means that your value for this course goes on for years – for you, for your team, the learning extends beyond the scope of conference or workshop, without the travel costs.

Still not convinced? Schedule a [FREE 15 minute call with me](#), Heather O'Neill to talk through your biggest concerns and the pain you need solved now.