RE: Professional Development Opportunity for Business Perspectives for Creative Leaders

Dear <SUPERVISOR>,

Your support for my professional development in my role with <company> is extremely important to me. That’s why I would like to draw your attention to a learning opportunity that I believe will be exceedingly valuable to my personal and professional growth and have a meaningful impact on our organization.

The week-long Business Perspectives for Creative Leaders course is shaped to guide design professionals in meetings the challenges of management through an integrated curriculum of research and management techniques from Yale School of Management professors. This is a unique opportunity to gain insight from the latest in academic business theory and practice and have it tied to design-related industry examples—insight I can bring back and apply to our organization practically and effectively.

The curriculum delivers strategic, soft, and practical skills. Participants learn to apply their creative backgrounds in business, use strategic thinking, and drive innovation for growth. They develop skills in influence and negotiation, and immerse themselves in practical knowledge about intellectual property law, principles of entrepreneurship, and basic managerial accounting to understand the language of finance.

This program is designed in collaboration with AIGA, the professional association for design, and includes alumni from companies like Google, Adobe, Etsy, Microsoft, and MTV.

**Fee:**

The program is $10,400 covering the cost of tuition, lodging, materials, and meals. For AIGA members, tuition is $9,700.

**ROI:**

I understand the substantial investment in cost and time out of the office, which is why I would like to propose that I will provide you and the team with a full post-course report outlining the specific lessons learned and my recommendations for application of the learning within our business context.

When you’ve had a chance to review this information, let’s set up a time to discuss your requirements and expectations for my attendance, so we are both aligned on the value, goals, and objectives of my attendance, as well as ways I can contribute my learning to our organization in a meaningful manner upon my return.

I very much appreciate your consideration of my request and look forward to more discussion that will make this opportunity a serious consideration as a positive experience for everyone involved. The new perspectives I learn from this Business Perspectives for Creative Leaders course will translate to new actions, and Yale’s evidence-based learning with ready-to-use tools will help our organization navigate today’s complex business landscape.

Sincerely,