RE: Professional Development Opportunity at Yale School of Management

Dear <SUPERVISOR>,

Your support of my professional development in my role with <company> is extremely important to me. I would like to draw your attention to a learning opportunity held at the Yale School of Management that would be invaluable to my professional growth and my ability to have a positive impact on our organization.

The Yale Center for Customer Insights is offering a Behavioral Economics Immersion on campus in New Haven, CT on June 25-27, 2024. This program was developed by award-winning Yale scholars and is designed to elevate the marketing and insights functions through a deeper understanding of the consumer mind.

By taking a deep dive into how behavioral economics can be applied within the context of marketing and insights, attendees of the program will be equipped to add organizational value by:

* Asking the right questions of the data for richer insights
* Understanding the beliefs of a polarized consumer base
* Designing memorable customer experiences, both online and offline
* Uncovering conscious and unconscious choice drivers
* Redesigning research practices to generate real consumer insights
* Mastering a more effective approach to test and learn

This is a unique opportunity to gain insight from the intersection of academic research and industry practitioners—insight I can bring back and apply at our organization practically and effectively.

This program format is designed for efficiency, only spanning a 3-day period which allows me to stay on top of ongoing projects while developing professionally.

**Fee:**

The fee is $7,000 and covers course materials, hotel accommodations, meals, and transportation between hotel and school.

There are discounted rates of 15% off available for groups of 4+ from the same company, or anyone that registers prior to April 1st.

**ROI:**

I understand the investment in cost and brief 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 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 this opportunity.

Sincerely,

<your name>