

RE: Professional Development Opportunity

Dear <SUPERVISOR>,

I value your support in my professional development at <COMPANY>. I would like to draw your attention to a learning opportunity that I believe will greatly enhance my cross-functional leadership skills yielding meaningful impact on how our organization creates value for stakeholders.

The *CCO Leadership in Multistakeholder Value Creation: Advancing the CEO-CCO Partnership* executive education program was created by the Yale Program on Stakeholder Innovation and Management and the Arthur W. Page Society, a professional association for communications executives. The objective of the course is to prepare Communications leaders to become expert in how to achieve long-term value for shareholders by creating value for all of our stakeholders — customers, employees, suppliers, communities, and others essential to a company's success.

It entails an integrated curriculum of research, frameworks, models, and processes from Yale School of Management's leading faculty. This is a unique opportunity to gain insight on the latest in stakeholder management practices tied to real-world situations and take back the newest tools and frameworks to effectively apply to our organization.

The curriculum delivers a comprehensive set of practical, strategic, hard, and soft management and leadership skills. I will learn how to:

- Help our executive team **manage diverse stakeholder interests**, expectations, and solve seemingly irreconcilable requirements
- Operationalize our purpose, culture, and strategies to make our stakeholder relationships an enduring competitive advantage.
- Hard and soft management skills to implement learnings.

**Fee:**

The fee is \$9,000 but the \$8,800 early bird discount and expires December 1.

**ROI:**

I understand the 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 the context of our business.

When you've had an opportunity to review this information, let's set up a time to discuss your requirements and expectations for my attendance to ensure 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.

I appreciate your consideration and look forward to the opportunity for further discussion.

Sincerely,