Hi [Manager Name],

Here at [insert organization name] I know innovation is a top priority and I want to contribute to our success with innovation which is why I would like to participate in the Innovation Engineering (IE) Fundamentals + Blue Belt Certification course. In this course and certification, I will learn the fundamentals of innovation, but more importantly I’ll work with a coach to apply my news skills to a real-world challenge that [insert organization name] is currently facing.

Eureka! Ranch has trained over 35,000 people across the world in Innovation Engineering. This course is different because where other courses are based on third person research IE Fundamentals is grounded in front-lines innovation work and hard data on what drives success and failure with innovation.

During the course I will not only practice & learn the 13 fundamental Innovation Engineering skills that will help me create, communicate, & commercialize big ideas I will use these new skills to create and filter big ideas against a challenge that we work together to identify in advance or I will work to make meaningful progress on my [insert project name].

**Through the course, I will learn how to…**

* Identify and define strategic opportunity areas.
* Identify and measure an innovative idea.
* Consistently create innovative ideas.
* Clearly communicate innovative ideas from the perspective of the internal or external customer.
* Reliably commercialize or implement innovative ideas up to six times faster.

**Through my certification project, I will use the above skills to…**

* Identify and define a strategic opportunity for me to address. **We’ll work together on this step!**
* Create innovative ideas to address our mission.
* Choose my favorite idea and put together a persuasive pitch with a forecast of it’s value to our organization.
* De-risk my idea through three disciplined cycles of naming and learning more about the idea’s biggest hurdles.

I’ve attached the course syllabus to help answer any additional questions that you might have.[attach syllabus] The cost for attending is $3,000.00 and that includes the course, coaching and certification.

As I work through the course, I will actively be creating ideas, learning how to effectively communicate them, and develop and improve my problem-solving skills. Additionally, I will develop an overview of what I’ve learned and actionable takeaways for the team so that we can work together to move the department and [insert organization name] forward.

I hope you will consider my request and grant me approval to attend.

Thank you for your consideration.

Sincerely,

[Your Name]