Hi [insert 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) Mastery + Black Belt Certification course. In this course and certification, I will develop the skills and learn a step-by-step process for leading an agile and innovative department and organization.

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 Mastery is grounded in front-lines innovation work and hard data on what drives success and failure with innovation.

**Through the course, I will become an expert innovator able to…**

* Invent category-disrupting ideas for anything from new products/services to businesses and brand and offerings.
* Apply innovative process improvement to radically accelerate development of novel, disruptive innovations.
* Create a complete concept, business model and persuasive justification for our innovations.

**I will also become an innovation system expert able to…**

* Build & sustain a culture of innovation so our organization and/or team can repeatedly and reliably innovate at every level.
* Improve broken human system(s) that are restraining company, community and team growth.
* Teach others in our organization smarter ways to be innovative and coach them as they innovate.

I’ve attached the course syllabus to help answer any additional questions that you might have.[attach syllabus] The cost for attending is $12,000 and that includes the course, up to 12 months of coaching, 12 month access to the Jump Start Your Brain virtual innovation hub and certification. They estimate that the value I’ll generate for the organization will be several times greater than that. (This 10 minute video explains the ROI - . https://vimeo.com/428577644) And right now, if I sign up to start in their January 2022 cohort we can include another colleague at no additional cost.

As one Chief Innovation Officer stated, “I had gone to the Harvard Business School’s Leadership & New Product Innovation course and it was great, but no one taught me how to implement it. It wasn’t until I found Innovation Engineering that I had a road map of how to do it and implement it. It’s not just theory it’s an entire tool set.”

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

Thank you for your consideration.

Sincerely,

[Your Name]