Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

I would like to participate in the virtual coaching program: The Human Aspect of the BA Toolkit. It is a 6 part series that starts on October 13th at 12:00PM CDT. I have reviewed the abstract and objectives included below and feel the return on investment would be a major benefit for me and the organization. The program directly aligns with the priorities of our department **[Insert your priorities here].**

This is a virtual coaching program, so I will have the opportunity to network and build relationships with the other participants and exchange ideas and best practices. The program is facilitated by Judy Alter, a seasoned BA who has been a leader in the IIBA both in Omaha and in the global organization for multiple years. She is a valuable connection to have.

**Benefits to our organization**

I believe my attendance will be a cost effective investment for the company. Upon returning to the office, I will be able to:

* Improve upon my application of soft skills
* Increase the effectiveness of my communication, elicitation skills, and stakeholder management
* Become a better leader as a Business Analysts
* Use my story to affect stakeholders and others

I can apply these things in specific ways by…**[Fill in how you will be able to apply the objectives of the course].**

**Training and Continuing Education**

This coaching program will provide me training towards my continuing education. If I attend all sessions, I will receive 6 CDU credits.

**Cost Breakdown**

I am seeking approval for the registration fee or $750 which covers all six, one hour sessions and homework assignments between each session.

**About the Provider**

Your Clear Next Step is a reputable training and coaching company in the Indianola, Iowa area. They offer relevant training and coaching virtually and in-person on a variety of topics, including business analysis. Your Clear Next Step has been providing emotionally intelligent training and coaching for 13 years. Their mission is to help people have better workdays so that they can co-create better communities.

**Details of the Program**

**Cost:** $750, payable by credit card upon registration

**Dates:** October 13th, 2020; October 27th, 2020; November 10th, 2020; December 8th, 2020; December 15th, 2020

**Abstract:** This six-part series is intended to help intermediate Business Analysts make that leap to a Senior Business Analyst, and newer Business Analyst gain information that will help them to accelerate their career. This program will help Business Analysts from all industries and companies of all sizes.

This six-part webinar series will take place at 12:00 pm CDT and will start on October 13th. The consecutive sessions will follow every two weeks. The sessions will last one hour and will begin with 30-40 minutes of opening remarks and information from Head BA coach, Judy Alter, and continue with the remaining time for questions. Judy was a Senior Business Analyst for 16 years and can not only discuss concepts but has real life stories to discuss experiences and outcomes.

**Program Objectives:** By participating in The Human Aspect of the BA Toolkit, participants will…

* Gain knowledge of why soft skills are important and how to improve them
* Learn the importance of communication, elicitation skills, and stakeholder management
* Understand why Business Analysts need to be leaders and learn how to become one
* Learn how to use your story to affect stakeholders and others

Please accept this proposal to attend this program, as I’m confident in the return we will receive for the investment.

Thank you for your consideration,

**[Insert Your Name]**