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

I would like to participate in the virtual coaching program: Introduction to The Human Aspect of the BA Toolkit. It is a 6 part series that starts on November 2nd 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 over 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 (or invoice upon request)

**Dates:** November 2nd, November 9th, November 16th, November 30th, December 7th, December 14th

**Abstract:** This six-part series is intended for beginning Business Analysts and those with up to three years of experience. The course helps newer BA’s start their careers with the right tools. This will also help them on their career journey to becoming a Senior BA. This program will help Business Analysts from all industries and companies of all sizes.

The six-part series will take place at 12:00 am CDT starting on November 2, 2021. The subsequent sessions will follow every week with one week off for Thanksgiving. The sessions will be one hour with Judy Alter talking for the first 30-40 minutes with the remainder for hands on and questions. Judy has been a Senior Business Analyst for seventeen years and can not only discuss concepts but has real life stories to discuss experiences and outcomes.

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

* Gain knowledge of why soft skills are important and how to improve their skills
* Learn the importance of communication, elicitation skills, and stakeholder management
* Understand why the Business Analysts need to be a leader and how to become one
* Learn how to be a leader and how to use your story to affect stakeholders and others
* Participate in live exercises to gain hands on experience with the concepts they learn

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]**