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 January 11th 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 communication skills
* Increase the effectiveness of my elicitation skills and stakeholder management
* Become a better leader as a Business Analysts
* Teach other BAs or team members what I have learned

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:** January 11th, January 18th, January 25th, February 1st, February 8th, February 15th

**Abstract**: This six-part series is for intermediate Business Analysts who are wanting to become a Senior Business Analyst. This course will also help Senior BAs who want to learn advanced communication, elicitation, and managing stakeholder skills. You will learn how to take the techniques to the next level which will provide added value for managing stakeholders. You will learn about developing as a leader to advance their skills. This program will help Business Analysts from all industries and companies of all sizes.

The six-part series will take place at 12:00 pm CDT starting on January 11, 2022. The subsequent sessions will follow every week. 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 discuss concepts and have real-life stories to discuss experiences and outcomes.

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

* Learn advanced communication skills
* Expanded elicitation skills to improve and expand stakeholder management
* Increased knowledge of the techniques to improve elicitation skills and stakeholder management
* Develop leadership goals to adapt the skills to advance leadership skills
* Participate in live exercises to show how they would teach other BAs or team members what they have learned

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]**