

Subject: Request to Attend the Birkman 75th Anniversary Conference

Hi [Boss's Name],

I'd like your approval to attend the Birkman 75th Anniversary Conference (Nov 11–13, Houston). This event is more than a conference; it's a rare opportunity to step out of the day-to-day and think deeply about how people, behavior, and leadership shape long-term success.

Why This Matters

We spend most of our time executing. Opportunities to pause, reflect, and rethink how we approach people and performance are rare—but incredibly valuable.

This conference brings together leaders and practitioners focused on:

- Understanding what truly drives people
- Building stronger, more aligned teams
- Thinking long-term about leadership and impact

The Value Beyond Immediate ROI

While there will be practical takeaways, the deeper value is:

- Gaining perspective that shapes better decisions over time
- Seeing new possibilities for how we lead and work together
- Returning with clarity and renewed focus

What I'll Bring Back

- Insights that help us think more strategically about people and performance
- Ideas to strengthen culture and engagement
- A broader perspective that informs better long-term decisions

Why Now

This is a 75th anniversary event, making it a unique gathering of experience, insight, and thought leadership that doesn't happen often.

I believe the long-term value of stepping back to think at this level will benefit both my work and our team.

Thank you for considering,
[Your Name]