

**Subject: Approval Request – Birkman Conference (High ROI Opportunity)**

Hi [Boss's Name],

I'm requesting approval to attend the Birkman 75th Anniversary Conference (Nov 11–13, Houston). My goal is simple: bring back actionable strategies that improve performance and drive measurable results.

**Why This Is a Strong Investment**

- Immediate Application: Sessions are built around practical tools and real-world implementation, not theory.
- Performance Gains: Focus areas include team effectiveness, communication, and leadership execution—all directly tied to productivity and outcomes.
- Faster Problem Solving: I'll learn proven frameworks to diagnose and fix team and client challenges more efficiently.

**What You'll Get in Return**

Within 2 weeks of the conference, I will deliver:

- A concise action plan with 3–5 improvements we can implement immediately
- A team debrief session to transfer knowledge
- At least one measurable improvement initiative tied to performance or efficiency

**Bottom Line**

This isn't just professional development—it's an opportunity to bring back tools that produce real, near-term impact.

Estimated cost: [Insert Total]

Expected return: Improved execution, better alignment, and faster results

Let me know your thoughts—I'm confident this will pay for itself quickly.

Best,

[Your Name]