

Dear [insert your manager's name],

I would like your approval to attend the [insert the name of the specific program] at the 'BlueCallom Innovation Management Academy'. It is an "all online program" with no need to travel. The program stretches over [fill in the number of weeks] week(s) with instructor-led live sessions [*twice*] a week for a half-day. It's an innovation methodology and success-focused program where we learn to use an 8 phase methodology toolbox, including the five steps of Design Thinking and the full 8 steps of the Deep Innovation Design model. The skills we acquire include identifying innovation opportunities in the first place, leveraging Neuro Ideation to create disruptive innovation models, and bringing the final solution successfully to market. It is the most comprehensive innovation management model and would help us become more innovative and make those innovations a realistic product with a success-focused market entry.

Major organizations from the B2B and B2C space, including ADP, Arla Food, Autodesk, Avaya, Dell, EMC, Oracle, Red Hat, Roche, Salesforce, SAP, Urban Outfitters, Vietnam Airlines, and governments, have worked with BlueCallom, former Society3 Group, in the past.

Beneficial topics at this program include:

- Working with the Innovation Opportunity Discovery model to quickly observe innovation opportunities that match our business goals.
- Mitigating the risk of getting disrupted by other companies.
- Understanding how the brain composes and processes innovative ideas
- Using the Neuro Ideation method to develop disruptive product and business models.
- Going through an idea and Market Validation process to match our target market needs
- Preparing an internal Innovation Financing concept and executive presentation
- Create an implementation plan for internal innovations or a go-to-market strategy for market-oriented innovations.
- Developing the complete plan from idea to global market acceptance,
- Getting trained to prepare innovative solutions presentations for executive approvals.

I will also work with other innovation managers worldwide to compare notes and share experiences or get help in our projects if resources are needed.

Since there is no travel or other costs involved, the only expense is the training fee for the [xxx] weeks program.

Total: \$/€ X,xxxx

After graduation, I will share my takeaways, especially those we can implement immediately, and further improve our ability to innovate and increase our competitive advantage.

Thank you for considering this request.

Regards
<Your Name>