**BW Leadership Academy – Justification of Attendance**

I’m writing to request approval to attend The BW Leadership Academy. It will be held on November 9-10, 2017 at the Loews Hotel in Annapolis, MD.

The BW Leadership Academy is different from other “leadership development” programs” because it’s not just about leadership, it’s about the leader. On my quest to become a stronger leader, I believe that this Academy will give me the right tools and resources to help me grow. The Academy is primarily designed for strong mid-managers, department heads and those who are close to becoming senior leaders.

If I get to attend, I will:

* Take the Talent Plus Inventory (to identify my top leadership talents).
* Be assigned a certified executive coach who will work with me both before and after the Academy
* Spend two days at the Academy learning how to become a stronger leader
* Complete a customized leadership action plan

With the information I will learn at this Leadership Academy, I will be better equipped to:

* Lead based on my strengths
* Win the hearts and minds of the millennials on my team
* Become a stronger leader who is worthy to be followed

In particular, I’d like to focus on finding solutions that could help address the following issues or benefit these projects:

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**Here’s a rough breakdown of the Academy’s costs:**

* Airfare: Average roundtrip cost to either BWI or DCA airport = $400
* Hotel: Room block cost for 2 nights at $169 each (not including tax) = $338
* Registration Fee = $1,695
* **Approximate Total: $2,433** *(registration fee includes breakfast and lunch)*

This Academy will deliver incredible value that I can bring back to share with my team and the organization.

Thank you for believing in me and supporting my continued growth as a leader.