Hi NAME

I hope you’re well.

As you know, I’m always looking for opportunities to boost my skills and level up my team. It’s been a big (and wonderful) couple of years around here, and that doesn’t seem to be changing anytime soon!

I know that my ability to keep adding value to the team will depend on me upping my strategic game and leading well through change and uncertainty, so I’ve been looking for some options for a while now.

I’ve done a lot of research on what’s out there, and a lot of it is either boring, expensive, or super time-consuming, particularly for the depth of learning I’m looking for.

Something special has caught my eye, though – you might have seen Alicia McKay’s Not An MBA programme. It’s getting rave reviews and has the X-factor I’m after.

I’ve looked into the curriculum, format, and cost, and I think it’s a good match. I know our priorities for development right now are around (INSERT), and the programme hits a few of those on the head, particularly (INSERT)

I’m particularly keen to learn more about (choose all that apply):

* Leading well through change
* Going deep on systems thinking and executive leadership
* Taking people on a change journey
* Driving performance through focus, not effort
* Making great decisions and being more strategic.

The time requirement is reasonable – 5-8 hours a week, for 8 weeks. Half of that would be in my own time and half in work time, with the 3-hour online sprint. The cost is extremely reasonable, too, at $5,999 per person.

This investment would be a real asset for ORGANISATION. I know with a bit of space and intention around how I bring my A-game and add real value, there’s a huge amount of potential for how I’m spending my time and the impact I’m having.

Take a look at the course [http://www.notanmba.com](http://www.notanmba.com/) – and see what you think. I’d love a discussion.

From,

YOURNAME