

## Women's Executive Leadership Program Value Proposition

The following template provides a suggested approach and language around the benefits of the Women's Executive Leadership Program. Use this template to inform decision-makers about what you will gain from the program and how this will add value to your organization.

Dear <Decision Maker>,

I am interested in applying to the nationally competitive Women's Executive Leadership Program at The Impact Center. I would like to enlist your approval/support. Given the rapidly changing environment in which we operate, I chose this Program because of the opportunity to be among other leaders who are navigating similar challenges, learn from leaders in other industries, and to learn best practices through both The Impact Center's evidence-based content and their peer-based methodology.

<Include a statement about what you expect will be the benefit to the company and to you by being able to attend this program. Examples include:

- Through the Program I will expand my skills as a leader to grow my impact within my current role, as well as prepare me for future leadership roles. If there's a specific project/initiative that will benefit, call that out.
- I will bring new approaches to leadership back to the organization, to be shared with peers and with my team, further strengthening our leadership community and equipping me with new tools and approaches to leadership and management.

I will expand my network of leaders, who I can learn from and receive feedback from, on my leadership journey.>

**I've selected this Leadership Program, out of the vast array of programs available, because of:**

- **The Impact Center's proven, research-based approach to leadership development has greatly benefited executive leaders from a wide range of industries.** The Impact Center's belief is that learning through meaningful experiences at work and getting feedback throughout is the most efficient way to grow as a leader.
- **Their experiential leadership development program is designed to tailor to the growth needs of the individual and maximize the value of their time investment. This program combines the power of peer learning, collaboration, feedback, individual coaching, and learning the latest in leadership practices.**
- Past participants have come from the public, private and non-profit sector and a wide range of organizations including IBM, Johnson & Johnson, Target, Ritz-Carlton Hotels, Goldman Sachs, BlackRock, The Rockefeller Foundation, Los Angeles Services Homeless Authority, San Diego Housing Commission, Public Citizen, Texas Civil Rights Project, Equal Rights Center, Johns Hopkins University, Yale University School of Medicine, American Chemical Society, Stanford University, Tufts School of Medicine, United States Department of Defense, United States Department of Commerce, United States Air Force, United States Army, United States Naval Academy, United States Congress, and the White House.

- ♦ **Their commitment to diversity and inclusion.** The Executive Leadership Program includes a national network of **impactful** leaders. They are a diverse group of leaders from a variety of sectors with a wide range of expertise and experience. Embedded within the curriculum of the Program are spaces for discussion and reflection upon ways that the leadership themes and topics discussed are linked to fostering diversity, equity, accessibility, and inclusion in participants' organizations. Having a cross-sector cohort aligns with **<Company>**'s focus on developing leaders who can engage with people from different backgrounds and perspectives, and manage **relationships** across diverse sectors and industries. It also supports **<Company>**'s diversity initiative to advance women into leadership roles.

*(To strengthen your case, add in any commitments you can cite for your company's values and commitments related to leadership and diversity and inclusion)*

- ♦ Remind <Decision-maker> how you have leveraged internal training/development opportunities, and why this is the right next step, like this → I have already leveraged many internal development education and training/ certification programs **(example 1, example 2, etc.)**. The Women's Executive Leadership Program will provide the right kind of 'next step' to broaden my network across sectors, deepen my self-awareness and development as a leader, and explore strategies to navigate challenges.
- ♦ Provide program requirements briefly, like this → The program fee is \$9,500 for individuals and includes two weekend retreats (including program materials, meals, welcome kits, and team-building virtual experiences), bi-weekly peer mentoring and facilitated leadership sessions, six executive coaching sessions with an executive coach who is matched based on my specific development needs, and ongoing access to the network of accomplished alumnae from this program.

I hope you will agree that the Women's Executive Leadership Program is a good fit for my development as a leader at **<Company>**. Please let me know if you have any questions. I would be happy to answer them or put you in touch directly with The Impact Center.

Sincerely,  
**<My Name>**