Dear <Insert Manager’s Name>:

I would like your approval to attend the G.R.I.T. Leadership Series. It’s the most entertaining, and practical, leadership event in America. It takes place September 25th at the Coca Cola Roxy, located in the Battery in Atlanta.

The biggest difference between G.R.I.T. Leadership and other professional development events is that they not only think differently but they provide real examples of ways that we can better better leaders and teammates through effort and strategies! They bring together experts from sports, business, entertainment, and technology to teach us universal, and transferable traits, to be the best version of ourselves.

G.R.I.T. Leadership won’t hand us a one-size-fits-all answer. Instead, they will teach us how to use gratitude, relationships, innovation, and teamwork to increase our odds of success.

Because these traits apply in all aspects of business and life, we can evaluate and then adapt and apply what’s appropriate for us to enhance our business. How great would it be for me to learn from world class leaders and be able to apply it to what we do?

Here are a few other reasons why I can benefit from attending:

1. G.R.I.T. focuses on effort based approaches rather than budget based. They’re not going to tell us to spend more money to accomplish our goals!
2. The G.R.I.T. speakers come from a series of diverse backgrounds!
3. Attending G.R.I.T. is just a fraction of the cost of other leadership events but has tremendous value!
4. The other attendees are like minded professionals like me from a variety of industries so I can actively brainstorm and network!
5. G.R.I.T. comes to us rather than you having to arrange for travel and accommodations!
6. Because it’s so affordable, our whole team could attend for the same cost as sending one of us to a different professional development event!

The concepts covered include

* Why gratitude is the foundation for success
* Why life should be relational and not transactional
* Characteristics of the best leaders and teammates
* The Importance of mentoring
* Respect and embracing diversity of ideas
* Innovation as a Competitive Advantage
* Building great teams through self awareness

Here’s the approximate breakdown of costs for me to attend:

General Admission: $200

**Total: $200**

Upon my return from G.R.I.T. Leadership, I will share key takeaways, including those we can implement immediately to begin improving upon the areas of leadership, employee engagement and service.

I’d appreciate your timely approval. If you have any questions about this leadership event please let me know or visit [gritleadershipseries.com](http://gritleadershipseries.com) .

Thank you for your consideration!

Best regards,

<Insert Name>