

Chief Executive Officer Program – Employer Sponsorship Mailer

Dear [concerned person's name],

I recently came across the Chief Executive Officer Program from Columbia Business School Executive Education. I believe that enrolling in this program will positively impact my work in helping our organization achieve our goals. I will also be able to share key takeaways from the program with my colleagues. With the flexibility to complete the program in 8 to 10 months, I can improve my skills and impact my work as I learn while ensuring the business runs smoothly. I am writing to make a strong case for our company to sponsor my participation in the program.

As you know, today's business environment faces several disruptions with emerging technologies reshaping industries, increased regulatory scrutiny, and the shift toward sustainability. Our organization has made significant strides in navigating these challenges but we can do much more. This program will give me the knowledge, skills, and tools to step up to a leadership role and drive our organization towards greater resilience and higher growth. Columbia Business School Executive Education has designed the Chief Executive Officer Program with insights from world-renowned faculty at the forefront of business studies and industry practitioners with deep industry experience. This program equips participants with a robust leadership skill set, including sharp business acumen, strategic decision making, and the ability to leverage emerging technology.

I will also have the unique opportunity to interact with other global leaders and industry practitioners and learn from their experiences. The program requires just three to five hours of weekly time commitment and is fully online with recorded and live sessions, making it accessible and convenient for me to participate without any significant disruptions to my work. The program is flexible and includes a set of core modules followed by an optional open-enrollment elective.

By enrolling in the program, I will be able to:

- Apply the principles and tools of strategic leadership, steering complex organizations confidently amid the turbulence of today's swiftly evolving business landscape
- Develop a global perspective on strategic leadership by analyzing macroeconomic trends and cultural nuances to make informed impactful decisions
- Evaluate and apply the principles of sustainability, environmental responsibility, and stakeholder management to build enduring value that goes beyond the bottom line
- Demonstrate effective communication, negotiation, and influence skills to build strong relationships with stakeholders and foster an inclusive, productive, and efficient workplace culture
- Analyze and leverage data and technology to drive innovation and improve decision making across our organization
- Develop an executive mindset and enhance self-awareness, resilience, and adaptability to navigate complex challenges and opportunities

The program begins in Month Year, and the fee is US\$XX,XXX. I can benefit from a discount if I apply before the upcoming application deadline. You can learn more about the program [here](#). Thank you for considering my request. I look forward to speaking with you about this in more detail.

Best regards,
[INSERT YOUR NAME HERE]