

Employee Sponsorship Template

Dear [concerned person's name],

I recently came across the *Chief Strategy Officer Program* from Wharton Executive Education. I believe that enrolling in this program will positively impact my work in helping our organization achieve its goals. I will also be able to share key takeaways from the program with my colleagues. With the flexibility to complete the program in 9 to 12 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 organization to sponsor my participation in the program.

As you know, today's business environment faces several challenges ranging from insufficient resources and resistance to change to disruptive trends around digital technologies. 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 strategic leadership role and drive our organization toward long-term growth and a competitive advantage. Wharton Executive Education has designed the *Chief Strategy Officer Program* with insights from world-renowned faculty and industry experts who are at the cutting edge of innovation. This program equips participants with a robust leadership skill set, including sharp business acumen, strategic decision making, and the confidence to lead teams through the complexities of the modern business environment.

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, required short courses, case studies, and a capstone project.

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

- Evaluate our organization's existing strategic initiatives and strengths in marketplace positioning to identify areas of improvement and potential competitive advantages
- Analyze our organization's readiness and preparedness to undergo transformative changes while evaluating the building blocks necessary to create a sustainable long-term strategic growth plan
- Apply proven approaches and models to facilitate successful expansion into foreign markets and industries
- Recognize, plan for, and incorporate disruptive trends in technology to drive competitive advantage and identify transformational opportunities within the organization
- Apply effective frameworks and key metrics to evaluate our organization's readiness to scale its operations, considering factors such as resources, infrastructure, and market demand
- Gain the essential leadership qualities and organizational considerations required to effectively orchestrate and execute strategic initiatives, fostering a culture of innovation and collaboration

The program begins in **Month 2023**, and the fee is **US\$XXXXX**. 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]