

*Customize this letter to help your sponsor understand why the Professional Track will be a good investment for you and your company.*

Hi [INSERT NAME],

I've been researching professional development options and would like to take part in the Design Thinking Professional Track. It is a program designed and carried out at the Hasso Plattner Institute, which is known internationally as the Excellence Center for Human-centered Transformation and Digital Innovation. I believe it would be an amazing learning opportunity and a good way to make the most of my professional development budget.

In this program I will be trained in leading a team in a company-specific Strategic Design Thinking project and, using Design Thinking methods, managing complexity in change processes. The training focuses on three areas: Team Collaboration, Innovation Processes, and Strategy Implementation.

We have discussed my desire to work on these skills, and this program will directly improve my abilities in these crucial areas.

The program starts on [DATE] with 10 days of presence within the time span of three months. The program fee is EUR 10,000. (plus VAT). Further travel costs need to be considered.

I believe this program is the best choice for professional development because:

- It works. I will become certified as a "Strategic Design Thinking Project Teamleader" by the Hasso Plattner Institute. This means I will train my team leadership skills and agile working methods based on an experience-based learning approach.
- It scales. During the time span of the course, I will be working on an internal company project that can serve as blueprint for replication in our company. This project thus also creates a lighthouse effect reflecting the innovation mindset and change-goals of our organization.
- Knowledge will be multiplied. I will be leading my internal company team as a Project Teamleader along the Design Thinking process. New knowledge of the program will be immediately applied within my internal team. My team will be involved in my Design Thinking training journey and can benefit immediately from my learnings.

You can see more details about the course and testimonials from Alumni [here](#).

Thank you for your consideration, and please let me know if you have any questions.

Best regards,