

Dear [Name],

I would like to attend a leadership program that I believe will make a pivotal difference to me and my contributions to this organization and I ask for your support. The program is the Institute for Zen Leadership Foundational Program – The Zen Leader – being held at Spring Green, WI on October 27-30, 2016.

Unlike most leadership programs, this one is not a stream of powerpoint slides, concepts and advice. Rather it works from the inside out with the tools of Zen training and applies them to concrete leadership challenges we face everyday, from how to lead change, to making better decisions, to getting people moving with us. This is not a relaxation retreat, but rather developing more powerful, agile, embodied leadership from the ground up. Outcomes from this depth of training that particularly interest me and will serve us include:

- **More powerful, centered presence** and ability to work with pressure
- **More energy**, better aligned, using the right energy at the right time
- **Better decision-making** that reconciles opposites
- **Greater agility**, shifting between the 4 roles of leadership
- **Visceral empathy** supporting better **influencing skills**
- Knowing how to **realize a desired future** and bring it into the present

These outcomes are not empty promises but have been reported by more than **90%** of alumni in post-program surveys. In addition, I'll be asked to come with a specific **leadership challenge** that I'll be reframing throughout the program and, judging from the experience of previous participants, both the challenge and the "me" looking at it will be transformed. (optional: I'd be glad to confer with you and select a challenge that is important to both of us).

**Background:** This program has been running for four years and has now achieved a global reach, with programs in the US, Europe and Asia. It was developed by Dr. Ginny Whitelaw, President of the Institute for Zen Leadership, a leadership expert and a roshi (Zen master) in the Chozen-ji line of Rinzai Zen. For more than 20 years, she has developed leaders at such companies as Novartis, Dell, Merck, T. Rowe Price, Sprint, Mercer, Bank of America, Prudential, and JNJ. Formerly the Deputy Manager for integrating NASA's Space Station Program, she holds a doctorate in biophysics, as well as a 5th degree black belt in Aikido. She has authored 4 books including, *The Zen Leader*, and co-developed the FEBI® – a personality assessment linking mind and body.

**Who attends:** Past program participants have included leaders at all levels, from individual contributors to CEOs, entrepreneurs to doctors, and leaders in business, non-profits, and public service. What they have in common, and why I want to be in this program, is the aspiration to move beyond the "talk" of leadership to the "walk," beyond mindfulness as a concept to more evolved, agile, embodied ways of working that can make a bigger difference.

**Follow up:** To help me further apply the learnings of this program once I get back, I'll have access to 3 months of follow up that includes joining the IZL Alumni, becoming part of the IZL online App, participating in a weekly round robin newsletter sharing the group's progress, and having direct email access to a Zen leadership coach.

**Pricing:** The early-bird price of the program is \$985 if we register before July 27 and \$1185 thereafter. (opt: If there are a number of us from the organization who want to attend the program together, we can arrange for a group discount.) More information about the program can be found at [www.institutezenleadership.org](http://www.institutezenleadership.org), along with shared experiences of past participants on the benefits of the program.

Attending this program will benefit me professionally and have a positive impact on our organization. I appreciate your consideration in supporting me in this, and am committed to paying it forward.

Best Regards,