# Template: Approval Request Letter

To: [Insert Manager or HR Contact]  
 From: [Your Name]  
 Subject: Strategic Investment Request: Innovation Activation Program - ROI Expected Within 90 Days

Hi [Insert name],

I'm requesting approval to join "Design Challenges and Activate Innovation like a Pro," an 8-week program launching October 7, 2025. This isn't just professional development—it's a strategic investment that will deliver measurable value to our organization within the first quarter.

This program addresses our innovation challenges while building internal capabilities that typically cost organizations $50,000-$200,000 when hiring external consultants.

## What We'll Gain

Immediate Deliverable: I'll design and launch our first structured innovation challenge during the program, directly addressing [insert specific business priority/challenge that aligns with our current objectives]. This alone justifies the investment.

Long-term Value:

* Cost Avoidance: Internal innovation capability vs. $100,000+ annual consulting fees
* Talent Retention: Engaged employees are 87% less likely to leave (Gallup)
* Revenue Potential: Companies with structured innovation processes see 3.5x higher revenue growth (McKinsey)
* Competitive Advantage: 73% of executives say innovation distinguishes market leaders

## Program Details & ROI

Investment: $1,999-$2,999 (fraction of one consulting engagement)  
Time Commitment: 3.5 hours/week over 8 weeks  
Immediate ROI: First innovation challenge launching within 8 weeks Long-term ROI: Reusable framework for ongoing innovation initiatives

The program is led by Iliriana Kaçaniku, with 20+ years catalyzing innovation at IDEO, U.S. General Services Administration, and international organizations. All sessions are recorded for future reference and team training.

## Two Investment Options

Option 1: Cohort training + 5 coaching sessions - $2,999  
 Option 2: Cohort training only - $1,999

I recommend [INSERT PREFERRED OPTION] because:

* [Specific reason tied to our organization's needs]
* [Specific reason tied to current challenges/opportunities]
* [Specific reason tied to expected outcomes]

## Risk Mitigation

This virtual program requires no travel costs, and all materials become permanent organizational assets. If we later engage external innovation consultants, this foundation will ensure we negotiate better terms and achieve faster results.

## Next Steps

I'm prepared to present a detailed implementation plan upon completion and train other team members using the recorded sessions and materials. This transforms individual learning into organizational capability.

I'd welcome the opportunity to discuss how this aligns with our strategic priorities and answer any questions.

Investment: $[AMOUNT]  
Timeline: 8 weeks  
Expected ROI: 3-5x within first year through improved innovation processes and reduced external consulting needs

Thank you for considering this strategic investment in our innovation future.

Best regards,  
 [Your Name]