

Dear <Manager>

I've reached a point in my career where I am keen to take on more responsibility and to develop my leadership skills so that I can make a bigger impact for the company. There is a unique opportunity for me to join a multi-organisation cohort of high-potential women in IT/digital roles, all centred around the tech community of Northern Ireland.

I would like to ask for your support in the funding my participation. The programme starts on 8th October 2020, so we do need to enrol very soon to guarantee a place. It involves four half-day virtual workshops in working hours, one every two weeks through to November. It also includes three 1-1 personal coaching/mentoring sessions and the cohort will be collaborating on a team project to further build the network of female professional digital leaders in Northern Ireland.

The cost is £705 +VAT for the whole programme and of course there will be no travel/hotel costs involved at all. My research shows this is excellent value for money, with blended leadership development programmes typically costing £2,500 upwards. Participants will receive a BCS certificate on completion. Budgets may be under careful scrutiny right now but I really believe this will be an excellent investment for the company. Not only will I enhance my leadership skills; but develop a close-knit network of peers in other local tech companies/depts, where we can share best practice and learn from each other. This will also help to promote our own company/dept and products with potential clients and partners, because I really believe personal relationships and networking are key to success. (Our company) will also be demonstrating our commitment to diversity and inclusion at a time when statistics show a huge gender gap in digital/IT roles.

The programme itself is offered by BCS in Northern Ireland, and already has local executive support and participants from Microsoft (Darren Dillon), Bazaarvoice (Seamus Cushley), Sopra Steria (Margaret Moore) and others. There are several inspirational speakers involved such as Rachel Steenson (ESRI UK) and Sharon Moore MBE (CTO for IBM UK), from whom I will learn a lot.

Here is the link to the programme. Payment can be made by credit card on Eventbrite, or via a purchase order. Places are limited to 24 participants only.

[BCS Women Empowering Digital Leadership Programme](#)



**WOMEN TRANSFORMING
DIGITAL LEADERSHIP**
BELFAST AND NORTHERN IRELAND
8 OCT - 19 NOV 2020

BROUGHT TO YOU BY: **BCS** Northern Ireland
The Chartered Institute for IT

IN ASSOCIATION WITH: **EMPOWERING YOU**

SPONSORED BY: **b:** bazaarvoice

In return, I will commit to take full advantage of the one-to-one coaching sessions which are part of the programme, to help assist me with my own leadership challenge goal, and will meet the organisation's investment in me with my own commitment to self-directed learning in between workshops, as part of the programme.

Sincerely,
Your Name