



To:

From:

Subject: Academy of Professional Coaching, Butler Institute for Families, University of Denver

Dear (insert boss's name)

I'd like to attend Butler Institute for Families' Academy of Professional Coaching (APC) —offered virtually (insert dates). Butler's APC trains individuals committed to inspiring growth and transforming lives by coaching the whole person. Butler's Academy equips learners to design and implement a professional coaching relationship and to partner with clients in thought-provoking and impactful ways.

I'd like to attend the APC this year, and I think it's worth the investment. Here are some ways I'd benefit, and our organization, too:

- I'll build my coaching skills — After completing the program, I will be able to employ the attributes and essential skills of a professional coach. I'll learn the tools, strategies, and techniques to become an effective coach. I'll be able to use these skills in my current role in our organization.
- I'll learn from the experts — The APC is facilitated by professional certified coaches who are members of the International Coaching Federation (ICF). ICF is the leading credentialing organization for coaches around the world.
- I'll be prepared to support our workforce — Coaching is a commonly used method of employee development that has generated positive workforce outcomes. A strong coaching culture has been linked to increased business performance and employee engagement, according to a 2016 survey from the International Coach Federation (ICF) and the Human Capital Institute (HCI).¹
- I'll grow with my colleagues — Attendees come from public and private organizations (small and large) from all over the country. I'll be able to connect with them and get some cool new ideas and solutions.

I believe Butler's APC is worth the investment. It's a training where I can deepen and strengthen my coaching skills, get exposure to new tools and strategies, and be prepared to support the individuals I interact with in my work.

You can learn more about Butler's APC at <https://socialwork.du.edu/butler/academy-professional-coaching>

Sincerely,

¹ Human Capital Institute, in partnership with International Coach Federation. (2016). *Building a coaching culture with managers and leaders*. Retrieved from http://www.hci.org/files/field_content_file/2016%20ICF.pdf

Affiliations:

