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**Michigan Ross Executive Education Justification Letter**

***Digital Transformation and Innovation***

[Insert Date]

Dear [Insert Supervisor or Manager Name Here],

I am writing to express my strong interest in and seek your approval to attend an Executive Education program from the Ross School of Business at the University of Michigan, “[**Digital Transformation and Innovation**](https://michiganross.umich.edu/programs/executive-education/digital-transformation-and-innovation).” I believe this program aligns perfectly with our organization's strategic goals and supports my professional development objectives to enhance my digital aptitude and excel as a leader within my role.

The Financial Times has ranked Michigan Ross as the No. 1 Executive Education provider in North America. Through this program, I will have the opportunity to learn from the same world-renowned faculty who teach in the highly-ranked degree programs at Michigan Ross.

By utilizing action-based learning, the faculty and other thought-leaders will guide me through interactive live sessions and highly personalized assessments, providing me with advanced practices that I can immediately apply to our organization. Some of the beneficial outcomes of this program for myself and our organization include:

* Improved data management to minimize opportunities for data breaches and identify security risks in our organization
* Understanding of key business value opportunities for leading Fourth Industrial Revolution Technologies, such as Artificial Intelligence and Application Programming Interfaces APIs
* Ability to identify potential risks and challenges of new digital applications, as well as mitigations and remediations

I also see tremendous value in the flexible online format and the opportunity to learn from peers in various industries. Collaborating with a diverse cohort of global professionals will allow me to gain fresh perspectives, exchange best practices, and develop a broader understanding of effective leadership strategies that we can apply to our specific organizational challenges.

The program fees for this online program are [insert fee here. Check [program page](https://michiganross.umich.edu/programs/executive-education/digital-transformation-and-innovation) for the current price].

You can access more information about the program on the Michigan Ross [website](https://michiganross.umich.edu/programs/executive-education/digital-transformation-and-innovation).

Thank you for considering my request. I am excited about the opportunity to bring valuable insights back to our team and look forward to discussing this with you further.

Best regards,

[Your Name]