

## **Informal Email**

*Cut and Paste this informal email to your boss to secure his/her support.*

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Subject: Investing in My Growth and Our Team

Hi [Boss's Name],

I am requesting your support to enroll in the yearlong Women's Leadership Academy offered by Funeral Women Lead. This program is specifically built for women in our profession and includes training, coaching, and mentorship that I can immediately apply to my role and our organization.

Here's why I believe this is worth the investment for both me and our organization:

**Leadership skills that stick** – From emotional intelligence to communication and boundary-setting, I'll gain practical tools that directly improve how I show up at work.

**Resilience under pressure** – The Academy is built around managing stress, preventing burnout, and creating sustainable performance.

**Networking and mentorship** – I'll build relationships with leaders from across the profession, which opens doors for collaboration and shared problem-solving.

**Yearlong development** – Unlike a one-time seminar, this program combines courses, one-on-one coaching, group discussions, and an in-person capstone, making sure the learning translates into real-world results.

The cost is \$1,695 for the year. I see this as an investment in becoming a stronger, more effective leader who can contribute even more to our team's success.

I'd like to have a conversation with you about moving forward on this opportunity.

Thank you!

## **Fact Sheet**

*Cut and paste this for a scannable overview that justifies the cost. Perfect for a boss who likes to cut to the chase.*

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# Building Stronger Leaders and a Stronger Organization with the Funeral Women Lead Women's Leadership Academy

The Women's Leadership Academy (WLA) is a yearlong professional development program designed exclusively for women in the funeral profession. It is led by expert faculty, including Dean Kristen Ernst, MA, LPC, and combines structured courses, one-on-one coaching, and group sessions.

Why This Program is High Value (and What I'll Bring Back):

- **Emotional Intelligence & Communication** – Improved ability to lead with empathy, resolve conflict, and strengthen workplace relationships.
- **Confidence & Resilience** – Tools to remain composed under stress, make sound decisions, and encourage others.
- **Healthy Boundaries & Burnout Prevention** – Practical methods to sustain energy and reduce costly turnover.
- **Personal Leadership Brand** – A clear mission and values that align personal growth with your organization's goals.
- **Strategic Goal-Setting** – SMART implementation plans that can be applied to ongoing projects.
- **Networking Across the Profession** – Connections with peers and leaders that expand your organization's influence.

**How Our Organization Benefits:**

- Better leadership and management practices inside your business.
- Reduced risk of employee burnout or turnover, saving recruitment and training costs.
- Improved client relationships, as emotionally intelligent leaders better serve families.
- A motivated, skilled, and loyal team member invested in their long-term growth.

Cost:

- Tuition is \$1,695 for the full year, which includes all courses, coaching, and group sessions.

Simply put, the Academy equips participants with leadership and wellness strategies that benefit not only the individual but the organization as a whole.

## **Formal Letter**

*Cut and paste this into an email or to print a hard copy for a more formal boss.*

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Dear [Supervisor's Name],

I am requesting your support to attend the Women's Leadership Academy, a yearlong professional development program offered by Funeral Women Lead.

The Academy provides a unique combination of structured courses, individualized coaching, and peer collaboration. It is designed specifically for women in the funeral profession, addressing the leadership and wellness challenges unique to our field.

### **Key Benefits to Our Organization:**

- Enhanced leadership capacity through training in emotional intelligence, resilience, and communication.
- Practical strategies for setting goals, preventing burnout, and sustaining performance.
- A stronger network of professional peers to share resources, ideas, and best practices.

Immediate and ongoing application of learned strategies, ensuring return on investment.  
The cost of participation is \$1,695 for the year.

I believe the Academy will not only strengthen my professional skills, but also directly benefit our organization through improved leadership, higher performance, and long-term sustainability.

Thank you for considering this request. I am confident this investment will yield measurable returns for our team and the families we serve.

Respectfully,  
[Your Name]