



To:

From:

Hi **[Insert first name]**,

I'm writing to request your approval to attend the Empowerment Collective Women's Leadership Women's Conference, in Dallas Texas from 10/3-10/4, 2024.

The conference is designed to develop leadership skills for executive women, provide networking opportunities and access to 1:1 coaching with award-winning author, TedX speaker/keynote speaker, and CEO/leadership expert Tissa Richards. It is an invitation-only event attended by senior-level executives and board directors from around North America, so it will be a great opportunity to develop relationships for our company.

The agenda includes topics like building high-performance diverse teams, building thought leadership and recognition amongst critical stakeholders, and navigating difficult conversations and situations to optimize outcomes.

I believe I will bring back valuable – and actionable – techniques that I can apply to our efforts to improve ***[diversification in leadership, the boardroom, external representation of our diverse executives, leadership initiatives, or other current goals here]***.

I believe attending this course will also help me add strategic value to

- **[reference project or initiative]**
- **[reference project or initiative]**
- **[reference project or initiative]**

Top executives and companies trust Tissa to help them articulate and tell compelling, differentiated stories to stand out, and navigate professional and personal growth and development to create impact in their organizations and communities. She works with individual and group clients from global F500 companies and fast-growing startups. Tissa helps organizations create blueprints that help diverse leadership teams and emerging talent foster innovation, engagement, and long-term value, and lift up all team members for equal voices and meaningful contributions.

Tissa also works with the largest private equity and investment firms in the world to diversify boardrooms and executive teams. She is a bold technology entrepreneur who has founded and invested in software companies and holds over a dozen software patents. She is a published author on branding and entrepreneurship, articulating the precise business value of complex technologies to drive revenue and exit valuations. Tissa speaks and coaches on branding, entrepreneurship, and leadership development. Her award-winning book, "No Permission Needed," features stories and interviews from multiple international best-selling authors, C-level executives and high-ranking female military leaders, and endorsement quotes from F2K leaders and Entrepreneur Magazine 100 Most Powerful Women, Forbes & Business Insider Honorees.

The total cost is \$_____

Thank you for considering my request. Please let me know if I need to submit any further documentation to show my participation, or provide further information about the course and its benefits.

Respectfully,



TISSA RICHARDS

[Insert your name]