

Dear [DECISION MAKER NAME],

I would like to attend the [Certified Reinvention Associate program](#), a professional certification program run by Reinvention Academy (USA) that is all about helping organizations thrive in turbulence by reinventing their products, processes, business practices, and much more to preserve and increase competitiveness in today's volatile and uncertain economy. The program starts on November 27th, 2024, and includes theory and practice, assuring immediate application and quick wins for our company.

[The 2024 PwC Annual CEO report](#) places reinvention as the #1 priority of chief executives worldwide - with more time and more investment required to maintain the pace of change in today's competitive environment:

- 45% of respondents doubted their company's current trajectory would keep them viable beyond the next decade - up from 39% just 12 months earlier
- Understanding and embracing the process of continuous reinvention is paramount

But while the demand for internal reinvention capabilities is high, most organizations are struggling with finding professionals that have the necessary skills as they include a cross-disciplinary mix of strategy, innovation, change management, and beyond.

Founded by [Dr. Nadya Zhexembayeva](#), [Reinvention Academy](#) is considered to be the premier provider of professional training in reinvention, pioneering the field since 2015. Since its inception, the academy has introduced reinvention tools and skills to 780,000+ people, with over 16,500 graduates at the intermediate and advanced levels. Reinvention Academy has been featured in [Harvard Business Review](#), [Forbes](#), [Stanford Social Innovation Review](#), and many other publications around the world.

This program will help me:

- Acquire critical tools needed to accelerate the speed of change and improve transformation results
- Turn resistance to change into buy-in using the best of science and cutting-edge business practices
- Optimally prioritize change efforts and create a winning reinvention portfolio
- Decrease change fatigue and create systems that allow managing in turbulence with less team fatigue and burnout
- Level up my skills and become a better [ENTER YOUR ROLE HERE]

Many companies worked with Reinvention Academy, including IBM, Coca-Cola, CISCO, Knauf Insulation, ERG, Henkel, Kohler, Erste Bank, and many others. Each company empowers its executives to drive better performances by reinventing products, services, business processes, leadership practices, and more.

The cost of the Certified Reinvention Associate program is \$1,400 and includes a full license to use the proprietary tools inside our organization. I would also be able to share the reinvention insights with my colleagues by hosting reinvention strategy sessions and debriefs.

I'm confident that this investment in me will be worthwhile to our company and make me a more effective, efficient, and forward-looking [YOUR TITLE].

Thank you,
[YOUR NAME]

P.S. You can learn more about the program here: <https://www.learn2reinvent.com/cra>