

Approval Letter for Digital Adoption Accelerator

If useful, make a copy, customize and share this letter with your management in order to request approval of your participation in the Adoption Accelerator.

Please reach out to madeline.may@valueaddgroup.com with any questions.



Digital Adoption Accelerator

Subject: Request for Approval: Digital Adoption Accelerator Program

Dear [Manager's Name],

I would like to request approval to participate in the **Digital Adoption Accelerator** program. Trusted by leading organizations such as **Roche/Genentech, Ionis, ReCode, Accumulus Synergy, Lilly, Amazon**, this proven program enables teams to accelerate digital adoption, improve collaboration, and drive measurable organizational results.

Given the program's strong track record with global leaders and its alignment with our organizational priorities, I believe this is an opportunity to unlock measurable and sustainable results for **[Company Name]**.

Why This Program?

1. **Solve Organizational Challenges:**
 - Break down resistance to change and ingrained mindsets preventing adoption of digital tools.
 - Enable trust, collaboration, and alignment across teams to accelerate transformation.
2. **Proven Results:**
 - Participants report **4.7% revenue growth** through improved digital adoption and collaboration.
 - Achieve **311% leadership growth** in competencies such as prioritization, accountability, and system-wide execution.
3. **Tailored and Experiential Approach:**
 - Real-world case work to develop new mindsets, skill sets and tool sets for accelerating digital adoption and R&D Productivity.
 - Designed to meet leadership challenges head-on, moving from reactive work to proactive, systemic growth.

Target Outcomes for **[Your Company]**:

By enrolling in this program, I will deliver:

1. **Improved team collaboration** by breaking down silos and aligning teams toward shared goals.
2. **Accelerated adoption of new tools and processes**, fostering a fully integrated digital ecosystem.
3. **A confident, forward-thinking leadership team** that embraces innovation and drives systemic growth.

I believe the program will support our current company initiatives of **[Insert relevant OKRs or company objectives here, e.g., "Achieve a 15% reduction in project delivery time by Q4."]**

Program Investment

- **Immersion Accelerator:** CHF 16,900 – A 21-week, high-impact experience, including one week in person with industry experts and hands-on application. Note: Pricing includes CHF 3,500 for in person week meals and lodging. Limited spaces available.
- **Virtual Accelerator:** CHF 1,500 – A 6-week virtual program featuring cohort-based learning, cross-industry benchmarking, and practical tools.

Please note: these prices are available for a limited time.

Supporting Resources

1. [Accelerator Program Website](#)
2. [Digital Adoption Case Study](#)
3. [Program Overview](#)
4. [Accelerator Reviews](#)

In case you have any questions, the program offers a free consultation with a member of the ValueAdd group team which can be [scheduled here](#).

I'm happy to discuss further or provide additional details.

Thank you for your consideration.

Best regards,

[Your Name]

[Your Job Title]

[Your Contact Information]