Dear <Insert Your Boss’ Name Here>,

As you know, keeping up on the latest information management practices and skills is essential for our team’s success. I believe that my completion of [**AIIM’s Confident Change Management for Information Professionals**](https://www.aiim.org/Home/Education-Section/Deep-Dives/Deep-Dive-Change-Management) course will help ensure the success of our team’s projects and initiatives.

The most common reason for an information management project to fail isn't the technical implementation itself, but issues with user adoption and resistance to change. This course will provide us with a systematic approach for managing the people side of organizational change.

This course will teach me how to:

* Identify the internal and external factors driving the need for change in the organization.
* Develop strategies for motivation of stakeholders.
* Construct and analyze communications strategies and messages that effectively promote user adoption.
* Develop and maintain relationships with stakeholders and provide direction and feedback in ways that are easy for the stakeholder to understand.
* Implement change management projects in your organization.

The cost of this course is <Insert price here>.

Non-member price: $1,349

Member price: $1,499

Upon completion, I’ll share key strategies and takeaways, including those that we can implement immediately and will positively impact our bottom line.

Thank you for your consideration.

<Insert Your Name Here>