

To: <insert supervisor name>

Subject: Proposal to Attend SCIP Training & Get Certified

I would like to attend a virtual workshop on Foundations of Market & Competitive Intelligence, offered through SCIP. After having reviewed the program and researched alternatives, I am confident that this workshop will be directly applicable to my work and will have a positive impact on our organization's goals. There are several ways that participating will support my professional effectiveness:

I Can Become Certified – Upon satisfactory completion of the workshop, I will receive my **SCIP Competitive IQ®** certification in The Foundations of Market & Competitive Intelligence.

The Program Is Highly Relevant – The workshop focuses on best practices for building an effective Market & Competitive Intelligence function, to help increase revenues and remove risk from strategic choices. The full program is [available here](#). Here are three capabilities that I will be trained in that are particularly relevant to our organization:

- 1) **Create an Early Warning System**
- 2) **Better Support Business Partners with an Intelligence Capability Business Model**
- 3) **Develop a Return on Competitive Intelligence Measurement Framework**

I Will Walk Away with Tools to Support Implementation – I will be provided with and get experience using several tools (e.g. the Intelligence Transformation Framework, Intelligence Capability Business Model, ROI model, etc.) that I will be able to use immediately. I will also participate in an Implementation Support Q&A follow up Session, which will help me put the training into action to help our company.

The Training's Sponsor is Highly Credible - SCIP is the leading global non-profit organization serving this discipline. Their Code of Ethics is the industry-standard for ethical practices, and over 900 professionals have been through their training. The course's instructor has over 30 years' experience building and operating world-class market and competitive intelligence functions. He holds the most prestigious awards in the profession. Past attendees rate his instruction as a 4.92 out of 5.

Because this is a virtual program, there are no additional costs to participate in this program. Thank you for considering my attendance as an opportunity to enhance my professional effectiveness.

Sincerely,

<your name here>

"SCIP's training left me armed with techniques and tactics to successfully implement a CI function, as well as a network to rely on for sharing best practices."



Caroline Ball
RTI International