

Subject: Request to attend the September Work(shop) Leadership Excursion,  
Sept 28-29

Dear [Manager],

I'd like your approval to attend the September Work(shop) Leadership Excursion, a two-day gathering of forty senior design and creative leaders at The Stavrland in Sonoma on September 28 and 29. Participants are individually selected, so it's a small, high-signal room.

#### THE PROBLEM IT ADDRESSES

Our biggest constraint right now isn't the quality of our ideas or our execution. It's earning alignment across [engineering / product / marketing / leadership] fast enough for good work to survive contact with the organization. Specifically, I'm thinking about [name the stalled initiative]. It isn't stuck on craft. It's stuck on buy-in, and I don't have a reliable method for that.

#### WHY THIS EVENT

The theme is coalition building: how senior leaders earn alignment, navigate organizational politics, and create the conditions for change that lasts. The speakers come from film, politics, art and tech -- not just designers talking to designers:

- A Stranger Things writer and producer on how a decade-long project stayed coherent through disagreement and leadership changes
- A systems-thinking design strategist and a cross-disciplinary studio president on diagnosing where organizational resistance actually comes from
- A founder who helped change a city's wage policy with no authority over anyone who voted, on leading a values-driven business
- A co-founder of Stanford's Life Design Lab and co-author of Designing Your Life on building something others want to join
- A speculative artist on making an unproven vision concrete enough that specialists commit to it

Programming is conversation-first, no stage, no audience, so these are two working days rather than two days of keynotes.

#### WHAT I'LL BRING BACK

- A written diagnosis of the two initiatives currently stalled on our side, using the systems framework from the session
- A short internal document on how we handle creative disagreement, adapted from the writers' room model
- A revised approach to how we socialize work with [team] before formal review
- A team debrief within two weeks, plus a working document they can use

#### COST

|                                                                |          |
|----------------------------------------------------------------|----------|
| Registration with lodging (or \$2,200 if I book my own hotel): | \$3,300  |
| All meals and dinners:                                         | Included |
| Airfare and ground travel:                                     | \$[ ]    |
| Total:                                                         | \$[ ]    |

Two working days out of office. Registration covers lodging and every meal, so there are no incidentals beyond travel.

#### WHY NOW

The room is capped at forty, participants are selected individually, and tickets are nonrefundable, so seats close as they fill. I'd like to confirm by [date].

Happy to talk it through.

Sincerely,  
[Name]