Hello Name,

I'm writing to ask for your approval to attend the Hogan Assessments Certification Program on ***[program date]*** in***[city]***. The Hogan assessments are the most scientific, well-respected, and rigorously validated personality assessments in the world. These tools are designed to enhance the effectiveness of leaders, teams, and organizations by creating powerful insights about human nature and performance.

After attending this certification program, I will be accredited to use and interpret the three core Hogan Assessments:

* **HPI:** The Hogan Personality Inventory measures “bright side” personality-based strengths
* **HDS:** The Hogan Development Survey measures “dark side” personality-based derailers
* **MVPI:** The Motives, Values, Preferences Inventory measures “inside” personal values and drivers

I plan to leverage this certification to support ***[list your organization’s development programs, leadership coaching programs, team development sessions, selection program, employee engagement program, or other assessment initiative]***. The total cost for the program is only $2,300,and includes access to the following resources and benefits as part of my registration fee:

**CE Credits.** Credit available from HR Certification Institute, International Coach Federation, and the Society for Human Resource Management.

**Assessments.** Pre-work includes completion of all three core Hogan inventories as described above

**Feedback.** Receive a personalized, one-on-one debrief of Hogan results, facilitated by a Hogan expert

**Reports.** Receive the Hogan Leadership Forecast Series of Reports, the premium leadership development product:

* *Potential Report:* this HPI-based report describes characteristics related to the “bright side” of personality; strengths that facilitate performance
* *Challenge Report:* based on results from the HDS, this report describes “dark side” personality behaviors; potential derailers that interfere with effectiveness
* *Values Report:* this MVPI-based report describes the “inside” of personality; values that powerfully influence organizational fit and leadership style
* *Coaching Report:* provides results summary, individual development planning template, and worksheet to consolidate feedback and apply in job context

**Healthy Eats.** Hogan provides healthy and delicious catered breakfast and lunch options each day

**Premium Experience.** From the location, to facilities, to the food and beverage choices, every detail is designed with the participant experience in mind

**On-Demand Learning.** Access to Hogan’s Learning Management System (LMS) for interactive pre-work and continued education

**Technical Manuals.** Electronic copies of Hogan’s assessment manuals

**Expert Facilitators.** Hogan chooses only experienced facilitators with deep technical and practical expertise

**Interpretive Guide.** Hard copy of the Hogan Guide, a comprehensive interpretive reference guide

**Certification Materials.** Workbooks, reference materials, and electronic resources are all included in fee

**Consultant Support.** Our organization is assigned a Hogan Consultant who supports implementation needs

**Networking.** Attending Hogan’s workshops provides an excellent opportunity to network and learn from others

The vast majority of Fortune 100 companies are Hogan Certified. I believe becoming certified to properly use and interpret these powerful Hogan assessment tools will provide significant value to our organization. Thank you for considering my request to invest in the future of our business. I look forward to your response.

Regards,

NAME