

Subject: Request for Reimbursement – Certified Positive Leader Program

Hi [Manager's Name],

I'd like to formally request reimbursement for a leadership certification program that directly supports my professional development and aligns with our team's goals.

The program is called **Certified Positive Leader (CPL)**. It's a leadership development experience that certifies leaders in one day and supports their growth with tools, coaching, and community for the rest of the year built around the practical, proven principles of bestselling author **Jon Gordon**, whose work has been trusted by leaders in business, education, government, healthcare, and nonprofit organizations.

Why I'm Requesting This

I'm committed to growing as a leader who can build culture, develop others, and drive performance. CPL equips you to do that with confidence, without burnout or guesswork. It offers real-world tools I can apply immediately, ongoing coaching, and a peer community for continued growth.

Program Highlights

- **Credential:** Certified Positive Leader
- **Built on:** Jon Gordon's frameworks (author of *The Energy Bus*, *The Power of Positive Leadership*, *The Power of a Positive Team* and more)
- **Includes:**
 - One in-person **Day of Development (DoD)** and/or unlimited virtual DoDs
 - 6 Jon Gordon core video-based training programs
 - 60+ downloadable tools including playbooks, team exercises, coaching guides, and leadership frameworks
 - Monthly live coaching sessions
 - Quarterly webinars with Jon Gordon
 - Private leadership community for collaboration
- **Timeline:** Certification is earned after the Day of Development; growth continues with monthly and quarterly sessions
- **Who it's for:** Leaders new to management or seasoned leaders without formal training

Investment & Format

The program is available now at a **Founder's Rate**:

- **Annual Plan:** \$997 (discounted from \$1,332)
- **Monthly Plan:** \$111/month for 12 months

The program is delivered via a mix of self-paced online learning and live, interactive events—designed to fit into a full-time schedule without disrupting core responsibilities.

Link to program page: <https://jongordon.com/cpl/>

Why It's a Strong ROI

Industry data shows organizations see a \$7 return for every \$1 invested in leadership development, and 70% of culture is shaped by leadership behavior. This program supports sustained growth, not just inspiration.

This program will help me:

- Lead with greater clarity, confidence, and conviction
- Strengthen our team's culture and alignment
- Reduce trial-and-error with a proven leadership roadmap
- Apply practical tools and share them with colleagues

I'm happy to share a post-certification summary, lead an internal share-out session, or provide takeaways that benefit the broader team.

I've attached a **program flyer PDF** with all relevant information. Please let me know if you'd like to discuss further or need additional documentation to process the reimbursement.

Thanks so much for considering this investment in my development.

Best,

[Your Name]

[Your Title]

[Your Contact Info]

Attachments:

- Certified Positive Leader – Program Overview (PDF)