**Justification letter for the Duxinaroe course**

*BTFA – The* Neuroscience of Leadership, Culture and Change: An innovation for business benefit.

Date [insert date]

Dear [**insert line leader name here**],

I would like your approval to attend a Duxinaroe Ltd education course for leaders called [BTFA – The Neuroscience of leadership, culture and change](https://www.duxinaroe.com/introduction.html). This program will provide me with unique insights from neuroscience that can be applied to some of our current business challenges.

Duxinaroe is a one-of-a-kind performance improvement partner, whose founders each have 35 years of industrial experience around Europe and the world. As trained engineers, they became managers, and directors with P&L responsibility in a range of sectors e.g. Aerospace, Automotive, Defence and more. Mr Turk finished his 16-year tenure at Toyota *as country president*. In addition, they simultaneously studied Neuroscience for over 20 years, applied what they learned in their approach, and now share their experience in this online course, which they host personally.

I am excited for the opportunity to learn from them so that I can come back and apply that knowledge to current and future projects in our organisation.

Specifically, here is what I will achieve by attending this program:

* Defending beliefs – know how we unwittingly undermine collaboration and drive disengagement, undermining culture and performance.
* How we learn & why we forget – learn the reasons why training fails to change behaviour and what we can do differently to lead ‘change that sticks!’
* Creating the conditions in which brains function well – understand how to create a culture that encourages scientific thinking, collaboration, problem solving and innovation.
* Improve my leadership capabilities by understanding the science of decision making.

I will share key takeaways with our team, including ones that we can implement immediately, and I will have an application framework showing us how we can make that happen.

Being online, there is only one cost for me to attend. The closest equivalent course is provided by academics and is 10X more expensive, requiring four days out of the business and travel. The BTFA course requires c.30-35 hours (max) over five weeks and is self-paced (i.e. is designed to incorporate the neuroscience of enhanced learning and memory retention).

* Airfare/Travel: £0
* Hotel & Subsistence: £0
* Program fee: £1680
* TOTAL: £1680

You can also learn more about the program and approach [here](https://www.duxinaroe.com/).

Thank you for taking the time to review this request. I look forward to talking to you more about this in more detail.

Best regards,

[INSERT YOUR NAME HERE]