

Dear [Manager’s First Name],

I’d like to enroll in PMI Ascent’s Drucker Management Toolkit online course and I hope you’ll approve this request.

This curated five-hour course from PMI and The Drucker Institute features five content areas designed to boost a manager’s performance and effectiveness using the timeless insights of the late Peter Drucker. The course is delivered through video lectures by Drucker Institute instructors; dynamic animations to help you visualize concepts; excerpted readings from Drucker books; original video footage of Drucker himself; and engaging activities to get me moving from ideas to results.

I’ve included some notable aspects of the course that I can immediately implement in my work aligning with the modules in the course:

1. “Innovation and Entrepreneurship” is whereI’ll learn how to spot opportunities to innovate, as well as some of the basic “do’s and don’ts” for creating a truly entrepreneurial team.
2. “Managing Your Most Precious Assets” will help me learn to make effective hiring and staffing decisions through exploring Drucker's five steps for effective promoting and staffing, the factors that determine a good or bad hire, the role that strengths play in effective staffing and how to tackle the tough staffing cases.
3. “Out with the Old," will help me understand Drucker's definition of "Planned Abandonment," learn how to use Drucker's "Business X-Ray" (a tested framework for determining what to stop doing) and explore the importance of sloughing off the old in order to create the new.
4. “Talk Up, Listen Down, Share Across," will help me learn to communicate more effectively across our organization and team. I’ll learn Drucker's definition of "Sideways Communication," how to use Drucker's "Manager's Letter" (a tested framework for managing communication up and down the organization), as well as how the individual can enjoy more success within the organization, and how the organization can enjoy more success overall, by communicating more effectively.
5. “Control and Controls," will help me ensure that our team is measuring the right things and directing resources the right way as I explore Drucker's definitions of "control" and "controls," learn how to use the Drucker Control Board (a framework for managing data and resources) and how to shift my focus from simply solving problems to maximizing opportunity.

This interactive online course is only $550, and also provides me with Professional Development Units.

You can learn more about this course at <https://ascent.pmi.org/p/drucker-institute>.

Thank you,

[Your Name]