Hello/Dear\_\_\_\_\_\_\_\_\_\_,

I am writing to you today requesting approval for signing up to a professional development program calles Shade Academy.

After doing research, I believe I’ve found the perfect solution to help me grow as a \_\_\_\_\_\_\_\_ (Project Manager, Architect, Consultant, Facility Manager etc). The Shade Academy is an online knowledge platform that covers several vital topics relating to dynamic facades and daylight management in sustainable and healthy buildings.

The founder of this online academy, and head instructor, is Anders Hall who has been active in the solar shading industry since 1993. He is also the President of ES-SO (the European Solar Shading Organisation) and has launched this private initiative called the Shade Academy. There are also a handful of other professionals, in the Building sector, that has added to the content.

**Outcome:** I have often felt that we lack the insight and tools to execute projects with glass facades and dynamic solar shading with good and/or profitable results. The Shade Academy offers the tools, knowledge and experience we miss today in our organization.

**Details here:**

[www.shadeacademy.com](http://www.shadeacademy.com)

**What does it include?** It is a membership giving you full and unlimited access to all the lessons, templates, check-lists and free webinars during 12 months. The content spans over some 14 main chapters but includes all updates and additions during this period.

I will also have access to a discussion forum where I can connect with other participants and any potential live online meetings that will be launched.

**How is this different from what’s available for free online?**

* Present material online is very fragmented and often created by a specific supplier. Commercial. This training is based on practical and non-commercial information.
* The instructor has a long and proven track record and has built the content based on his professional life experience being active in Project Sales until 2014. Working as an International Business Developer from 2014 – 2022 he has met some 300-500 professionals, in the building sector, every year and seeing what is missing, asked about and requested.

**Cost:**

* + €299:- (local VAT / Tax included) for a 1 year access
  + Group discount is available on request.

**Bottom line:** Taking this course will allow me to grow as a professional and I will be equipped to do a broad range of tasks much better. My ambition is to become more valuable to ***(your company name)*** in several scenarios. I really look forward to this opportunity and your positive response to my request.

Let me know if you have any questions about the program. Will be happy to answer them.

With best regards,

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