

The Case for   
Executive Sponsorship

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**Step 1**

Summary of your role in the organisation

This is optional, but it can be helpful if you work in a large company and need to seek approval from HR.   
The aim of the section is to highlight your position in the company and the value you bring.

**** Letter of Motivation

This is where you introduce why you would like to enroll on an Executive Education programme.

***Consider including:***

**Your motivation for choosing an Executive Education programme**

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**Why now?**

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**Why that particular programme?**

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**How will it help you do you your job better? How will it be of benefit?**

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**Details of cost, dates and campus**

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**** CV

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**Step 2**

Why INSEAD, and why the programme?

**** INSEAD and programme overview

**** What is INSEAD?   
 Why choose to go there?

***Consider including the following text:***

With three full campuses in Singapore, France and Abu Dhabi, INSEAD is one of the largest Executive Education providers in the world and over 12,000 executives participate in INSEAD’s [Executive Education](http://executive-education.insead.edu/) programmes each year. Around the world and over the decades, INSEAD continues to conduct cutting edge research and to innovate across all our programmes to provide business leaders with the knowledge and sensitivity to operate anywhere.  
  
When attending an Executive Education programme at INSEAD, you will be surrounded by world-class faculty, leaders in their field and renowned for their research and thought leadership. You will also benefit from INSEAD’s global outlook and from being exposed to a diverse classroom of participants from around the world from whom you can also learn and network.

You will return to the workplace with refreshed knowledge and new concepts, which will help you make a positive impact in your role and organisation from day one.

**** Programme overview

Include the core content of the programme and explain the kinds of topics and themes that will be discussed. Information on programmes and supporting materials can be found as follows:

**check-box.jpg Programme overviews** can be found on each of the programme pages   
on our website (<http://insead.edu/executive-education>).

**check-box.jpg Participant testimonials** You will also find out what each programme is like   
from the participant’s perspective by reading one of our many testimonials here:   
[<http://insead.edu/executive-education>](http://executive-education.insead.edu/interviews-tips-insights/)/interviews

**check-box.jpg Social media** and latest news can be found on our Facebook and LinkedIn pages

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**** Programme benefits

***Tailor the benefits to your role and position:***

**What will participating in the programme bring you and your organisation?**

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**What competencies will you develop?**

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**Which gaps will you be able to fill?**

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**How will the programme help you do your job better?**

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