



# MAKE A CASE FOR INVESTING IN YOU

## An MIT Bootcamps Guide to Discussing Professional Development with Your Employer

### HOW TO USE THIS GUIDE

1. Take a look at the [MIT Bootcamps Innovation Leadership page](#). Note which topics and learning outcomes align with your manager's goals.
2. Look at "Why Innovation Leadership for My Company?" on page two and the "Common Questions" section on page three to help you augment your letter or support a follow up conversation.
3. Customize the yellow areas highlighted in the template on page four and send it to your manager. Make sure you adjust the letter to best suit your needs.
4. Have any other questions about the course that might help your case? Email us! [bootcamps@mit.edu](mailto:bootcamps@mit.edu).



## WHY INNOVATION LEADERSHIP FOR MY COMPANY?

Communicate persuasively to key stakeholders - including your manager - with these facts and figures.

- > **93%** of executives say organic growth through innovation can contribute to greater revenue gains. [\(Source\)](#) MIT Bootcamps trains participants to think entrepreneurially to promote this kind of growth within their organizations.
- > The top 5 skills identified from a sample of over **20 million** job postings were creativity, persuasion, collaboration, adaptability, and emotional intelligence - all essential innovation skills and integral to the MIT Bootcamps pedagogy! [\(Source\)](#)
- > **57%** of companies identified "fostering an internal culture of experimentation and innovation" as a top corporate innovation challenge. [\(Source\)](#) MIT Bootcamps prepares you to nurture innovation within your company by giving you the tools to identify innovation opportunities, build & lead teams, design a sustainable business model, and persuasively communicate the venture and its impact to key stakeholders.

“It's not only about creating new ideas. It's also about networking and collaborating. The experience we had meeting all these new people was such a fabulous experience, it's irreplaceable.”

-- Angela Bell, Aetna Resources for Living Communications Manager

“The MIT Bootcamp instructors were so engaging I could have listened to them for hours. Their stories and perspectives on innovation and entrepreneurship were inspiring.”

-- Jeff MacFarlane, Sr. Director, Commercial Service Operations, Aetna-CVS



## COMMON QUESTIONS

Your employer will have questions. Let's help you answer them.

### QUESTION

### RESPONSE

**“What’s the value/ROI of this course?”**

MIT Bootcamps are longer and more immersive than most comparable programs from similar universities. With an average cost of **\$7,500**, competitor programs cost almost 2x as much as an online MIT Bootcamp.

**“What will you actually accomplish in a short course?”**

Over 10 weeks, I will be trained in innovation frameworks and techniques researched, developed, and practiced by MIT faculty and entrepreneurs. An action-learning program with regular coaching from a successful MIT-trained entrepreneur, the Bootcamp focuses on specific aspects of personal and professional growth and transformation including: decision-making, leadership, and effective communication, all while building the enterprise logic of a new venture. By completing this course, I will gain the skills and confidence to lead innovation internally. [See syllabus here.](#)

**“It will take you too much time and distract you from your work.”**

Learning online takes time, but MIT Bootcamps are designed to be flexible for busy professionals. All MIT instructor-led sessions are recorded to view on my own schedule and I will be matched to a team and coach based on availability. Plus, the time a company invests in training will save them time in the long run. A study by the National Center on the Educational Quality of the Workforce (EQW) supports this, finding that a 10% increase in educational development produced an 8.6% gain in productivity. [\(Source\)](#)

**“How is this different from those other online courses?”**

The MIT Innovation Leadership Bootcamp is different than most online courses on the market. A combination of live teaching sessions and workshops - recorded for flexibility - office hours, global team-based venture building, and regular team-based coaching, this online bootcamp is a hands-on, immersive, and rigorous learning experience.

## EMAIL TEMPLATE

Copy and paste the following into an email to your manager or HR professional.

Hi [MANAGER'S NAME],

I would like to submit a request for professional development through the Massachusetts Institute of Technology's online Innovation Leadership Bootcamp. This program offers training that I believe is directly relevant and beneficial to what we're trying to accomplish within [COMPANY NAME].

### MIT Bootcamps Summary:

The MIT Innovation Leadership Bootcamp brings the rigorous, immersive, collaborative, action-learning experience of an MIT education to a global, distributed cohort of learners. By participating in this 10-week online course, I will learn principles central to innovation such as problem discovery, user innovation, ideation, customer discovery, and value creation directly from MIT faculty, lecturers, and entrepreneurs from MIT's global innovation ecosystem. By the end of this online Bootcamp, I will learn and practice the following frameworks and skills to create financially sustainable solutions that customers love:

- > **Entrepreneurial Creativity** - how to generate and validate innovation opportunities
- > **Customer Discovery** - how to profoundly understand end users through primary research
- > **Problem Definition** - how to frame and specify a problem-opportunity in order to identify the value proposition your solution must deliver
- > **Solution Development** - how to develop a superior solution that delivers on your customer's value proposition
- > **Financial Sustainability** - how to create a business model that delivers value to your customers and your venture
- > **Effective Communication** - learn to communicate with your team and about your venture, from casual networking to engaging institutions
- > **Effective Collaboration** - learn to have "productive friction" and to create value with a diverse and distributed team

Online MIT Bootcamps are rigorous yet flexible to suit busy working professionals. Live teaching sessions are also recorded and available to review any time. I'll be matched to a team based on my availability and we'll receive regular coaching from successful MIT entrepreneurs.

### Cost & Duration:

This course lasts 10 weeks and costs \$3800 (USD). The next session starts on [START DATE]. For more information, visit: <https://bootcamps.mit.edu>.

Thank you for considering my training request,  
[YOUR NAME]