**Sample Training Request Letter**

*Many organizations require written justification for training and/or professional development. Simply copy and paste the text below into an email and send it to the individual who must approve your training. Make any necessary edits to personalize the information as you see fit.*

**Subject: Request for Crisis Communications Training**

[Your Manager’s Name],

I’m writing to request approval to enroll in the crisis communications course **“In Charge, In Control, On Point: Getting Where You Need to Be in Crisis Communications.”** This course will enhance my own skills as a spokesperson for our organization, yet it also benefits the whole organization. Its aim is to ensure that anyone speaking on our behalf in a crisis does so to protect our reputation through a trustworthy, confident response. The course focuses not just on the individual spokesperson’s role, but also on how their role complements a response team.

The information below outlines how this training will benefit our organization, the tasks I’ll be able to perform, and relevant time commitment and cost information.

**Course Description**

**“In Charge, In Control, On Point: Getting Where You Need to Be in Crisis Communications,”** is a six-week course, with each module introduced weekly. It includes live sessions, readings, assignments, and downloadable presentations.

It addresses the following elements:

* The value of a competent, credible response
* How to establish credibility
* The best, studied approaches to crisis communications
* How to control nerves
* What a response team needs to know about both traditional media and social media
* How to build and strengthen an organization’s response team

Participants can build this around their own schedules. The only scheduled sessions are the online live group exercises. These provide personalized instruction and critiques. During the six-week period there are four live group sessions, one-to-two hours in duration.

The course’s instructors have decades of experience in crisis communications. Not only have they managed crises within organizations, but they have also trained countless emergency response spokespeople, and they have worked with organizations to build essential response capabilities.

**Projected Course Outcomes**

Once I’ve completed the course, it is projected that I’ll be able to:

* More effectively communicate during a crisis and preserve our organization’s reputation.
* Better handle day-to-day communications, media interviews, public presentations, and social media communications.
* Serve as an integral part of our organization’s response team in a crisis.
* More effectively critique our abilities to address a crisis.
* Quickly develop effective messages tailored to specific audiences during a crisis.

**Course Cost**

I’d like to take this six-week course beginning on [start date]. The fee is $1,495 and can be paid with a credit card via one single payment online. Alternatively, payment for the course can be made over four months in four equal payments of $395 each.

Additional information can be found at <https://smithharroff.com/crisis-communications-training>

Thank you for considering this request.