

Dear [Name]

I would like to ask for your approval to attend the Mindful Leadership Conference on 14th October at East Wintergarden, London.

Having reviewed the speakers and agenda, I feel that attending the event will have a very positive and valuable impact on my job, which would benefit both my personal learning and the organisation as a whole. It has been designed for L&D, HR, organisational development, management, leadership, executive development and talent and training teams.

The event is strongly rooted in evidence: with speakers from **Ashridge School of Management** talking about how a mindful business culture can lead to stronger focus, decision-making and performance. Attendees will learn about how to introduce and sustain a culture of high-performance, based around mindful leadership and I will gain a greater understanding of how we can apply this in our line of work.

Large global organisations including LinkedIn, Google, the Department of Health, GSK, P&G and GE are already seeing the benefits of introducing mindful leadership programmes within the workplace. At this event in October, practitioners will be demonstrating how they have gained buy-in from senior leaders, practiced and advocated it themselves and made a difference.

Current and past attendees at Mind & Matter mindfulness at work events include L'Oreal, Jaguar Land Rover, Standard Chartered, BT, GSK, Accenture, BUPA and EY. The event in December last year sold out and event satisfaction levels were 100%. Here are some testimonials:

1. *“Engaging, informative and thought-provoking”* **Yorkshire Ambulance**
2. *“High quality participants: showed the momentum in the world”* **Standard Chartered**
3. *“Day was pacey and interesting with a great range of speakers”* **Department of Health**
4. *“Fantastic two-day event which provided huge insight into the application and adoption of mindfulness...excellent”* **Jaguar Land Rover**

Much has been written about mindfulness in the business and academic press, including evidence of its benefits in supporting regulation, stress and decision-making capabilities. In a recent study, conducted by Aetna Group, researchers discovered the following about employees who participated in its mindfulness practice groups (Published in HBR in 2015):

- stress levels dropped by 28%
- reported sleep quality improved 20%
- Pain dropped by 19%
- On average, mindfulness participants gained 62 minutes of productivity a week, which is an estimated \$3,000-per-employee increase in productivity for the company each year

I would really like to find out about how we, as an organisation, can introduce, embed and sustain mindfulness, and look forward to potentially attending and presenting back what I learn.

Many thanks,
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