Business Justification Letter

Executive Speech Coaching · Keith Buterbaugh · Symphonically Yours

HOW TO USE THIS TEMPLATE: Fill in everything in [brackets], customize anything that doesn't fit your role, and send it to your manager or HR. Most companies cover coaching from a professional development or training budget. After your free 30-minute discovery call, Keith will confirm the recommended package and pricing to include.

[Date]
To: [Manager's name], [Title]
From: [Your name], [Your title], [Department]
Re: Request for professional development funding for executive speech coaching

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Dear [Manager's name],

I am requesting [$amount] from our [professional development / training] budget for a [12 / 24 / 48]-session executive speech coaching package with Keith Buterbaugh of Symphonically Yours. Each session is one hour, one-on-one, and the package would be completed within [5 / 9 / 18] months.

Why this matters for my role

My work increasingly depends on how well I communicate. In the next [time period], I will be [presenting to leadership / leading client meetings / speaking at a conference / representing the team in high-stakes conversations]. Strengthening my delivery, vocal presence and confidence in these moments would directly improve [specific outcome, such as client retention, team alignment, or how our work is received by leadership].

What the coaching covers

- Executive presence and clear, confident delivery under pressure
- Presentation and public speaking skills for meetings, pitches and keynotes
- Media and on-camera training
- Vocal health and stamina for long days of speaking
- [Interview training / accent reduction, if relevant]

How progress is measured

Coaching starts with a baseline assessment of how I speak today. Sessions then focus on targeted practice for my real work situations, with milestone checkpoints to measure improvement. I will share a short progress summary with you at [midpoint / the end of the package].

About the coach

Keith Buterbaugh brings a career that began on Broadway, at the White House and on the symphonic stage to executive speech coaching. He works with leaders preparing for board updates, earnings calls, keynotes and media appearances. More information is available at symphonicallyyours.com.

Return on investment

The skills from this coaching will stay with me well after the sessions end and will benefit every presentation, meeting and conversation I lead for the team. I am confident this is a practical, high-value investment in my contribution to [Company name].

Thank you for considering this request. I am happy to discuss it or to arrange a short call with Keith if that would help.

Sincerely,

[Your name]
[Title]
[Email] · [Phone]