**JUSTIFICATION TEMPLATE**

Subject: Request to Attend Legal Pricing Academy® Certification Course(s)

Dear [Decision Maker Name],

The Legal Pricing Academy® (LPA) offers comprehensive, state of the art pricing education tailored to the specifics of the legal industry. It is the only organization in the world that provides comprehensive legal profession specific professional development and certification for lawyers and legal pricing professionals in law firms. Therefore, I would like to request approval to attend, as I believe it will further develop my professional skills, and build knowledge around shared best practices and innovations. The LPA certification sessions are presented by leading industry speakers and cover a range of legal pricing subject areas and emerging concepts facing our firm.

If I attend, I’ll receive the following benefits:

* Intensive training on comprehensive and advanced pricing strategies, tactics, and implementation that will support my work for the firm
* Access to videos and presentations as well as templates and forms, all related to sophisticated legal service pricing
* A chance to understand the current trends and future developments in pricing from industry leaders and academics in the field
* Networking opportunity with other pricing professionals and industry leaders which will raise our profile in the legal marketplace

The firm will gain the following benefits:

* I will be able to more confidently and effectively fulfil my current job description
* I will be able to take a more proactive role in providing support to [insert project name]
* I will be better placed to make a contribution to and development of the firm's pricing function
* I will be more able to take greater responsibility for pricing related issues
* My broadened pricing skill set will make me more versatile to the firm and able to be deployed into a wider range of roles and responsibilities

Specifically, I wish to enroll in a course/courses at the Legal Pricing Academy®

Certified Legal Pricing Associate (CLPA)

* Core pricing concepts
* Introduction to analytics and profitability modelling
* Introduction to legal procurement
* The role of the pricing function in BD & marketing
* On-line exam at the conclusion of each of the 4 papers

Certified Legal Pricing Specialist (CLPS)

* Advanced procurement, bids, pitches, tenders and e-auctions
* Pricing documentation & engagement protocols
* Pricing psychology & behavioural economics
* Pricing strategy, tactics and negotiation
* Legal project management and legal process improvement
* Pricing under a technology-enhanced delivery model
* On-line exam at the conclusion of each of the 6 papers

Certified Legal Pricing Professional (CLPP)

* Pricing governance
* Change management - implementing a firm-wide pricing improvement initiative
* The role of the law firm Pricing Director
* Case study one-day practicum/bootcamp (possible venues include London, New York, Chicago, LA & Singapore)
* Detailed report & recommendations to the pricing professional’s law firm (Qualitatively assessed by the Legal Pricing Academy®

Here is a link [add link] to course outline in which I wish to enroll including course description and learning objectives. The course materials and content have been developed by international experts, but the content is not jurisdictionally specific.

Learning methodology:

All LPA modules are cloud-based webinars, which I can view at any time, 24/7. I can watch the videos, listen to the commentaries, and view the PowerPoint slides as they progress. I will be able to download a full set of learning materials.

Time commitment:

Participation in one module – watching the webinar, reviewing the materials, and completing the online exam will entail approximately eight hours. I would envisage undertaking this during normal work hours [ALTERNATIVELY: I propose to undertake this in my own time and not during normal work hours].

Cost:

The cost of the single course is US$XXX, or GBP £XXX but if I enroll for all the courses in the Certified Legal Pricing Associate (CLPA) program at the same time, there is a 10% discount.

The courses are run by the Legal Pricing Academy® (LPA), which is based in London and New York. The LPA was founded by Richard Burcher, the managing director of Validatum®, the leading legal services pricing consultancy in the world and Dr. Silvia Hodges Silverstein, lecturer of law at Columbia Law School and adjunct professor at Fordham Law School and Executive Director of the Buying Legal Council®, the international trade organization for legal procurement professionals.

Thank you for your consideration.

[Add your standard sign off]