



Dear

I would like to attend Field Guide, a design thinking experience which is being held June 27-30, 2017 in Bethel, Maine. I believe my attendance will be beneficial to my professional development, our team, and the organization as a whole.

The methodology known as design thinking is a problem solving practice that helps discover solutions based on the needs of users. Field Guide is about developing the skills and abilities to bring back a repeatable process that will yield unique results. At it's heart is gaining the skills and strategies for our innovation.

Field Guide includes four days of lectures, demonstrations, networking and activities to learn concrete strategies of design thinking practices. I will come back with techniques we can immediately implement to turn our ideas to innovative realities.

Specifically, I believe my attendance at Field Guide could help with multiple of our current projects and goals, including:

Additionally, the ideas and tools I bring back could be beneficial to a wide variety of goals. I would be happy to lead workshops or teams.

For your review I have put together an approximate breakdown of Field Guide costs:

Registration: \$1500 (including room and all meals)

Transportation:

Total:

Overall, I believe the information, connections, tools, and inspiration I will gain by representing at Field Guide 2017 will be invaluable.

Thank you for your consideration,