

Making Your Business Case for Professional Development Funding

Did you know the course tuition of 72% of REDL participants is subsidized by their employer? (self-reported in 22-23 REDL Participant Survey)

Employers are often looking for ways to retain and grow their top employees. Professional development courses offer the opportunity for employers to reward their valued employees and offer them the opportunity to gain real skills, experience and the network to not only grow their career, but significantly benefit their company. Present a compelling business case to your senior leader(s) by communicating the value of this industry-specific professional development and justifying their investment in you (in terms of time and money).

The Basics: What is the Real Estate Development Leadership (REDL) certificate?

The Real Estate Development Leadership certificate was created in 2004, designed by top real estate industry practitioners, to create a structured, academically rigorous set of courses reflecting each stage of the real estate development process. Each course provides its learners the ability to grow their network along with access to real-world development projects, how-to frameworks, and experiential learning for participants to apply their newly acquired skills and knowledge in their workplace or on a current project.

Delivered in partnership between [Haskayne Executive Education](#) and the [Real Estate Development Institute of Canada](#) (REDI Canada), over 3,000 learners have taken REDL courses, addressing performance outcomes that help real estate development professionals elevate their careers and position themselves as leaders within their organizations.

Did you know your organization may be eligible for grant funding through the [Canada-Alberta Job Grant \(or equivalent programs outside Alberta\)](#)?

Customize the template letters below to discuss the opportunity to take a REDL course, start the certificate, or explore your organization's funding eligibility.

Professional Development Sample Email – Individual Course

Hi (Name of Boss),

I hope your day is going well. Since we've discussed ways I can strengthen my skills and continue growing professionally, I've been researching real estate specific professional development courses.

I recently came across an intriguing course that aligns with many of my goals and interests: Haskayne School of Business and REDI Canada's *[INSERT COURSE NAME eg: Real Estate Development Marketing]*.

This course stood out to me because *[explain why the program interests you e.g.: led by top real estate practitioners as instructors and guest lecturers, real life case studies, project tours, frameworks, comprehensive, experiential, etc.]*. I believe it would help me *[explain one or more specific benefits to your company and/or team]*. I'd also enjoy learning more about *[reference program specifics]* and think this would be a great way to do so.

Does *[Name of your company]* provide funding for professional development opportunities like this? I wasn't sure but wanted to ask before I move forward. If it's possible to be reimbursed for the program, I'd love to discuss.

Here are the course details:

Course Schedule:

- May 6th (8:30 – 4:30 pm)
- May 7th (8:30 – 4:30 pm)
- May 22nd (4:00 – 6:00 pm)

Cost: \$995.00

Link with more info: <https://haskayne.ucalgary.ca/future-students/professional-programs/redl-courses>

Are you available to discuss more next week? Let me know what works best for you.

Thank you!

[Your Name]

Professional Development Sample Email – Certificate Program

Hi (Name of Boss),

I hope your day is going well. Since we've discussed ways I can strengthen my skills and continue growing professionally, I've been researching real estate specific professional development courses.

I've recently come across an intriguing program that aligns with many of my goals and interests: Haskayne School of Business and REDI Canada's *Real Estate Development Leadership Certificate*.

This program stood out to me because it's the only university accredited certificate program in Canada that teaches all of the fundamentals of real estate development, with the choice of electives, [explain why the program interests you e.g.: led by top real estate practitioners as instructors and guest lecturers, real life case studies, project tours, frameworks, comprehensive, experiential, etc.]. I believe it would help me [explain one or more specific benefits to your company and/or team]. I'd also enjoy learning more about [reference program specifics] and think this would be a great way to do so while building a network that is sure to benefit our company.

Does [Name of your company] provide funding for professional development opportunities like this? I wasn't sure but wanted to ask before I move forward. If it's possible to be reimbursed for the program, I'd love to discuss.

Here are the certificate details:

Core Courses: 5 x 18-hour courses (Finance, Law, Planning, Development Management, Marketing)

Electives: 2 x 18-hour elective courses (Commercial Real Estate, Placemaking/Mixed Use, Proptech, Advanced Finance, Sales Management)

Cost: \$6965

Link with more info: <https://haskayne.ucalgary.ca/future-students/executive/programs-individuals/REDL>

Are you available to discuss more next week? Let me know what works best for you.

Thank you!

[Your Name]