***Alive Retreat Mount Franklin – Business Case***

**Business case**

**Introduction:**

Attending the ALIVE Retreat, Mt Franklin, from 7-10 July 2023 is an investment in your personal and professional growth. The retreat, hosted by the [Centre for Strategic Communication Excellence](https://www.thecsce.com/) in partnership with [Serena Parry](https://serenaparry.com/) from Aryuveda Alchemy, is designed to help you rejuvenate, relax, and gain valuable insights into your life and work. The following business case outlines the benefits of attending the retreat and how it can positively impact your personal and professional life.

**Overview of the retreat:**

The retreat takes place over four days at the Sky High Luxury Spa Country Retreat in the serene surroundings of Mount Franklin, Victoria. It offers a variety of leadership workshops, coaching sessions, and mindfulness activities. You will experience luxury accommodation and enjoy nutritious meals prepared by a professional chef.

The retreat is designed to help participants reconnect with themselves, find inner balance and return home with renewed energy and clarity.

**Benefits of attending the retreat:**

Stress reduction and increased wellbeing:

* The retreat's mindfulness practices, yoga, and meditation sessions will help reduce stress and increase overall wellbeing.

Professional development:

* The workshops and coaching sessions are designed to help you gain valuable insights into your professional life. You'll learn strategies to enhance your leadership skills, improve personal and team communication, explore workplace mental wellbeing, and create a healthy work-life balance.

Increased creativity and innovation:

* The retreat's activities, such as yoga, sound healing and Ayurvedic cooking, will stimulate your creativity and help you think outside the box. You'll return home with fresh ideas and a renewed passion for your work and life.

Enhanced personal growth:

* The retreat's focus on self-reflection and personal growth will help you clarify your life's purpose and values. You'll develop a deeper understanding of yourself and return home with a sense of direction and purpose.

**Cost and return on investment:**

The ALIVE Retreat, Mt Franklin is an investment of $4,450 per person for an early bird package (book by 31 May 2023), which includes three nights of luxury accommodation, all meals, and all workshops and activities, valued at over $8,000. The return on investment is substantial, given the value for money and with only two half days out of the office on either side of the weekend. The retreat offers a unique opportunity to step back from your busy life and focus on your personal and professional development. The skills and insights gained from the retreat will positively impact your life and work long after the event.

**Why should you attend?**

Attending the ALIVE Retreat, Mt Franklin is a valuable investment in your personal and professional growth. The retreat offers an opportunity to reflect and gain new insights into your life and work in a relaxed environment. The benefits of attending the retreat include stress reduction, professional development, increased creativity and innovation, and enhanced personal growth. Take the first step towards a more fulfilling life and career by attending the ALIVE Retreat Mt Franklin from 7-10 July 2023.

***Alive Retreat Mount Franklin – Letter to my manager template***

**Letter to my manager**

Dear [manager's name],

I am writing to you today to make a case for why I believe attending the ALIVE Retreat, Mt Franklin, from 7-10 July 2023 would be a valuable investment in my personal and professional growth.

The retreat, hosted by the [Centre for Strategic Communication Excellence](https://www.thecsce.com/) (CSCE) in partnership with [Serena Parry](https://serenaparry.com/) from Aryuveda Alchemy, offers a variety of workshops, coaching sessions, and mindfulness activities in the serene surroundings of Mount Franklin, Victoria.

I am eager to take advantage of this unique opportunity to step back from my busy life and focus on my personal and professional development.

There are several benefits to attending this retreat that I believe will have a positive impact on my personal and professional life.

Firstly, the retreat's mindfulness practices, yoga, and meditation sessions will help reduce stress and increase my overall wellbeing. This is crucial for maintaining a healthy work-life balance and performing at my best in the workplace.

Secondly, the workshops and coaching sessions are designed to help me gain valuable insights into my professional life. I will learn strategies to enhance my leadership skills, improve personal and team communication, explore workplace mental wellbeing, and create a healthy work-life balance. These skills and insights will undoubtedly positively impact my performance at work.

Thirdly, the retreat's activities, such as exploring emotional intelligence, will stimulate my leadership creativity and help me think outside the box. I am confident that I will return home with fresh ideas and a renewed passion for my work, which will benefit the organisation.

Finally, the retreat's focus on self-reflection and personal growth will help me clarify my life's purpose and values. I will develop a deeper understanding of myself and return home with a sense of direction and purpose. This clarity will allow me to align my personal and professional goals more effectively and ultimately lead to more fulfilling and productive work.

I understand that the investment for attending this retreat is $4,450 for an early bird package (booked and paid for by 31 May 2023), including three nights luxury accommodation, all meals, and all workshops and activities. However, I believe that the return on investment is substantial given that the value of this professional development opportunity is over $8,000 and only two half days out of the office on either side of the weekend. The skills and insights gained from the retreat will positively impact my life and work long after the event, as well as our organisation. More information about the retreat is available on the [CSCE website](https://www.thecsce.com/course-info?tr=ALIVE_Luxury_Wellbeing_Retreat_for_Business_Leaders_–_Sky_High_Mount_Franklin&id=63749373c5349e052b7ed778&categ=business).

Attending the ALIVE Retreat, Mt Franklin, from 7-10 July 2023 is a valuable investment in my personal and professional growth. I hope you will consider supporting me in attending this retreat, and I look forward to discussing it with you further.

Thank you for your time and consideration.

Kind regards,

[your name]