*Customize this letter to articulate why Zero Trust Certification from Forrester will help you and your team reach your data security goals and transform your business.*

Dear [INSERT NAME],

I’ve been looking for best practices research to guide our strategic information security efforts here at [ORGANIZATION NAME]. We’ve been discussing how to mitigate risk and evolve our architecture, and I’ve found a strong solution for your review and approval: **Zero Trust Strategy Certification from Forrester**.

Of all the options I researched, I found Forrester to have the best reputation and be the most knowledgeable about information security, including the development of a Zero Trust framework. Now they have an all-online course to help us make the business case, align our architecture to a common risk mitigation paradigm, and identify policy changes that will protect our data security and intellectual property, based on Zero Trust principles. I believe Zero Trust Certification is a solid investment to help us mature our data strategy. This course will help our team lead the charge with speed and confidence.

I propose to send myself and [X] staff members through the 8-week Zero Trust Certification process:

[List staff here]

Here’s what [ORGANIZATION NAME] gains from certification:

* Business transformation: our approach to data cybersecurity becomes state-of-the-art
* Expertise: we’ll be following industry-tested, research-based best practices
* Risk reduction: we develop an action plan to make implementation run smoothly
* Access: we gain access to Forrester analysts’ expertise throughout the courses and have the option to add custom advisory

The next Zero Trust Security course starts on [DATE] and costs US$ [AMOUNT] per person. For [X] people, the total expenditure is [COST].  We’ll spend approximately 1-3 hours a week doing coursework and will meet weekly as a team to review our insights. I can send you a high-level summary each week if you’d like.

See the [Forrester website](https://go.forrester.com/certification/zero-trust-certification/) for additional details, and please let me know questions.

Best,