



LEARN TO COACH

FOR BUSY LEADERS

**RESOURCE GUIDE FOR
COMPANY SPONSORSHIP**



GROW YOUR LEADERSHIP, EXPAND YOUR IMPACT



DID YOU KNOW...

95% of companies plan to increase or maintain their current investment in leadership development in the next year? And "Coaching" and "Employee Engagement" are 2 of the 3 most targeted skills? *Your company wants to invest in your growth in these areas, and most are willing to pay for it.*

EMAIL TEMPLATE

Hi [NAME] -

I appreciate that our company has a culture of supporting leadership development.

To that end, you've mentioned in the past that the company is willing to invest in programs that can help us to grow as leaders, as long as they benefit our team and company.

I came across a program called Learn to Coach, a self-paced program that teaches managers the coaching skills and frameworks to help them bring out the best in their team, and improve team performance.

Right now, they're offering managers who enroll a discounted rate of \$249—a fraction of what many other coaching programs cost.

Is this something that you will support me enrolling in?

If it is, do you know anyone else on our team who you think would benefit from this?

Please let me know if you have any concerns. I'd be happy to schedule a time for us to discuss.

Thank you for being open to these kinds of suggestions, and for supporting my leadership growth!

Best,
[YOUR NAME]

4 SIMPLE TALKING POINTS



Stipulate that you know leadership development is important to the company. Most companies want to be known as being supportive of their peoples' leadership development!



Make the ask, and tell them why joining this program is important to you. What are you asking for? And what, specifically, can it do for your leadership development? This signals that you're taking ownership for your own development.



Explain how this investment will benefit the company. If it can help you get more out of your team, that is something your company should surely be interest in investing in.



Share your accountability plan. What will you do to show that the training was worth your time (and your company's money)? Perhaps share learnings with others?