



How to Ask for Corporate Sponsorship for Your Participation in Take the Lead?

Thank you for your interest in Take the Lead! We have no doubt that your participation will be a game-changer, and we want to ensure you've got all the support you need to ask your employer to invest in your leadership development.

Believe it or not, *organizations pay for professional development all the time for their employees.* You may never have had to ask your employer to invest in a conference or a specific training course before – that doesn't mean that they aren't willing.

Organizations can *and* do make investments in professional development for their employees all the time. In fact, executive and leadership education programs can easily average in the thousands (plus the additional costs for lodging, meals and other logistical expenses) so that makes Take the Lead competitively priced and an excellent price at \$795 per person—with special discounts available for additional savings.

With Take the Lead, you'll experience a one-day, in-person premier Women's Leadership conference designed to empower you to travel to new frontiers and reach for the stars. You will learn all how to build confidence and courage with career leadership skills, learning how to develop executive presence, and how to build & broadcast your professional brand—and so much more!

All this (plus more!) for \$795. In addition, you can get \$100 Off or a Group Discount with buy five at regular price, get one FREE with our Table of Six promotion.

So, how do you do it? How do you approach your employer to invest in you or your team? Here are several ideas:

- **Know who to ask.** Either your manager or your HR lead will approve funds for your participation in Take the Lead. It may be a good idea to start with your

manager first if you have a good relationship. First, you can share angieconnect.com/take-the-lead and then also provide them with the PDF on “*Why Companies and Organizations Should Invest in Take the Lead.*” Your manager may end up referring you to HR, but it’s important to keep them in the loop if that is the proper protocol within your company.

- Another idea would be to approach HR for the sponsorship and/or seek help from your organization’s DEI or women’s leadership group. You may be able to tap into funding or even plan a custom, private event for your company or organization.
- **Make the case.** Share the home page for Take the Lead at angieconnect.com/take-the-lead with whomever you’re approaching and provide a note requesting the organization to invest in your participation in this program. It’s also recommended that you share *why* you’re interested in this program, and *what* you hope to gain as a result of your experience.

The “*what*” should focus on results/outcomes that are connected to your organization, which will showcase how your participation will help you better support the organization and its goals. Consider making a business case for your participation, e.g. what aspect of your work, when you perform it at the next level, will deliver greater than \$795 in cost savings, or deliver more than \$795 in revenues/profits to your company? Help your sponsor see how quickly they’ll gain a return on their investment in your development.

- **Commit to sharing your learning.** When organizations invest in professional development, they frequently request a “report out” from the event so that you share knowledge from what you learned. I recommend that you take it one step further: when you ask your employer to invest in you, outline how you’ll share the knowledge you acquire.

You may have never asked your employer to make this type of investment in you before. Today’s the day to show them how and why this opportunity will help you grow. **Make the ask! Learning how to champion your own development is a growth experience in and of itself.** You’ll never get to “yes” unless you take the initiative.

Here’s a sample letter you can use as a template as you approach your employer to ask them to invest in your development:

Dear XX,

I am writing to request sponsorship for participation in **Take the Lead**, a premier Women's Leadership Conference that helps spark leadership and motivate teams. Hosted by leadership expert, keynote speaker, and executive coach Angie Witkowski, Take the Lead was developed exclusively for women.

I've worked for (employer) for (number of years). During this time, I've (include milestones/accolades, etc.). I'm confident that this event will provide me with focused development that will advance my leadership skills for the benefit of my team and our shared goals.

I also believe that the opportunity to expand my professional network will enable me to learn best practices that I can apply to our business. I'm certain that these aspects of the program will enable me to generate more than an \$795 return on investment.

Thank you for your consideration and I look forward to your approval.

My best,

(Signed)