



## ***How to get your employer to cover your Embrace Change career coaching or Leadership Accelerator tuition***

Use this resource to maximize your chances of having your employer cover your Embrace Change career coaching or tuition for the Leadership Accelerator, whether through professional development funds, discretionary funds, or some kind of reimbursement.

### **PART 1: PREPARATION**

1. **Find out what professional development or career development funds you're entitled to.** You wouldn't want to do all this prep without knowing what's already earmarked for you!
2. **What does your organization / company / boss care about the most when it comes to your performance at work or your career development?** Some bosses and employers genuinely want you to grow and succeed in your career. Others care only about efficiency, productivity, and the bottom line. Yet others care more about the optics and performative support of women of color and people of color.

***List out the things your organization / company / boss cares about the most:***

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3. **Here's a list of benefits you could receive from career coaching or the Leadership Accelerator** (not a comprehensive list; I'm also not saying that *all* participants would receive *all* of these benefits; please use your best judgment).

***Circle the ones that are relevant to what your organization / company / boss cares about (from #2).***

Increased / stronger / improved...

Adaptability  
Analytical skills  
Change management  
Clarity

Communication skills  
Confidence  
Creative thinking skills  
Critical thinking skills

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Efficiency  
Empathy  
Engagement  
Facilitation  
Focus  
General skill-building  
Goal-setting  
Insight  
Leadership skills (taking initiative)  
Leveraging natural strengths / talent / energy  
Listening skills  
Mediating conflict  
Motivation (becoming a self-starter)  
Planning skills  
Problem-solving skills

Proficiency  
Productivity  
Public speaking (and presentation skills)  
Responsibility  
Strategic thinking  
Stress management  
Synthesizing material  
Systems change thinking  
Team management  
Teamwork  
Time management  
Troubleshooting  
Understanding  
Writing skills

4. **Connect your answers from #2 (blue bold) and #3 (red underline) below.** Your boss / HR / whoever the decisionmaker is here, needs to know the ROI (return on investment) for them. If they invest in you by covering this coaching / program, they want to know that they'll be "paid back" in full and then some. In other words, they want to know that footing the bill for your coaching / Accelerator tuition will be worth it.

Examples. A. This career coaching / leadership program will help me improve my time management, planning abilities, and overall focus, which means **increased productivity and efficiency for the team**.

B. This career coaching / leadership program will help me improve my communication, leadership, and public speaking skills, which means our department will **gain visibility, have improved public opinion, and a better chance at increased market share and revenue moving forward**.

C. This career coaching / leadership program will give me a strategic thought partner and external accountability partner, which will help me **innovate more freely and creatively, contributing more to the team and pushing our mission forward**.

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5. **Choose the strongest three points from #4.** These will be your Main Points to emphasize and repeat when you talk to your boss / HR / whoever decides whether you get funding or reimbursement.

## **PART 2: ADVOCATING FOR YOURSELF**

Here's how you can broach the topic and have the conversation.

1. **Email / DM / slack** (however you'd normally communicate with) your boss / HR / whoever decides whether you get funding or reimbursement:

*Hi \_\_\_\_\_,*

*I wanted to ask about professional development funds to cover career coaching / a leadership program that I would like to participate in.*

*Can you tell me what the process is for accessing PD funds for this?*

*Thank you,*

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\*Don't forget to follow up if you don't hear back at first!

2. **If they need more info**, here are some links:
  - [Embrace Change Career Coaching](#)
    - [Comprehensive Coaching](#)
    - [About Cynthia Pong, JD](#)
    - [About the Embrace Change team](#)
    - [Benefits of coaching, from TalentGuard](#)
  - Embrace Change Leadership Accelerator
    - [Flyer](#)

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- [Other leadership programs that cost far more, up to \\$26,150, in tuition fees](#)
  - [What companies invest in leadership training for employees, from Chief Learning Officer](#)
3. **If you get a meeting to discuss** the funding / reimbursement, use this [Negotiation Script template](#).

**In general, always remember to frame things in terms that *they* (whoever is deciding whether you get funding or reimbursement) will care about!**