



# The POSITIONED™ Sponsorship Conversation Kit

A practical guide to help you make a clear, confident case for employer-supported coaching or professional development.

**GET CLEAR. MAKE THE CASE. START THE CONVERSATION.**

# Before you make the ask, connect your growth to the work.

Employer sponsorship is easier to consider when the request is specific, relevant to your role, and tied to an outcome the organization values. Use these prompts to prepare your case before you speak with your manager or HR partner.

- 01 Name the development goal.**  
What do you want to strengthen, clarify, or accomplish through coaching or professional development?  
Your notes: \_\_\_\_\_

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- 02 Connect it to your role.**  
How will this support your current responsibilities, a transition, or your readiness for greater leadership?  
Your notes: \_\_\_\_\_

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- 03 Define the organizational value.**  
What could improve for your team or organization because of this investment? Consider decision quality, leadership effectiveness, execution, retention, or results.  
Your notes: \_\_\_\_\_

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- 04 Make the request specific.**  
State the program or service, investment amount, timing, and whether you are requesting full or partial sponsorship.  
Your notes: \_\_\_\_\_

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# A customizable email request.

Use this language as a starting point. Keep the message concise and save the fuller discussion for your meeting.

**Subject: Professional development sponsorship request**

Hi [Manager's Name],

I would like to discuss an opportunity to strengthen my [leadership, strategic decision-making, career development, or other focus] through [program or coaching service].

This support would help me [name the outcome you want to create]. I see a direct connection to my work in [name a responsibility, priority, project, or leadership expectation] and believe the investment could strengthen [name the benefit to your team or organization].

The investment is [amount], and the anticipated timing is [dates or duration]. I am requesting [full or partial] sponsorship through our professional development budget.

Could we schedule time to discuss the opportunity and any information you would need to consider the request?

Thank you,  
[Your Name]

## If you are requesting partial sponsorship

Replace the investment sentence with: The total investment is [amount]. I am prepared to contribute [amount or percentage] and am requesting organizational support for the remaining [amount].

## What to attach

Include a concise program overview, investment details, dates, and any available outcomes or scope. Avoid overwhelming the first request with unnecessary material.

# Talking points for the conversation.

The goal is not to deliver a perfect pitch. It is to make the value clear, answer practical questions, and agree on a next step.

## Lead with the outcome

I want to strengthen \_\_\_\_\_ so I can create \_\_\_\_\_ in my role.

## Connect it to the organization

This would support our priority to \_\_\_\_\_ by helping me \_\_\_\_\_.

## State the investment

The investment is \_\_\_\_\_ for \_\_\_\_\_. I am requesting \_\_\_\_\_ sponsorship.

## Invite the decision process

What would you need from me to consider or approve this request?

## Questions you may be asked

How does this relate to your current role? • What specific outcome do you expect? • Is there a lower-cost option? • How much work time will it require? • How will you share or apply what you learn?

## If the answer is not yet

Ask whether partial sponsorship, a later budget cycle, professional development funds, reimbursement after completion, or paid development time could be considered. A delay is not always a final no.

# Make the next step easy to approve.

Send a short follow-up that reflects the conversation and clearly names what happens next.

**Subject: Follow-up on professional development sponsorship**

Hi [Manager's Name],

Thank you for discussing my professional development request. As we discussed, the opportunity would support my growth in [focus area] and help me contribute more effectively to [team or organizational priority].

The requested investment is [amount] for [program or service]. The next step is [approval, HR review, additional information, or follow-up date]. I have attached [materials] for reference.

Please let me know if there is anything else I can provide.

Thank you,  
[Your Name]

## Your sponsorship checklist

☐ I named the development outcome.   ☐ I connected it to my role.   ☐ I explained the organizational value.  
☐ I stated the investment and timing.   ☐ I made a specific request.   ☐ I confirmed the next step.

## Need help making the case?

Autumn helps women get clear about the outcome they want, connect their development to the value they create, and prepare for the conversation with confidence.

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