

every
woman

SECURING SUPPORT FOR YOUR TRAINING

How to persuade your manager to
invest in your development



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Introduction

In today's fast-paced professional landscape, personal growth is essential to advance in your field. [Research by everywoman](#) has uncovered the link between learning and development (L&D) opportunities and personal wellbeing showing that, when you have access to professional training, you're more likely to thrive in all aspects of your life. However, despite the benefits, obtaining financial support for training can be daunting and requires careful planning.

This guide from everywoman demystifies the process of securing funding from your employer. You'll work through a series of exercises and draw on a range of templates, each designed to give you the best possible chance of success.

Let's embark on this journey together, unlocking new opportunities for advancement and fulfilment in your career.

WHY ASK FOR FUNDING?

While women recognise the importance of continuous L&D for realising their ambitions, they often face unique barriers in the workplace that make accessing training opportunities difficult.

While almost [two-thirds of women desire personal growth and advancement within their respective fields](#), the stark reality is that most employees do not have access to this. [A study found that 59% of workers receive no workplace training](#) and most of their skills are self-taught. Against this backdrop, it's vital that all workplaces foster inclusive and equitable access to skills development, and that ambitious women proactively pursue training opportunities.



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Section 1:

Doing your research

The first step in your mission to secure funding is to examine why you want the training and how you're going to benefit from it.



Understanding your need for development

Let's identify your need. What's your 'why'? Do any of the below resonate with you, or do you have a different reason for wanting to upskill?



Researching your training programme

By knowing everything there is to know about your proposed training, you'll be best equipped to confidently navigate your funding request.

See what you can find out about your company's policy around individual training by having a look at your intranet or company handbook, or reach out to your HR representative—or anyone you know who has undertaken some training—to find information. Cast the net wide; external research might also throw up some interesting industry trends that can strengthen your business case for why your company should be investing more in your development.

Researching your programme: EXAMPLE

1. WHAT'S THE COURSE OR SESSION YOU WANT TO DO?

The everywoman Immersive Programme: Developing female leaders.

2. HOW MUCH DOES IT COST?

£2,750

3. WHAT IS THE DURATION?

7 months in total (made up of three 60/90 minute sessions monthly).

4. WHAT ARE THE LEARNING OUTCOMES?

There are four main modules: Powerful female leadership; Building high-performance teams; Your leadership image; handling conflict; Paying it forward. All modules can be completed during work hours alongside my role.

5. WHY IS THIS TRAINING IMPORTANT TO YOUR DEVELOPMENT?

This course will give me the thought leadership skills to elevate my role in the company and take me to the next level of my career, developing my confidence in areas I would value support in whilst I continue in my role.

6. WHO DO YOU NEED TO ASK?

Alex, L&D Manager

Researching your training programme

1. WHAT'S THE COURSE OR SESSION YOU WANT TO DO?

2. HOW MUCH DOES IT COST?

3. WHAT IS THE DURATION?

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5. WHY IS THIS TRAINING IMPORTANT TO YOUR DEVELOPMENT?

6. WHO DO YOU NEED TO ASK?

DID YOU KNOW?

In an [everywoman survey](#), **93%** of our members said that when their employer provides training and access to L&D, it inspires them to go further in their career.



FOR ME, PRIORITISATION OF L&D IS A KEY INDICATOR OF THE OVERALL CULTURE OF A FIRM. IF THEY DON'T CARE ABOUT THAT, THEY DON'T REALLY CARE ABOUT INDIVIDUALS, AND THAT'S A SURE SIGN THE CULTURE IS LIKELY TO BE TOXIC

KATHY,
ENGINEER,
LOGISTICS



MY MANAGER IS REALLY SUPPORTIVE OF ME UPSKILLING, AND WE HAVE A PLAN IN PLACE TO SEE HOW THIS WILL BENEFITS ME OVER THE COURSE OF MY CAREER.

ANONAMOUS,
PROJECT MANAGER,
INSURANCE





Section #2

Planning for the conversation

Now onto the next big step in securing funding for your training—preparing for the conversation with your stakeholder.

Identifying your stakeholders

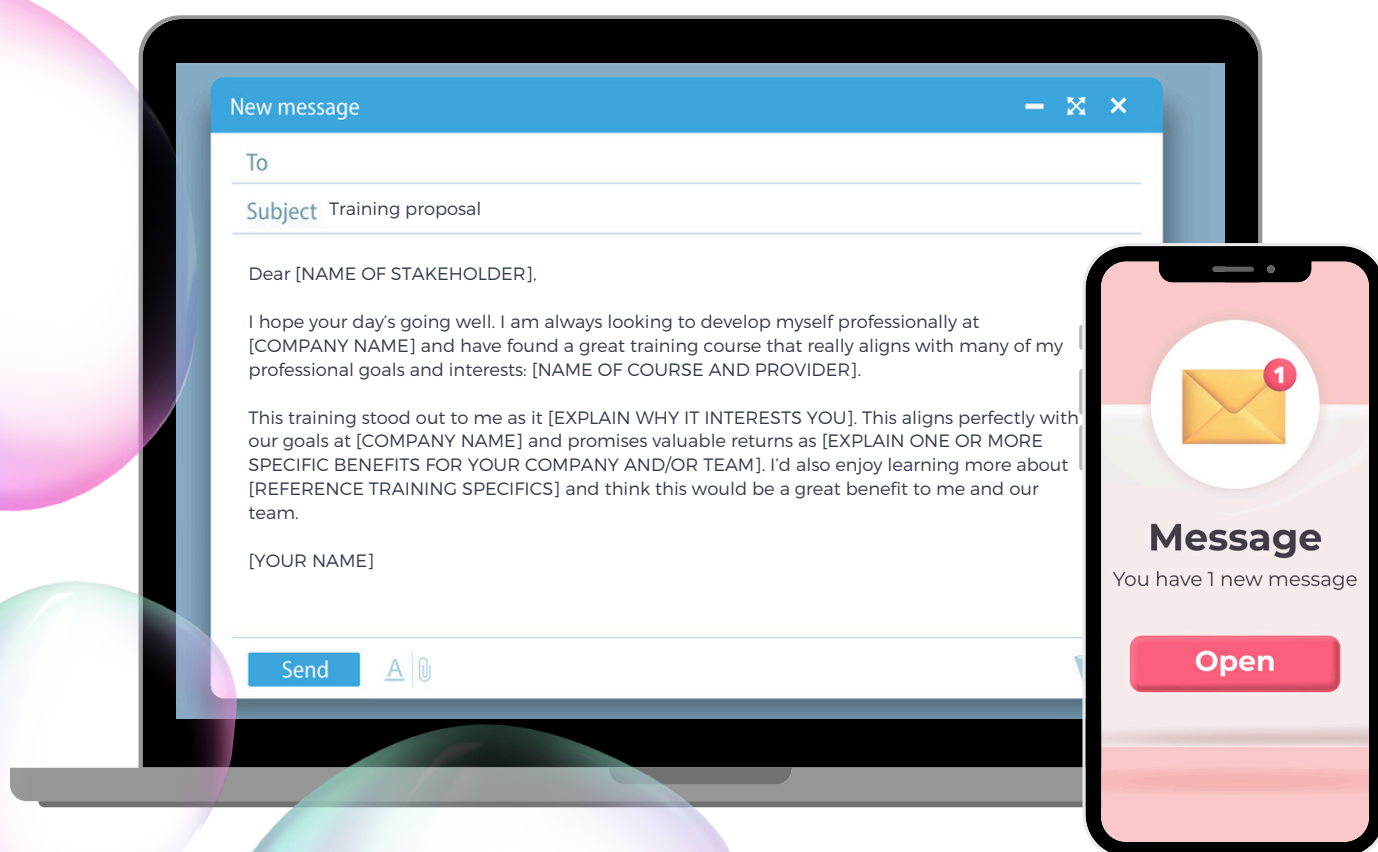
Who are the key decision-makers and influencers involved in assessing your request? It will often be your line manager, but it could equally be a department head, HR manager, L&D manager, or someone else. By identifying who will be part of the process and what their motivations and concerns might be, you give yourself the best chance of a winning proposal.



Crafting your proposal

Use our template on the next page to kick-start your funding conversation.

Remember: make it unique to your workplace and situation by personalising it as much as you can.



Crafting your proposal

Dear [NAME OF STAKEHOLDER],

I hope your day's going well. I am always looking to develop myself professionally at [COMPANY NAME] and have found a great programme that really aligns with many of my professional goals and interests: [everywoman of Influence].

This training stood out to me as it [demonstrates how women can successfully pivot to executive levels of leadership; to be adaptive, authoritative and intentional]. This aligns perfectly with our goals at [COMPANY NAME] and promises valuable returns as [it will help position me as a future leader of the business, developing my strategic and goal-setting skills]. I'd also enjoy learning more about [storytelling, and how leaders can use this to empower and engage their teams] and think this would be a great benefit to me and our team.

Here are some of the specifics:

- [START DATE]
- [Four half days]
- [£1,950 plus VAT]
- [[LINK WITH MORE INFORMATION](#)]

Are you available to discuss this more sometime in the next week? I'm happy to set up a meeting at a time suitable for you, and am keen to show you how this training could benefit us as a team.

Thank you!

Best, [YOUR NAME]

Preparing for the conversation

You've done your research and are clear on why this training is important to you. Now it's time to consolidate all your thinking into a winning elevator pitch. When crafting your proposal, consider the following:

Understand your audience:

Who are you talking to? What message will resonate with them and their goals?

Build a rapport:

Consider how you can create genuine connection with your stakeholder.

Things to consider when crafting your proposal

An actor prepares:

Role play your conversation with a colleague so that you can prepare for any outcome.

Articulate clear benefits:

Be clear on why your chosen training will benefit you, your manager/the wider team or business.

A study by the [National Bureau of Economic Research](#) found that nearly 80% of women grapple with low self-esteem, often resulting in hesitancy to advocate for themselves in professional settings. Use our quick diagnostic on the next page to understand your own confidence levels and how you can give yourself a boost before your conversation.



TRAINING HAS TRANSFORMED MY CAREER. I'M MORE CONFIDENT AND ARTICULATE AND KNOW WHAT I WANT NOW OUT OF MY CAREER. IT'S TRANSFORMED MY PROFESSIONAL LIFE!

BETH,
ASSISTANT MANAGER,
COURIER SERVICES.



Confidence Quiz

Diagnose your self-esteem levels



You're working on a project with a group of unfamiliar colleagues. How confident do you feel about your contributions being just as significant as others'?

01

- A. Very confident
- B. Not sure
- C. Not very confident

During a group icebreaker everyone is asked to highlight their strengths. How comfortable are you in recognising and expressing your positive attributes alongside others?

02

- A. Very comfortable
- B. Indifferent
- C. Very uncomfortable

You've encounter a setback in a project. How likely do you think you would be to consider yourself a failure overall?

03

- A. Not very likely
- B. Maybe I would
- C. Very likely

Do you often compare yourself to others?

04

- A. No
- B. Sometimes
- c. Yes

I am not very confident at vocalising my achievements in front of others.

05

- A. Disagree
- B. Not sure
- C. Agree

You receive some constructive criticism during a 1-2-1 with your line manager. How likely are you to maintain a positive outlook on yourself and your abilities?

06

- A. Likely
- B. Not sure
- C. Not likely

When you reflect on your recent accomplishments and personal growth, do you feel proud of yourself?

07

- A. Yes
- B. Not sure
- C. Not really

Do you care a lot about what other people think of you?

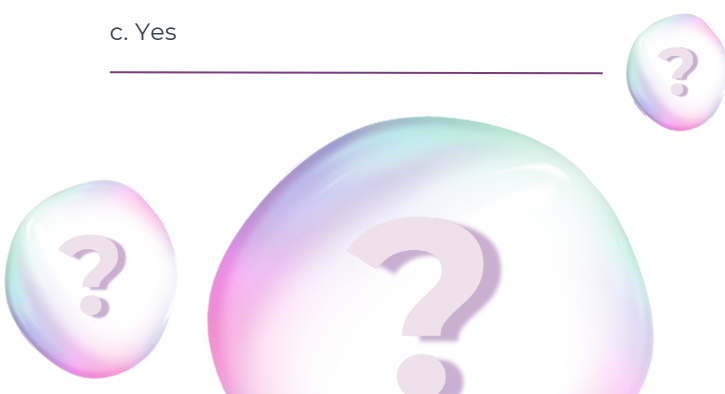
08

- A. Rarely
- B. Sometimes
- c. Always

I feel that my contributions wouldn't be missed if I was to skip a brainstorming meeting.

09

- A. Disagree
- B. Not sure
- C. Agree





Confidence Quiz

Diagnose your self-esteem levels

Your Results



MOSTLY A YOUR SELF-ESTEEM LEVELS ARE SKY HIGH!

Your results indicate that you have high levels of self-esteem! This is conducive to confident leadership and boldness, as it makes you more willing to speak up in groups and to assertive your needs and advocate for yourself. Congratulations!

MOSTLY B YOU HAVE HEALTHY SELF-ESTEEM LEVELS FOR THE MOST PART

Self-esteem is not a set quality and today (when taking this quiz) you have healthy self-esteem levels in certain contexts, but perhaps not others.

To help you through those moments of feeling less-than confident, we recommend watching our bite-size call on the subject of [‘alter-egos’](#) and how adopting an authentic persona can be useful in times of need.

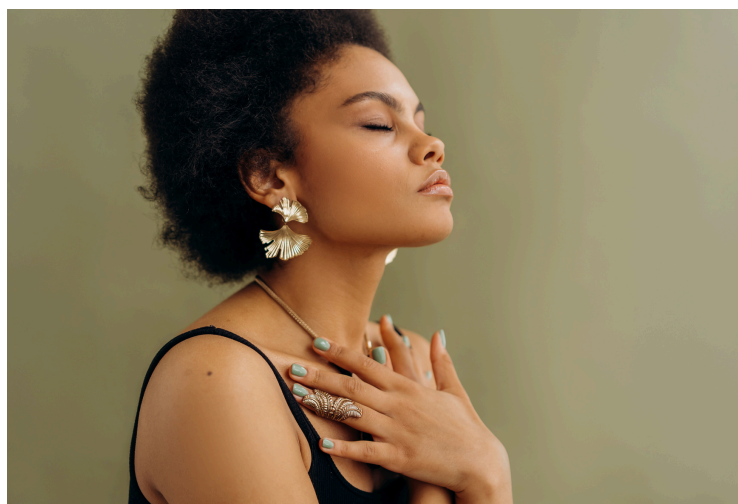


MOSTLY C SPEND SOME TIME NURTURING YOUR SELF-ESTEEM

You’re definitely not alone—70% of everywomanNetwork members have reported having low self-esteem at certain times or in certain contexts.

As your stakeholder conversation approaches, dip into [our confidence zone](#) where you can pick up some instant tips on how to confidently advocate for yourself.





Be C.A.L.M

It is important to know how you will approach the conversation before entering the room. Everywoman expert Simon Coleman has spent years as an actor, preparing for key roles. He has four important tips for remaining calm and delivering messages effectively.

- **Composure:**

Keeping your breath even throughout your meeting can help you manage your emotions, which is crucial for navigating tough discussions.

- **Active listening:**

Stay observant and fully engaged, focusing on the other person's words and body language before responding.

- **Leverage:**

Use intentional and controlled gestures that convey your message clearly and respectfully.

- **Mindfulness:**

Pay attention to your body. Feeling tense? Clench and unclench your hands to release tension.

Section #3

Managing the conversation

You've done your research, you've planned your approach, you're feeling confident and c.a.l.m. Now it's time to have the conversation with your stakeholder...



Anticipating and addressing questions

Anticipating potential questions and preparing your responses will improve your chances for getting approval from your stakeholder.

REMEMBER, ASKING FOR TRAINING AT WORK IS NOT JUST ABOUT THE FINANCIAL ASPECT; IT'S A TESTAMENT TO YOUR BELIEF IN YOUR VALUE AND CONTRIBUTIONS TO THE COMPANY.

We've collated the questions that typically come up. Spend some time preparing your answers.

Think about



How much does it cost, and is there financial aid?



What will you learn from this course?



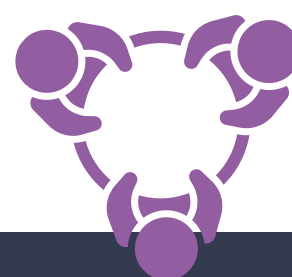
How will it directly benefit the company?



How will you maintain job performance?



How can I measure the return on this investment?



Is the course available for groups?

About your training...



How much does it cost, and is there financial aid?

Yes

No



Is the training available for groups?

Yes

No



What will you learn from this course?



How will it directly benefit the company?



How will you maintain job performance?

Section #4

Next steps

Now the meeting is over, take a moment to relax, unwind and give yourself a pat on the back. While waiting for the outcome, here are some next steps to consider.



Follow up

Thank your stakeholder for their time and the opportunity to present your business case for L&D. This template can be personalised.

Dear [STAKEHOLDER'S NAME],

Thank you for taking the time out of your day to speak with me about the [PROGRAMME NAME] learning opportunity with [COMPANY NAME]. I enjoyed discussing [SPECIFIC TALKING POINT]. I'm excited to hear your thoughts.

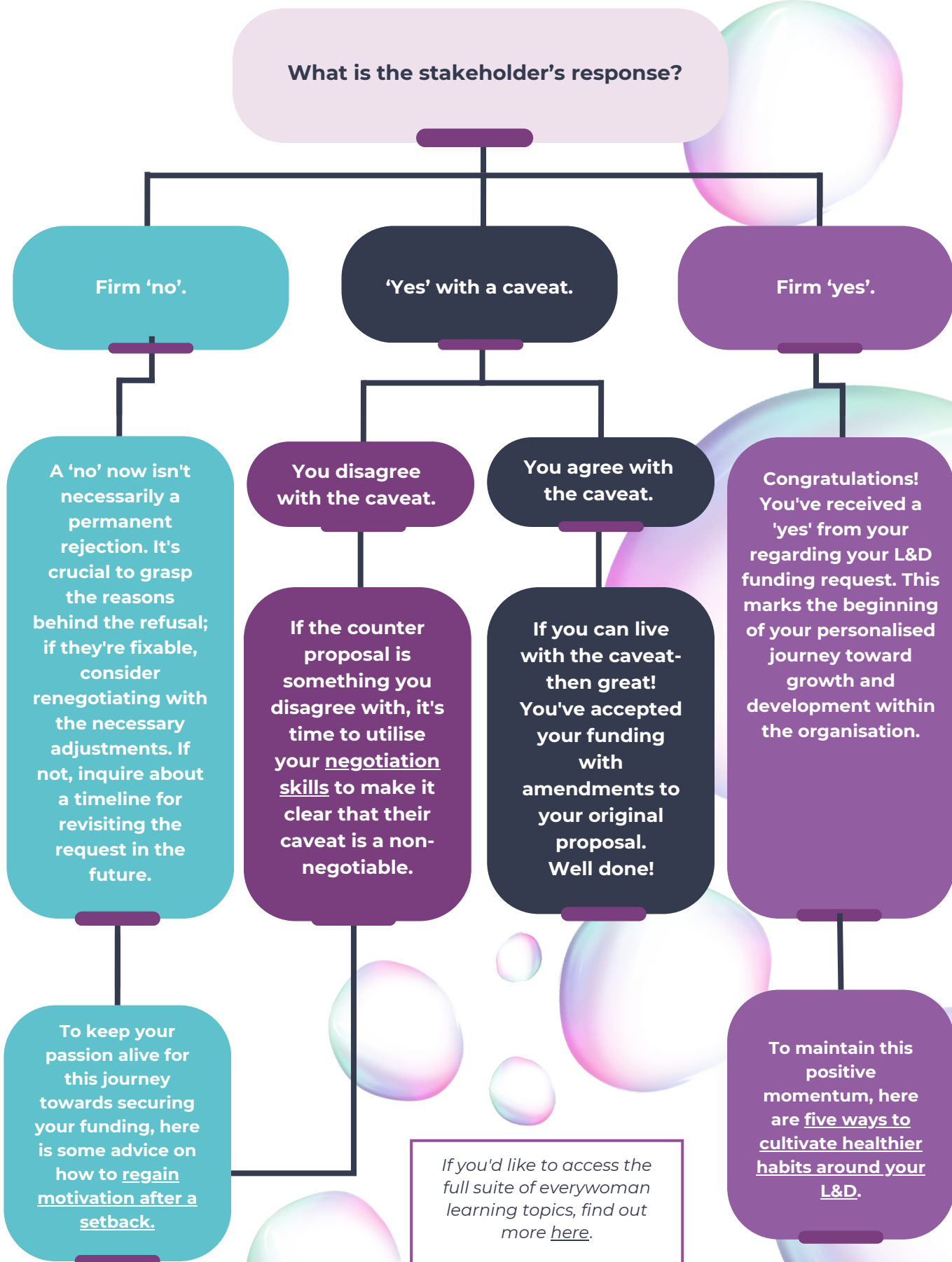
Let me know if you have any questions or concerns.

Regards [YOUR NAME]



Response scenarios

Received your stakeholder's decision? This flow chart can help you navigate potential responses and next steps.





Congratulations!

Well done on completing **Securing support for your training**. We hope this workbook has equipped you with all the tools and strategies you need to secure funding for your L&D. We wish you all the best on your continued journey towards growth and success.

You can gain points for completing this workbook by completing the CPD quiz, found [here](#).

For more details on our upcoming courses, visit [everywoman of Influence](#) and [everywoman Immersive](#). We also have a range of bitesize learning workshops perfect for teams and gender networks. Discover more about [Power90](#).



EVERYWOMAN
NETWORK



EVERYWOMAN
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PROGRAMME

Tailored
learning
that
grows
your career



EVERYWOMAN
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PROGRAMME



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Our comprehensive learning programmes are designed to equip you with the essential skills you need to transform your career and empower you to achieve your full potential.

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NETWORK**

Choose from a vast range of trainer-led curated webinars surrounding topics designed to inspire and inform,

**EVERYWOMAN
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Choose from a vast range of trainer-led workshops, curated by career milestone stages and topic to inspire and inform, with lots of tailoring options available.

**EVERYWOMAN
OF INFLUENCE
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Our most senior leadership development programme is an investment in you as your business's future female leader.

**EVERYWOMAN
IMMERSIVE
PROGRAMME**

An eight-month online course designed to support you to create mindset shifts around your role as a leader in your business.

every
woman

About us

everywoman is a global L&D organisation that drives change by powering businesses to accelerate their gender inclusion goals and women to achieve their career potential.



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For more information go to
www.everywoman.com