



How to Pitch Fearless Women: Empowered to Rise to Your Employer

A step-by-step guide to securing company support for your leadership development

1. Frame the Conversation

Before approaching your manager or HR, think about:

- How this programme aligns with **your role and career goals**.
- The **challenges you want to overcome** and how this programme will help.
- How your **development benefits the business** (not just you).

2. Key Talking Points

Use these prompts to structure your pitch:

💬 "I'm **committed to growing as a leader**, and this programme will help me develop the skills to [insert key goal, e.g., improve my strategic thinking, build confidence in senior meetings, increase my influence]."

💬 "I'd love to explore how my participation in this programme can **benefit not just me but also the wider team** by [insert business benefit, e.g., improving cross-functional collaboration, strengthening leadership succession, enhancing communication]."

💬 "The programme includes expert **coaching, leadership development, and practical tools** that will support my work in [insert relevant projects or initiatives]."

💬 "Companies that invest in women's leadership development see **stronger retention, performance, and engagement**. I'd love to discuss whether this could be part of my personal development plan."

💬 "Would it be possible to **explore company sponsorship, L&D funding, or using my training budget** to invest in this?"

3. Anticipate Questions & Show ROI

Employers may ask about costs, time commitment, and impact. Be ready with:

- ✓ **Time Commitment:** The programme is designed to fit alongside work commitments, with structured sessions and practical learning.
- ✓ **Investment:** Many organisations support leadership development as part of their L&D or DEI strategy.
- ✓ **Return on Investment:** The skills developed—confidence, influence, and strategic leadership—will benefit both you and the business.

4. Follow-Up & Next Steps

Ask for a trial conversation rather than immediate approval.

Offer to send details (or share the corporate 1-pager).

Suggest a follow-up discussion after they've reviewed the programme.