



# HOW TO GET YOUR EMPLOYER TO FUND LEADERSHIP COACHING

**A Step-by-Step Guide to Securing Company  
Support for Your Professional Development**

**BY MEGAN GILL | FOUNDER OF REPOWERED LEADERSHIP**

# WELCOME

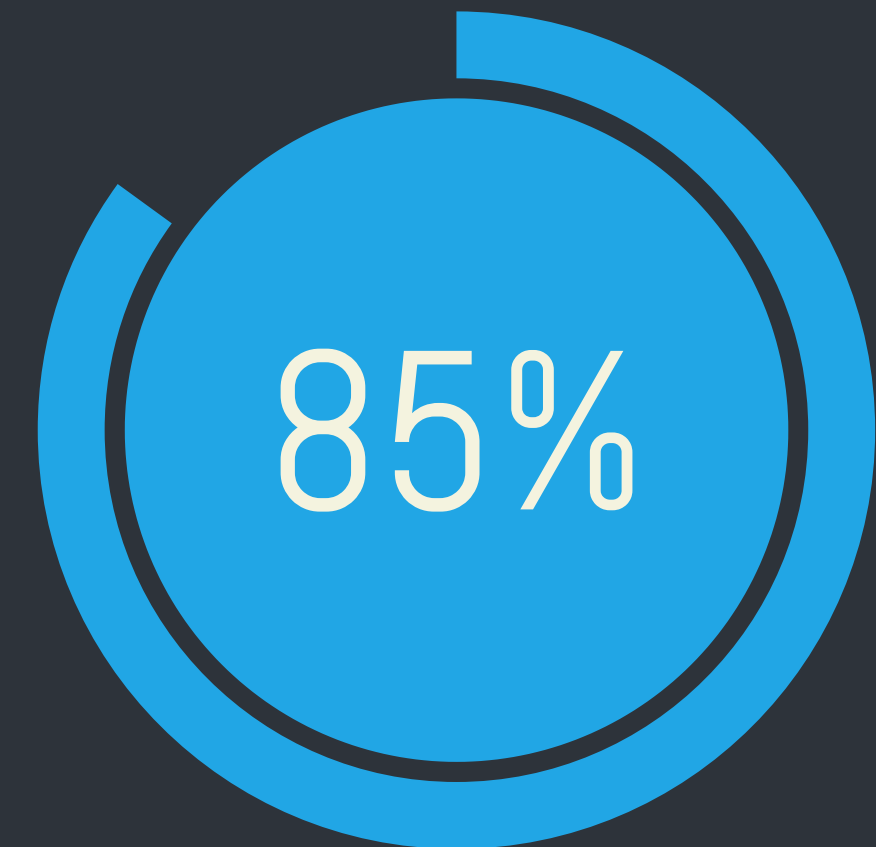
Companies want strong, confident, and capable leaders. Yet, most women in leadership say they lack the coaching, support, and structured leadership development they need to advance.

- **91% of women leaders say they want access to executive coaching—yet only 21% have ever had the opportunity.**
- **85% of women cite a lack of leadership resources and support as their biggest barrier to advancement.**
- **Companies with greater gender diversity in leadership outperform their peers financially by up to 21%.**

**Your leadership growth benefits your company just as much as it benefits you.**

Yet many companies don't proactively offer funding for leadership coaching—**not because they won't, but because they aren't asked.**

If you're ready to **take control of your career and ask for your employer to invest in your growth**, this guide will walk you through exactly how to do it.



**85% of women leaders cite lack of resources, support, and opportunities as their biggest barrier to advancing.**

# STEP 1: UNDERSTAND WHY EMPLOYERS INVEST IN LEADERSHIP DEVELOPMENT

Before you approach your employer, it's important to position coaching as a business investment, not a personal request.

## Employee Retention & Engagement

Replacing an employee costs 1.5-2x their annual salary due to recruitment, onboarding, and lost productivity.

**Companies that invest in leadership development see higher retention and employee engagement.**

## Diversity, Equity & Inclusion (DEI) Goals

Many organizations have targets for advancing women into leadership.

**Funding coaching aligns directly with corporate DEI commitments.**

## Leadership Pipeline Development

Strong leadership is the key to business success.

**Coaching helps leaders develop strategic thinking, decision-making, and executive presence.**

**THE RIGHT LEADERSHIP  
COACHING PROGRAM DOESN'T  
JUST HELP YOUR PERSONAL  
AND PROFESSIONAL GROWTH—  
IT SUPPORTS COMPANY GOALS  
FOR TALENT RETENTION,  
LEADERSHIP GROWTH, AND  
BUSINESS SUCCESS.**



# STEP 2: IDENTIFY THE RIGHT FUNDING SOURCE

Every company structures its professional development budget differently. Here's where leadership coaching funding typically comes from:

## Professional Development Budgets

Most companies set aside funding for executive training, conferences, and certifications.

## HR, Learning & Development or Talent Development

Many organizations have structured leadership training or coaching stipends.

## DEI or Women's Leadership Initiatives

If your company is focused on advancing women in leadership, this request may align perfectly.

## Your Department's Budget

If coaching directly improves your leadership within your team, your direct manager may be able to approve it.

**TIP: IF YOU'RE UNSURE WHERE FUNDING WOULD COME FROM, ASK HR OR YOUR MANAGER:**

***“DOES OUR COMPANY HAVE A BUDGET FOR LEADERSHIP DEVELOPMENT OR EXECUTIVE COACHING?”***

# STEP 3: BUILD YOUR BUSINESS CASE

**To increase the likelihood of approval, frame your request as a business investment.**

Example: Instead of saying “I want to take part in a leadership coaching program to develop my skills,”

Say: “This program will help me improve my leadership presence, strategic decision-making, and ability to lead my team effectively. This directly supports our team’s success and strengthens my ability to contribute at a higher level.”

**7x**

**Studies show that companies that invest in coaching see a 7x ROI in improved performance.**

# KEY POINTS TO INCLUDE IN YOUR BUSINESS CASE

## **1 HOW COACHING WILL IMPROVE YOUR PERFORMANCE**

Explain how this program will impact your role, leadership, and team performance.

## **2 HOW COACHING SUPPORTS COMPANY GOALS**

Tie it to business success. If your company has retention, engagement, DEI initiatives, succession planning, or leadership pipeline goals, connect your request to them.

## **3 THE ROI OF COACHING**

Leadership coaching improves decision-making, productivity, and team engagement. Studies show that companies that invest in coaching see a 7x ROI in improved performance.



# STEP 4: PRESENT YOUR REQUEST TO YOUR EMPLOYER

Once you've built your business case, schedule a conversation with your manager or HR.

1

## START WITH A CLEAR ASK

"I'd like to discuss how I can continue growing as a leader and how [Company Name] can support my development through leadership coaching."

2

## EXPLAIN BENEFITS FOR THE COMPANY

"This program is designed to help strengthen executive presence, build strategic thinking, and develop high-performing teams. These are directly aligned with our team's and company's goals."

3

## OFFER FLEXIBLE OPTIONS

If cost is a concern, suggest flexible payment structures (e.g., splitting the cost over quarters). If time is a concern, be sure to explain how it fits within your current workload.

4

## PROVIDE AN EASY YES

Give them the program details so they understand exactly what they're investing in. Include the expected return on investment backed by data and statistics.

# LET THE DATA SPEAK FOR YOU

## Profitability Increase:

Companies with more women in executive roles generate **21% higher profitability**, as reported by McKinsey.

## Profit Margins and Sales Growth:

Investing in women leaders can result in a **34% increase in profit margins** and a **16% return on sales**.

## Enhanced ROI from Coaching:

A MetrixGlobal study found that **executive coaching yields an average ROI of 788%**, driven by productivity gains and employee retention.

## Improved Team Productivity:

Organizations **combining training with coaching see productivity rise by 88%**, compared to 22% from training alone.

## Reduction in Costs:

Women's leadership programs help participants **negotiate better contracts and reduce costs**, contributing to a **2,271% ROI** in one case study.

## Employee Performance Boosts:

Executive coaching leads to a **70% increase in individual performance**, a **50% boost in team performance**, and a **48% improvement in organizational performance**.

**TIP: IF YOUR EMPLOYER DOESN'T  
TYPICALLY FUND COACHING,  
PROPOSE A PILOT INVESTMENT (E.G.,  
COVERING THE FIRST 3-6 MONTHS)  
TO DEMONSTRATE ROI.**

# PUTTING IT ALL TOGETHER

One example of a coaching program that companies have funded for their employees is WATT: Women Advancing and Thriving Together. Let's take this example and create our business case.



# WHY WATT?

Unlike a conference or one-time training, WATT is an exclusive 12-month leadership accelerator that provides ongoing coaching, industry networking, and leadership development to ensure sustainable growth.

💡 Your Key Message: *“This isn’t just another leadership course—this is an executive-level coaching program designed to help women leaders advance into senior roles and contribute at a higher level within the organization.”*



# BUILD YOUR BUSINESS CASE FOR WATT

## 1 HOW COACHING WILL IMPROVE YOUR PERFORMANCE

Explain how WATT will directly impact your role, leadership, and team performance. *“One of my goals is to improve my ability to navigate high-stakes conversations and gain visibility in senior leadership discussions. WATT provides executive coaching and peer support to develop these skills in real time.”*

## 2 HOW COACHING SUPPORTS COMPANY GOALS

Tie it to business success. *“WATT is a structured, evidence-based program designed to help high-potential women in the leadership pipeline move into senior roles. This directly supports our company’s commitment to developing future leaders and increasing representation at the executive level.”*

## 3 THE ROI OF COACHING

Studies show that companies that invest in coaching see a 7x ROI in improved performance. *“By investing in WATT, the company benefits from stronger leadership, better decision-making, and improved collaboration across teams.”*

# PRESENT YOUR REQUEST

Once you've built your business case, schedule a conversation with your manager or HR. Here's a simple script to start the conversation:

**Subject: Leadership Development Opportunity - Funding Request**

Hi [Manager's Name],

I'd love to set up a time to discuss an opportunity for professional development that I believe will directly benefit my leadership growth and our team's success.

I'd like to participate in WATT: Women Advancing and Thriving Together—a 12-month leadership accelerator designed to help women leaders strengthen executive presence, build strategic decision-making skills, and develop high-performing teams. Here are the [program details](#).

This program aligns with [Company Name]'s leadership development and diversity initiatives, and I see it as an opportunity to bring even more value to my role.

Would you have time this week to discuss?

Looking forward to your thoughts.

# TAKE OWNERSHIP OF YOUR LEADERSHIP GROWTH

Most women **never ask for funding**—not because it isn't possible, but because they assume it won't happen.

But companies **fund leadership coaching all the time.**

The women who **move into senior leadership roles don't wait for opportunities to be handed to them.**

They **advocate for themselves.**

They **make the business case.**

They **get the coaching, strategy, and support that moves them forward and unlocks their full potential.**

If you're ready to take the next step, this guide can help you request funding for that program that can elevate your leadership and impact.





**WANT HELP  
MAKING YOUR  
CASE?  
LET'S CHAT.**



**megan@repoweredleadership.com**



**repoweredleadership.com**