

INTRODUCTION

Approaching your employer for funding can feel daunting, but when it comes to your personal and professional development, it is a conversation worth having. Helping your employer to understand how the Leaders Plus Fellowship will not only benefit you as an individual, but also their business, is key. This document is designed to help you approach the conversation with confidence and armed with the facts.

BENEFITS TO BUSINESS

The Leaders Plus Fellowship is not only designed to support individuals in their career progression, but also significantly benefits businesses through:

- **Retention of top talent** by keeping key individuals engaged while they are on parental leave. Our Impact Evaluation showed a third of fellows were promoted during the inaugural programme.
- **Targeted intervention** for parent leaders and their line managers during a critical time when many drop off the leadership pipeline.
- **Increase gender parity** at leadership levels by addressing a root cause of the gender pay gap.
- Create **positive role models** and champions within your business committed to driving long-term change.
- Be known as a **business that engages** at the forefront of gender equality by partnering with an innovative, award-winning Fellowship programme. To discuss **partnership opportunities** contact Programme Director, Laura Boyle at laura@leadersplus.org.uk.

BENEFITS TO YOU

You may already know the benefits the Leaders Plus Fellowship will have for you, but will your employer? We will help you:

- **Feel inspired** to continue to progress your career despite the challenges of doing so whilst raising a young family.
- By matching you with a **senior leader mentor** who combined a leadership career and parenting.
- Build a cross sector **peer network** for long-term support and best-practice collaboration.
- Gain confidence and **develop your vision** for your career and your family.

THE BIG ISSUE FOR WORKING PARENTS

Did you know?...

1. Between the ages of **30-40**, the gender pay gap increases by more than **10%**. With every child the pay gap increases by a further **3%**. (Lionel Wilner 2017)
2. **4 in 10** people feel that women are **less committed** at work when they've had a baby. The effect is the other way round for men. (Fawcett Society 2016)
3. Working **fathers' careers suffer** when they ask for flexible working or parental leave. (Bain & Company 2016)

The Coronavirus Effect

4. The pandemic has had a **disproportionate impact** on gender equality resulting in significant concerns that women's careers would stall. (Institute of Fiscal Studies 2020)
5. Parents were **twice as likely to be furloughed** during the first lockdown than non-parents. (ONS 2020)
6. During the first lockdown women provided **78% more childcare** than men in households with under 5s. (ONS 2020)

OUR IMPACT

On completion of the inaugural programme Fellows experienced:

- ↑ **91%** in ability to **manage** work life balance.
- ↑ **61%** in feeling **empowered** to continue career progression.
- ↑ **52%** in **confidence** to overcome obstacles.

Read our full [Impact Evaluation](#)

SETTING OUT YOUR CASE

Below we have provided a template that you may wish to use to approach your employer. Please take this as a guide and adapt it to suit your circumstances. Remember, if your business is unable to provide full funding for your place, you could explore part-funding or talk to us about self-funded places.

DEAR EMPLOYER,

I'm writing to request funding for a place on the Leaders Plus Fellowship.

The Fellowship is an award-winning development programme backed by Cambridge Social Ventures and is designed specifically to support working parents realise their career ambitions whilst raising a young family. As an ambitious employee, I'm certain that the Fellowship will not only provide the support I need to meet the unique challenges I face as a working parent but will also benefit the business.

By supporting parent leaders on their professional development journey, the programme also helps businesses address the very real issues around top talent retention. I was shocked to read that being a working parent can have a significant impact on career progression. Studies show that between the ages of 30-40, the gender pay gap increases by more than 10%. With every child the pay gap increases by a further 3%. Did you also know that 4 in 10 people feel that women are less committed at work when they've had a baby and that working fathers' careers suffer when they ask for flexible working or parental leave? This equates to a huge loss of top talent for business particularly at senior levels.

This Fellowship supports parent leaders and their line managers during a critical time when many individuals drop out of leadership careers. It addresses a root cause of the gender pay gap and would provide our business with an opportunity to engage with these issues by partnering with an innovative, award-winning programme. Leaders Plus already work with organisations across all sectors including BBC, HSBC, NHS and The Salvation Army.

What is included:

- 9-month research-informed structured programme designed around work and children.
- 8 online workshops (inc. one with line manager) + bonus masterclasses.
- Fellows paired with a senior leader business mentor.
- Alumni membership providing a long-term support network for best practice sharing and driving sustainable change.

Cost: (DELETE AS APPROPRIATE)

- £2999 + VAT, reduced to £2899 + VAT if 3 Fellows or more apply successfully from one organisation.
- Cost for charities and small employers as defined by Companies House: £2590 + VAT.

If you have any further questions, full details of the Leaders Plus Fellowship can be found at www.leadersplus.org.uk/fellowship.

FURTHER RESOURCES

Overview for Employers pack: <https://www.leadersplus.org.uk/about-the-fellowship/>

How previous Fellows approached their employers for funding: <https://www.leadersplus.org.uk/how-to-ask-your-employer-to-fund-your-place-on-the-leaders-plus-fellowship/>

To discuss **partnership opportunities** for your business contact Laura Boyle, Programme Director at laura@leadersplus.org.uk.