

Leadership WA Programs – Forming a Business Case for Support

Leadership WA's Programs and Courses are an incredible opportunity to undertake world-class professional development and add lasting value to you, your employer and the WA community

As with any investment, decision makers may still need to be convinced before they commit to granting you both the financial support and time out of the office to complete the Program.

This document provides a guide for you to use when speaking with your manager about applying for the Program.

Benefits to your organisation

The benefits to your organisation of your participation in a Leadership WA Program are both wide-reaching and long lasting. You know your organisation best, so when speaking to your manager, you'll need to interpret the benefits of a Leadership WA Program for your organisation.

Leadership WA Programs are a fantastic way to develop professionally, personally, and become part of a State-wide network of influential leaders. Program Alumni often speak about how the diversity of thought in a Leadership WA Program fosters new ways of thinking about strategy and helps foster growth for the future.

By participating in a Leadership WA Program, you will be able to bring the following skills to your organisation:

- World-class leadership skills that will increase operational efficiency and unearth new, exciting opportunities,
- Develop a sophisticated and broader perspective on problem solving, due to the diversity of participants and the Program experiences across multiple sectors
- Mentoring skills that can be used for other employees, and to create a sustainable, forward-looking culture.

An additional benefit is it will cost less to upskill you as a new leader through a Leadership WA Program than to hire someone new.

A potential business case

The decision to fund your place on the Leadership WA Program may be assessed as a business proposition; therefore, you'll need to form a business case that puts the suggestion to your employer in a well-reasoned and well-formulated way. We recommend:



- Explain the Return On Investment (ROI); this will show your company what they can expect to gain in return for investing in your education.
- Highlight the benefits for both parties. Again, you will need to interpret the benefits to suit your organisation. This might include one or more of the following facts:
 - You'll gain experience and insights which will improve your prospects within your organisation and your confidence.
 - You (and effectively your organisation) will become connected with an extensive and diverse network of WA leaders, influencers and decision-maker across private, not-for-profit and public sectors
 - Your employer will enjoy the benefits of having a staff member with enhanced world-class leadership skills and a vision for the future.
 - Investment in such professional development is proven to improve employee loyalty and staff retention levels.

Speaking with your manager or the decision-maker

To participate in a Leadership WA Program, your workplace will need to support your application both financially, and by allowing you to take the necessary time out of the office. Here are some tips on how to speak with your manager:

- Schedule a formal meeting with your manager - an official meeting will convey how serious you are about wanting to participate in the Program.
- Practice what you're going to say. We've provided some examples of how your participation in a Leadership WA Program would benefit your organisation, but you know your organisation best. If you can identify a benefit, practice it so you can convince your manager.
- In your meeting, make sure you're clear, and that your manager can understand why supporting you on a Leadership WA Program makes good business sense.

The bottom line

Leadership WA's Programs and Courses are an incredible opportunity to undertake world-class professional development and add lasting value to your employer.

If you need any more information, or think your manager would benefit from speaking to us directly, please don't hesitate to get in touch.

The CEO of Leadership WA is happy to speak directly with your Manager of this is of assistance. Alternatively many of our Leadership WA Alumni are also available to speak with, so you can hear directly from a Program participant.

