



# Expert Insights on Securing Financing for Your Coaching Program

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**Sunstone**  
Leadership Group  
[sunstonelg.com](http://sunstonelg.com)



# BUILD A BUSINESS CASE FOR EXECUTIVE COACHING



Executive coaching can unlock leadership potential, transform teams, and drive organizational growth—but securing funding for it requires a strategic approach. This guide offers actionable steps to help you create a compelling business case.

## DEFINE THE PROBLEM

Focus on a critical challenge your organization is facing, not just your personal goals. Outline how coaching addresses this issue and contributes to the company's success.

### Questions to consider:

*What obstacle are you trying to overcome?  
How does this impact organizational goals?  
Does your sponsor agree that it's a problem?  
What's the cost of not solving this problem?*

## EXPLORE POTENTIAL SOLUTIONS

Explore coaching as one of several solutions. Compare options (including maintaining the status quo) based on costs, benefits, risks, and feasibility.

Use a Decision Matrix to objectively evaluate your top three plus the “do nothing” option.

Assign weights reflecting the relative importance of each criterion. How did coaching rank?

## CRAFT A COMPELLING MESSAGE

Base your recommendation on a solid analysis of options.

Highlight compelling evidence of coaching's potential impact on key outcomes.

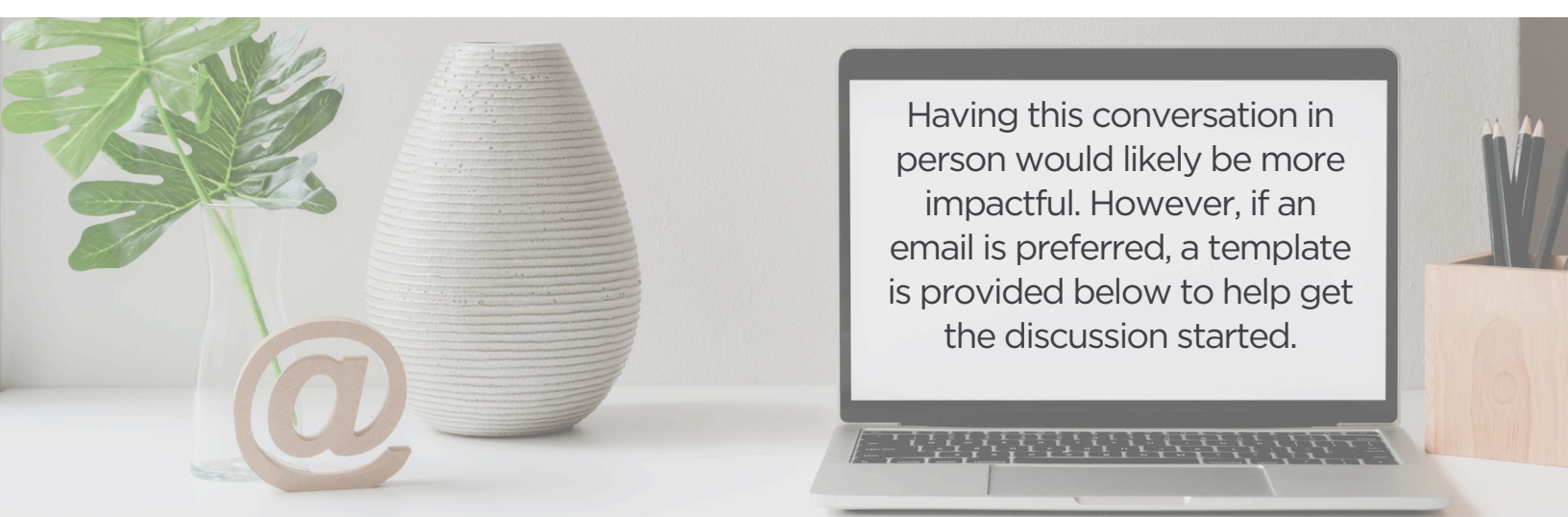
Paint a clear picture of the success your sponsor will experience if coaching is implemented.

## DEVELOP AN IMPLEMENTATION PLAN

Outline practical steps, key milestones, and performance indicators. Make it clear how your sponsor will see results and stay involved in the process.

Remove risk to the investment by showing how coaching can be integrated into current business activities.

# IT'S NOT JUST FOR YOU, IT'S FOR YOUR ORGANIZATION



**Subject:** Request for Coaching Support

Hi [Sponsor's Name],

I hope you're doing well. As I reflect on my professional growth this year, I've identified a key challenge our team is facing: [insert challenge]. This issue directly impacts our ability to achieve [insert relevant organizational goal(s)].

I believe that investing in professional coaching could significantly enhance my skills and contribute to addressing these challenges. I'm particularly interested in a program with Sunstone Leadership Group, which specializes in helping business leaders develop [insert relevant skills].

The program I'm interested in costs [insert fee] for [insert duration]. Would you be open to subsidizing this expense? I'm happy to discuss this further with you and share my findings.

Thank you for considering my request!

Best regards,  
[Your Name]