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ONLINE

Asking your employer to fund your Professional Development



CAMBRIDGE ADVANCE ONLINE

Professional development is now vital for organisations

The world of work is shifting exponentially – from AI adoption to global instability and sustainable transformation – which means the capabilities organisations need are changing too.

Continuing professional development is one of the best ways to ensure that teams are equipped with the up-to-date strategies and tools they need to drive innovation.

Organisations like yours can't risk falling behind – so this is an opportunity for you to find learning that will both advance your career and help your organisation remain competitive.

This guide will help you:

- identify courses and programmes that align with your organisation's needs
- prepare your business case for employer funding
- approach your employer to request funding.



What are you hoping to achieve in your career?

Your employer may ask you to complete a professional development plan, or you may wish to manage your performance on your own. When considering your professional development, reflect on your own strengths, experiences and skills and think about how any knowledge or skills gaps can be improved in the short, medium and long term. Ask yourself these three questions:

1. Where am I?
2. Where do I want to be?
3. How will I get there?

This activity is ongoing, and you will continuously need to reflect and update your goals and visions for the future.

Do your research

You've identified your goal(s) and you've found the perfect course to tackle it. Take the time to research the course you're interested in. You will have our website, brochures and enrolment advisors at your disposal. Ensure you have working knowledge of the following aspects:

 Cost

 Duration

 Time commitments

 What the course is about

 Learning outcomes

How will your business benefit?

Whilst companies are happy for their employees to complete courses for professional development purposes, they also like to know how it will benefit the business. Here are some bonuses to your employer for you to consider:

- Learn new ideas and cutting-edge approaches to stay ahead of the competition
- Add specialist skills and knowledge to the company workforce
- Reduce the need for outsourcing and recruitment
- Improve employee retention, happiness and productivity

Prepare to discuss how you'll apply what you learn to your job. Relate program benefits to specific company business goals. What immediate benefits can your company expect?

Prepare a business case

Now that you've done your research, and thought about the benefits to yourself and your company, you're ready to initiate the conversation with your manager. Be clear and concise - sum up your reasons for wanting to attend the course and the benefits it offers.



Professional Development

Course Name

Course Provider

Short Overview

Course Length

Course Structure/Time Commitment

Course Cost

How is the course relevant to your role/professional development plan?

Benefits of the Course to the business and personally (skills and knowledge)

Funding request email template

Hi [Name of your manager],

I hope your day's going well.

I've been researching professional development courses to [insert your goal here]. I wanted to let you know that I recently came across an intriguing programme that aligns with many of my goals and interests: Cambridge Advance Online's [insert course title here].

This course stood out to me because of [explain why this course interests you]. I believe it would help me [explain one or more specific benefits for your company and/or team]. I'd also enjoy learning more about [reference any course specifics] and think this would be a great way to do so.

Does [Name of your Company] provide funding for professional development opportunities like this? I wasn't sure but wanted to ask before I move forward. If it's possible to be reimbursed for the program, I'd love to discuss.

Here are some of the course specifics:

Start date:

Duration:

Cost:

Link with more information:

Are you available to discuss more sometime in the next week? Let me know what works for you.

All the best,

Learn with Cambridge Advance Online

Our team of world-leading University of Cambridge academics and industry experts design high-impact learning that combines the latest strategic insights with practical tools you can use right away.

Business and Entrepreneurship

Level up your leadership and gain the confidence you need to succeed with courses and programmes in strategic AI adoption, communication and creative problem solving.

Technology and Data

Drive digital transformation and learn how to apply emerging technologies for business success. Find courses in big data, human—AI systems and more.

Sustainability, Environment and Policy

Cut through the sustainability noise and trends, and create meaningful, evidence-based change that lasts, with courses in climate strategy, ESG and policy decision-making.

Healthcare and Sciences

Explore cutting-edge research and advanced clinical applications in our hands-on courses, designed to help you excel in rapidly shifting medical fields.

How does our employer funding process work?

We offer a range of payment options to make it easier for your organisation to fund your learning.



Invoice:

You can request an invoice for your organisation via our online course payment journey. You may be referred to our Customer Services team to complete this step.



Bank transfer:

Direct bank transfers (BACS) can be facilitated via our Customer Service team. Payment must be made two weeks prior to course start date.



Company card:

You can make a payment for our courses directly on our website using a credit card or debit card (Visa, Mastercard or American Express).

For more payment information,
visit uoonlinehelp.cambridge.org or
email our Enrolment team at uoc.online.info@cambridge.org



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