

## Leading From Within - Spring Cohort 2021

---

**Subject:** Discover Leading from Within - a transformative leadership program for women

Dear **[MANAGER'S NAME]**

I would like your support in joining Leading from Within - a leadership development programme by **She Leads Change**.

**Leading From Within** is a three month leadership and peer-coaching programme for women, starting in February 2021. Designed to help women discover their voice, expand their potential, navigate relationships and engage positively within existing systems, Leading From Within places emphasis on taking personal agency. It also connects us with a community to learn from and alongside.

Quick facts about the **challenges that women face in leadership** (both professionally and personally) include:

- Hesitation in speaking up or offering suggestions - even when asked
- A woman struggling due to shocks and stresses will lose productivity and effectiveness in the workplace and be 50% more likely to quit
- Lack of initiative in starting projects complementary to her work or that improve her environment

By joining the programme, I'll have the opportunity to meet and network with peers focussed on similar challenges to mine. Together with the content presented in the programme, I plan to strengthen my skills in **[X]**, **[Y]** and **[Z]**, and walk away having learned **[potential goals to model/adapt]**:

**Goal 1:** Gain 2-3 techniques to advance my leadership capability at work, for example: develop more interconnected relationships, take a more leadership role beyond that of just an individual contributor, and inspire others

**Goal 2:** Strengthen my work capacity and my network by making two connections with peers in my current role, from similar companies.

**Goal 3:** Network with senior level executives to further develop my skills as a professional.

I'm confident that my participation at the **Leading from Within** program will directly influence the quality of my work on **[PROJECT NAME]**.

Upon completion, I'm happy to share my takeaways with the team, including those that we can implement immediately and outlines on how we can make that happen.

I've broken down the approximate cost of my participation at the program

---

Fees (excluding / including VAT)	Inclusive of 3 coaching sessions (excluding / including VAT).	
Self-Funded	<b>£295 / £354</b>	<b>£415 / £498</b>
Non-profit / social enterprise / start up	<b>£650 / £780</b>	<b>£830 / £996</b>
Corporate	<b>£950 / £1140</b>	<b>£1250 / £1500</b>

You can learn more about the program at [https://bit.ly/LeadingfromWithin2021\\_SM](https://bit.ly/LeadingfromWithin2021_SM)

Thank you for taking the time to review this request, and I'm looking forward to hearing from you.

Best,

**[YOUR NAME]**