



Help Your Employer Say Yes

LEADERS UNLEASHED / EMPLOYEE TOOLKIT

Your Business Case for Leaders Unleashed

A practical toolkit for women ready to develop their leadership capability

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Investing in
your growth
delivers results
for you and
your organisation.

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Help Your Employer Say Yes: Your Business Case for Leaders Unleashed

A practical toolkit for women ready to develop their leadership capability

You may already be the person others turn to when a problem needs solving, a job needs organising or a team needs support. That is evidence worth taking seriously. You can recognise what you already bring and still have skills you want to build.

Asking your employer to invest in your development starts with a clear connection: what you want to learn, where you will use it and why that matters to the business. This toolkit helps you make that connection and put a considered request in front of the person who can say yes.



Start with the work

Choose one or two real leadership challenges. Perhaps you take work back instead of delegating, delay a difficult conversation or hesitate to contribute when you have something useful to say. Explain how developing your leadership could change what your team experiences.

Before submitting your request, obtain the current program outline, fee quote and session schedule from Performastery. Replace every bracketed field with your own details. Choose examples you can stand behind. [Visit the Leaders Unleashed website for all the program information.](#)



Use this toolkit

1. Understand the employer case and program fit
2. Build your business case
3. Prepare your manager conversation
4. Customise your funding request
5. Respond to questions and objections
6. Share the one-page manager summary
7. Plan how you will apply the learning



Great leaders aren't born. They build the skills to lead with clarity, courage and accountability.

Why this investment makes sense



Make leadership capability visible

Technical skill and reliability can get you recognised. Leading people asks something more: clear expectations, useful feedback, delegation, accountability and the ability to work through uncomfortable conversations. Building these skills can help you contribute more effectively in your current role and prepare for greater responsibility.



Connect your development to business priorities

An employer may be looking to build its leadership pipeline, prepare successors, retain capable people or strengthen team ownership. Your request is more useful when it names a priority that actually matters in your workplace and shows where you intend to apply the learning. These are reasons to invest, rather than promises of a particular financial return.



Why Leaders Unleashed is a relevant option

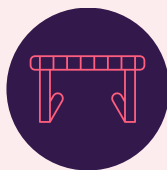
Performastery's approach begins with self-awareness: recognising the assumptions and habits that influence how you lead. It then connects insight to practical behaviour in conversations, decisions and everyday team work. Confidence grows through evidence and practice, with skills to support it. The high-touch live cohort model brings facilitated learning and conversations with other leaders into that process. You have people to learn with as you test ideas in your role. That offers a different learning experience from a self-paced course where you work through material alone.



Pathway positioned for women in male-dominated industries

The public cohort plan includes a development pathway for Auto Women Leadership Scholarship recipients alongside employer-sponsored and self-funded participants. This provides an automotive connection and opportunities for shared perspectives; it does not establish that every participant receives scholarship funding.

Choose the pathway that matches your role



SPRINT HURDLES, Emerging and Developing Leaders

For capable women preparing to step into leadership or learning to lead others for the first time. Develop the confidence, self-awareness and practical skills needed to make the shift from doing the work to leading the people who do.



ASCENSION, Experienced and Senior Leaders

For women already leading teams or functions who are ready to broaden their influence, think more strategically and prepare for greater organisational responsibility.

Build your business case

Keep the case specific enough that your manager can picture the change. You do not need a perfect argument. You need a clear request, relevant evidence and a workable plan.



- 1 What responsibility do I hold now, or want to prepare for?
- 2 What evidence shows my existing capability? Name a situation, what I did and the contribution I made.
- 3 What leadership behaviour do I need to develop? What tends to happen now?
- 4 Which business priority would that support? Use my manager's language where possible.
- 5 Which Leaders Unleashed pathway fits, and why does its learning approach suit this need?
- 6 Where will I practise the learning in my role? How will my manager and I notice progress?

“ An example to adapt

"When a job falls behind, I often take it back rather than clarify expectations with the team member. That leaves me carrying more work and gives them less opportunity to build capability. I want to strengthen my delegation and feedback skills. I would practise by agreeing ownership, standards and check-in points on suitable tasks, then review the quality of handovers and follow-through with you."



Make the investment clear



Program and pathway:	[SPRINT HURDLES or ASCENSION]
Fee including GST:	[confirmed quote]
Work time requested:	[confirmed sessions and other requirements]
Other costs:	[travel or other costs, if applicable]
Coverage plan:	[how work will be managed]
Approval sought from:	[manager or budget owner]

Have the conversation with your manager

Arrange a conversation when your manager has time to consider the request. Bring a short case and the current program information. Lead with the work you want to do better.



Open with a shared priority

"I'd like to talk about my development and how it could support [team or business priority]. I've noticed [specific situation], and I want to build my ability to [leadership behaviour]."

Name what you already bring

"I've demonstrated [capability] through [example]. My next step is learning how to [development need], so I can contribute more effectively in [responsibility]."

Explain why this program fits

"Leaders Unleashed appeals to me because it connects self-awareness with practical leadership skills and learning with other leaders. Its focus on women working in automotive and other male-dominated industries is relevant to my experience. I'm looking at [pathway] because [reason]."

Make a clear request

"Would the business fund [confirmed amount] and support [work time fund] and I've put together a coverage plan, and I'd like to agree where I will apply the learning and how we'll review it."

Invite the manager's perspective

"Where would you most like to see me develop? What would you need to see to support this investment? Is there another person who needs to be involved in approval?"

Agree the next step

"Can we agree what information is still needed, who will make the decision and when we'll revisit it?"
After the meeting, send a short note recording those actions and any agreed review date.

If confidence is part of your development need

Make it concrete. "I want more confidence" is hard for a manager to assess. "I want to contribute my recommendation in planning meetings and handle performance conversations earlier" gives you both something to work with. You can acknowledge uncertainty while showing that you have thought about the next step.



Your funding request email

Replace the bracketed text, remove anything that does not fit and attach the current program outline, quote and completed manager summary.



EMAIL

SUBJECT: DEVELOPMENT FUNDING REQUEST — LEADERS UNLEASHED

Hi [manager's name],

I'd like to request employer funding to participate in Performastery's Leaders Unleashed [SPRINT HURDLES / ASCENSION] program, along with [confirmed work time required].

In my role as [role], I contribute to [responsibility or business priority]. I've demonstrated [existing capability] through [brief example]. The next area I want to develop is [specific leadership skill or behaviour], particularly when [workplace situation].

This connects to our priority of [business priority]. I would apply the learning by [one or two practical actions], with the aim of improving [observable aspect of work].

The Leaders Unleashed programs are designed to support women developing and progressing through leadership in automotive and other male-dominated industries. Its approach connects self-awareness with practical workplace leadership and learning alongside a cohort of other leaders. That combination is relevant to [my particular challenge or learning need].

the program facilitator, Fiona Cullen's profile has 25 years experience in leadership training and coaching and she has worked with more than 2,500 individuals to build skills that include feedback, delegation, trust, accountability and difficult conversations. The public cohort plan also includes a pathway for Auto Women Leadership Scholarship recipients alongside employer-sponsored and self-funded participants.

The investment requested is [confirmed total and GST treatment], plus [time or other costs]. I propose managing attendance through [coverage plan]. I've attached [current outline, quote and schedule] so the full commitment can be reviewed.

To make the learning useful here, I suggest we agree [one or two application goals] before I begin and review progress at [agreed check-in points]. I'm happy to share useful learning with the team where appropriate.

Could we discuss this at [proposed meeting time]? I'd welcome your view on where this development could make the greatest contribution and what you need to support the request.

[Name]
[Position].



Clearly connect your request to business outcomes.



Show how this development builds your leadership capability.



Propose practical application and check-in points.



Attach the outline, quote and schedule for a complete picture.

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Investing in leadership development builds capability, confidence and performance across the business.

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Respond to questions and objections

Treat questions as useful information about what your manager needs to decide. Acknowledge the concern, contact your response to the work and agree what needs checking.



We do not have the budget

"I understand. Could we look at the development budget and timing together? If full funding isn't possible, would partial funding be an option? I'd like to understand what could be supported before I commit."

We cannot spare the time

"Let's review the confirmed schedule against our workload. I can propose coverage for [responsibilities]. If this intake is not workable, can we agree when to reconsider?"

We already offer internal training

"That could be useful too. Can we compare the options against [development need]? I'm interested in the facilitated cohort and the connection between self-awareness and workplace practice. I'd like to understand which option gives me the best opportunity to apply what I learn."

Why not choose a cheaper online course

"Let's compare the full commitment and fit. I learn best when I can discuss real situations and practice with support. For [specific challenge], a live cohort approach is relevant. We can check the current outline to see exactly what is included."

Why a program focused on women

"The skills I want to build are relevant to leading any team. The focus on women in male-dominated industries gives context to my experience and a cohort with relevant perspectives. It also supports our interest in developing capable people already in the business."

How will we know it was worthwhile

"Let's agree observable behaviours before I start. For example, we could review clearer task ownership, earlier feedback conversations or my contribution to planning. I can bring specific examples to our check-ins. I wouldn't promise a financial return we can't substantiate."

You are not ready for leadership yet

"Take me through the experience or behaviours you would need to see. Could we agree a development goal and a suitable opportunity to practise? SPRINT HURDLES includes women preparing for leadership and those who lead informally."

Does Auto Women cover the cost

"The cohort includes Auto Women Leadership, Scholarship recipients, but that doesn't mean every participant is funded. I'll confirm any eligibility and funding arrangements separately. My request here is for employer sponsorship."



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Good questions help you build a stronger case. Acknowledge the concern, connect to the work and agree the next step.

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Manager summary

Employer funding request for Leaders Unleashed

Employee: [name and role] Manager: [name]

Pathway requested: [SPRINT HURDLES / ASCENSION]



The request

Approve [confirmed fee inc. GST] and [work time requested], plus [other costs, if any]. Current program outline, quote and session schedule: [attached or linked].



The business need

[State the business priority and the current leadership challenge in two sentences. Include a brief example of the employee's existing capability.]



Why this option

Leaders Unleashed is positioned for women developing and progressing through leadership in automotive and other male-dominated industries. SPRINT HURDLES supports emerging and developing leaders: ASCENSION supports experienced leaders preparing for broader strategic responsibility.



Facilitator experience and Auto Women connection

Fiona has 25 years experience and has developed 2,500 successful leaders plus the public cohort plan provides a pathway for Auto Women Leadership Scholarship recipients alongside employer-sponsored and self-funded participants.

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Investing in women leaders today builds stronger teams, better decisions and a more resilient automotive industry tomorrow.

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Application and review

- ✓ Priority behaviours: [one or two specific behaviours]
- ✓ Workplace application: [tasks, conversations or responsibilities]
- ✓ Evidence to review: [observable examples/existing work measures]
- ✓ Manager check-ins: [grined timing]

Work coverage and decision

- ✓ Coverage plan: [responsibilities, cover and handover arrangements]
- ✓ Decision needed by: [date based on confirmed registration requirements]
- ✓ Approver and next step: [name and action]

Turn the investment into workplace practice

Your business case becomes more credible when you show how you will use the learning. Keep the plan manageable. One behaviour practised consistently can give you more useful evidence than a long list of intentions.



Before the program

Agree one or two development priorities with your manager. Describe what happens now and what a useful change would look like. Choose work that gives you an appropriate opportunity to practise, and agree attendance and coverage arrangements.



As you learn

Bring a real situation into your reflection. What happened? What assumption was I making? What did that lead me to do? How did it affect other people? What could I try next? Record a small action, use it in the workplace and notice what changes.



At your manager check-ins

Share a specific example: the situation, the behaviour you tried, what you observed and what you will adjust. Ask for feedback on what your manager or team has noticed. Use existing work measures where they are relevant, without attributing every change to the program.



After the program

Review the evidence against your original goals. Agree what needs further practice and where you can take on an appropriate next responsibility. Share useful learning in a way that supports the team and respects confidential cohort conversations.



Your next steps

Choose your pathway. Complete the business-case prompts. Obtain current program details from <https://performastery.com.au/leaders-unleashed>. Book your manager conversation. You can make a thoughtful request while still having things to learn. That is part of developing as a leader.

For current program information

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Join the list to hear about upcoming SPRINT HURDLES and ASCENSION program intakes.

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