

Creating a business case for company sponsorship

Sloan MSc in Leadership and Strategy

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A. Introduction

This guide is designed to support you as you consider approaching your organisation for funding. Employer sponsorship is a significant step, with approximately 25% of students across London Business School securing this support each year.

Drawing on the experiences of students who have successfully secured sponsorship from a wide range of industries, including management consulting, financial services, technology, healthcare, manufacturing, and government, this guide provides practical advice to help you craft a compelling business case to present to your employer.

When making such a request, many companies will naturally ask, “*Why should we make this investment?*” and “*What’s in it for us?*” This guide is designed to help you answer those questions effectively, showcasing the mutual benefits of the new One-Year MBA programme from London Business School for both you and your organisation.

We hope the framework provided here helps you develop a clear and persuasive case. While there’s no guaranteed formula for success, thorough preparation and determination have proven to be invaluable for many of our sponsored students.

Wishing you the best of luck!

B. Return on investment

Make sure you clearly articulate to your Line Manager your expected benefits to the company. Define measurements to assess how your contribution will increase during or after the programme in terms of skills and knowledge acquired, that will benefit both the organisation and you as an individual.

For example, the 'Organisational Behaviour' course will help you understand the general principles and processes of effective leadership so that you can lead in a wide variety of situations. You will also learn about 'Change Management', and how to come up with the right strategy; not just implement the strategy, but to own it.

Our Sloan fellow and Director of planning and control at a major Telecommunication company in Brazil mentions how Sloan helped her in managing change during a merger:

"Post-Sloan, I can see myself doing things differently and being far more self-aware in the way I work, particularly in complex situations. This is very relevant at my organisation as we are currently going through a merger and we are at a critical point in the process, discussing organisational structure and new responsibilities. Having spent 10 years in the telecom market, I now have much more to bring to the table, including insights from other industries. At this stage in my career, it couldn't just be another course, it needed to be 'the one', and when you're looking for 'the one' you need to aim to study at 'the best'".

It is important to highlight the wider benefits for your organisation of establishing links with London Business School. As their ambassador on campus, you can be the bridge linking your organisation to world-class faculty, major global events and the global alumni network. Our careers team can also help your organisation recruit top talent from London Business School.

B.1. Key programme features

Once you have defined the business need, the next step is to conduct your analysis. Support your choice of programme by identifying the most relevant components to your organisation.

- **Business project**

The Sloan Business Project is a further opportunity to tailor your academic experience, whilst adding value to your organisation. As a Sloan Fellow, you have the opportunity to undertake a substantial piece of work on a topic for your employer, supported fully by a faculty member. Many company sponsored Sloan Fellows complete a project on a problem concerning their organisation, delivering significant payback, and often relating it to their future role.

Previous project topics have included:

- The growth of social networking sites and the implications for marketers

- Knowledge transfer in a multinational corporation
- Identifying key success factors for an FMCG product launch in an emerging market
- A business plan for a new telecoms company

- **Develop effective leadership – Core courses**

With Sloan you will focus on developing effective leadership, by reflecting on your career in a structured and disciplined way and taking stock of your personal leadership aspirations and capabilities. The core courses which will help you develop your leadership skills are:

- *Understanding Top Management* - insight into the professional challenges and responsibilities faced by top managers.
- *Biography* - thinking constructively about your career and life transitions by looking at the lives of others, as well as your own.
- *Leading People and Organisations* - the knowledge and tools to lead and transform organisations through people.

- **Business Skills for Leaders**

The Sloan key skills portfolio (please note this may be subject to change) is designed to maximise your personal and professional effectiveness across a range of capabilities necessary for successful leadership. We provide you with a choice of seminars and workshops, allowing you to focus a programme around your own needs. Your choice of sessions will be fed by competency-based assessments and one-to-one discussions with trained coaches. Recent topics have included:

- *Personal Impact*: Understand the impact you make and develop your ability to make the impact you want while enhancing your capacity to work with and influence others.
- *Performance Management*: Enable delegates to achieve their business objectives, and motivate staff to improve their own performance through constructive feedback.
- *Advanced Presentation Skills*: Use the powerful vehicle of public speaking to achieve the business objectives you define for yourself, to influence, inform, engage, motivate or persuade.
- *Influencing and Persuading*: Learn to navigate negotiations with confidence, clarity and ease.
- *Coaching for Leaders*: Develop a core coaching toolkit, including the well-respected GROW approach.
- *Boardroom Experience*: Visiting guest speakers and London Business School faculty offer insights into what is required to operate successfully at board level.

- **Global Experience**

The week-long international assignment allows Sloan Fellows to develop an understanding of a particular regional economy and the factors that contribute to its development and success. Integrating your Sloan Masters in Leadership and Strategy learning with practical experience on the International Assignment is a powerful and enjoyable part of the programme. Accompanied by a member of faculty, you travel to a destination such as Boston and New York, San Francisco and Zurich. Please see [here](#) for more destinations. Working in small teams, you spend a week working closely with an organisation on a real business project or visiting companies, NGOs, institutions and consultancies to gain fresh insight into international business practices.

Network

As a student and graduate of the Sloan at London Business School (LBS) you will:

- Have lifelong access to blue-chip corporate partners and their industry network.
- Become part of the LBS community made up of 53,000 alumni in over 155 countries.

Sample analysis

Programme Feature	Return on investment
Elective course: The Global Business Leader	Significant international expansion and management of overseas acquisition
Core Course: Executive Leadership	Marked increase in self-awareness, through 360 degree and individual feedback sessions I will build on my strengths as a leader and eliminate any weakness.
Elective Course: Corporate Strategy	Takeover of new business unit – needs to be aligned with organisation wider strategy
Core course: Managing People and Organisations	Ability to manage larger and more diverse teams spanning multiple geographies.

B.2. Programme structure

The Sloan MSc is a full-time, 12-month Master degree programme with a curriculum designed specifically for senior managers with extensive managerial and strategic experience. The Sloan curriculum has five dimensions:

1. Key knowledge delivered through core courses.
2. Core themes of leadership, strategy, and business fundamentals.

3. Tailoring through elective choices that meet your individual interests and goals.

4. Global perspectives gained through the Global Experience course and the diverse class and wider School community.

5. Key skills accessed through a core skills portfolio, designed to maximise your personal and professional effectiveness across a range of capabilities necessary for successful leadership.

The core of the Sloan timetable is usually concentrated between Monday and Thursday to give your schedule flexibility. Outside of this, you will need to set aside time for skills sessions, private study, study group meetings, guest speakers and club events.

- Core courses are completed over the first six months, and elective options can be taken from the end of the first term. Electives are run in different formats, some in single block weeks and some over 10 week terms up to the end of your programme.

B.3. Recommendation

After you have gathered specific evidence that our Sloan programme will benefit you and your company, you will need to ensure that you highlight the aspects of your personal development that are most important in the context of the business need and your career development plans.

General:

“I believe that it is the right time for me to pursue a Sloan MSc. It will be not only a huge benefit to myself as a leader in this organisation, but will benefit the teams I manage through the improvements I will be able to implement immediately on my return from the programme and long into the future”.

Specific:

“Having worked within x department I need to broaden my understanding of x...”

“To date, within our organisation I have achieved...”

“In order to lead x business unit, it is vital I develop X skills...”

If your organisation offers internal development programmes or even external training with other institutions you may need to clarify why a Sloan MSc at London Business School would be preferable to a number of short development programmes. You will also need to compare the Sloan at LBS with other Sloan or Executive MBA programmes, and clearly state the benefits of studying our Sloan. In this case you should emphasise the ability to learn from world leading faculty who, alongside teaching, consult and sit on the boards of major multinationals and conduct ground-breaking research in their fields of expertise. The rigor of the programme sets

it apart from shorter courses, as well as the opportunity to learn from and collaborate with your diverse, experienced, and international peer group. Once you have graduated, remember that you and your company have access to a powerful and influential professional network for life.

C. Asking for employer support

I. Financial support

Think carefully about the level of financial contribution you require, making sure you have up to date information on tuition fees. You may also need to request additional funds for accommodation, travel and materials. Think about different funding models so you have a “package” to request and can offer different positioning. Outside of 100 per cent funding, students on recent intakes have been financially supported in a variety of ways, including matching funding, percentage splits, reduced hours, salary sacrifice, tuition reimbursement at key stages or after successful completion of parts one and two, and bonus payments. The agreement you finally come to will most likely be the result of a back-and-forth negotiation between you and your employer. The monetary contribution you receive is most commonly dependent on how long you are going to be contractually obliged to remain with the organisation. If you require a significant level of funding, be prepared to be very flexible with this detail.

II. Commitment and Conclusion

Your statement of commitment is critical and should show your commitment to the organisation, and to being a successful student on the programme. There are a variety of ways of demonstrating this commitment, and as previously explained, agreements will most typically encompass lock-in periods, reimbursement of tuition and other costs (whole or percentage). The statement of commitment ensures that you take responsibility for your learning and repay the investment that has been made for you by your company.

D. Contacts

We hope this guide is helpful and wish you the very best of luck! If you require any further information about the Sloan Masters in Leadership & Strategy or London Business School to support your business case, please contact the Recruitment & Admissions team:

Email: sloan@london.edu

Should your employer wish to have a direct point of contact at the School to answer any questions or concerns they have, or to build a relationship with London Business School, we would be delighted to hear from you. Please contact our Business Development Team:

Email: sponsor@london.edu

