

Advanced Management Programme (AMP)

MANCHESTER
1824

The University of Manchester
Alliance Manchester Business School

GUIDE TO DISCUSSING COMPANY SPONSORSHIP WITH YOUR MANAGER

Before requesting company sponsorship

- **Check if you qualify for the partial bursary** – this conversation will go a lot easier if your manager knows you have already “secured” a 40% discount
- **Take time to prepare your business case.**
Managers are more likely to support professional development when they clearly understand how the investment will benefit both you and the organisation.
- Before arranging a meeting, consider the following questions.

1. Why do you want to complete the programme?

Think beyond personal career progression.

How will the programme help you become more effective in your current role?

2. How does the programme align with your organisation's priorities?

Consider how the learning could contribute to areas such as:

- Leadership capability
- Strategy execution
- Organisational change & Innovation
- Governance
- Stakeholder engagement
- Financial decision-making
- Building high-performing teams

Key selling point: Most leadership and management programmes were developed for a world that no longer exists. The Alliance Manchester Business School Advanced Management Programme has been designed for today's environment of uncertainty, rapid technological change, increasing complexity and constant disruption.

3. How will you apply your learning?

Managers are more likely to support development when they know the knowledge will be applied immediately.

Think of examples where you could use new skills in your current role.

Key selling points: You may wish to mention:

- The overarching capstone assignment requires all participants to solve an organisational problem or introduce an innovation – this is implemented over the 12 months of the programme using Action Research a process of continuous cycles of Plan-Act-Observe -Reflect and evidence is collected through a Portfolio of Evidence.

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If strategically positioned that allows you to tackle those “if we only had the time” issues that all organisations face

- All the module assignments are workplace based – so you will be implementing what you are learning as you are learning

4. Why this programme?

Be prepared to explain why you selected the Alliance Manchester Business School Advanced Management Programme.

Key Selling points: You may wish to mention:

- Unique opportunity with an Internationally recognised top-tier business school.
- Partial bursary – to break down barriers of access: accessible and affordable with recognised international Social Development Organization FPD (review your brochure) **Note: Even if you do not qualify for the partial bursary this programme is still a fraction of the cost of similar programmes with top tier business schools**
- Practical leadership focus.
- Fully online delivery with and of exceptionally high quality – Independent quality assurance by USA Based online education assessment organization Quality Matters of 98%
- Designed specifically for working professionals. (7- 8 hours weekly commitment)
- Flexible study format – Asynchronous online so own time own pace.

5. Be prepared to discuss the practicalities

Your manager may ask about:

- Study commitment.
- Programme duration.
- Assessment.
- Workload.
- Time away from work.

Be familiar with these details before your meeting.

During the conversation

Keep the discussion focused on organisational value rather than personal benefit.

Helpful phrases include:

"I believe the programme will strengthen my ability to contribute to our strategic priorities."

"The learning can be applied immediately within my current role."

"The online format allows me to continue meeting my work commitments."

"I would be happy to share key learning with colleagues."

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