

A GUIDE TO ORGANIZATIONAL SPONSORSHIP

Make room for your leadership to grow.

If coaching could help you become more effective in your role, it's worth exploring whether your organization can support it. You don't need a polished proposal or confirmed funding to begin the conversation.

01 / FOR YOUR OWN LEADERSHIP

What do you want coaching to make possible?

Start with an outcome you genuinely want to pursue, then connect it to the work your organization needs you to do. You don't have to arrive with every goal figured out; this is a starting point.

- **What do you want to become more able to do?**
Lead confidently in a new role, navigate consequential conversations, or focus your effort more strategically?
- **Why does it matter now?**
Name the responsibility, opportunity, or change that makes this a useful time for coaching.
- **What difference would others notice?**
Describe a change in how you lead, communicate, make decisions, or work with your team.

FOR EXAMPLE

"I've taken on responsibility for a larger team. I want to get better at delegation and difficult conversations, so team members have clearer ownership and I can give more attention to our priorities."

Requesting support? Continue to page 2. Considering coaching for others? See page 3.

02 / PREPARE THE CONVERSATION

What can you ask your supervisor or HR?

Start with whoever can help you understand how development decisions are made: your supervisor, an HR or people lead, a director, or the owner of your organization.

- Is there funding for individual coaching through our professional development, leadership development, or team budget?
- Who would need to approve the engagement, and what would they want to see?
- Which development priorities would make this a worthwhile investment for the organization?
- Are there budget-cycle deadlines, spending limits, or vendor requirements I should know about?
- Could coaching sessions be part of my working time?

If you don't know the answers yet, that's fine. You can bring those open questions to your initial conversation with Myles.

How could you start the conversation?

Adapt this message to your situation and your relationship with the person you're asking.

I'd like to explore leadership coaching to support me as I [describe the responsibility, opportunity, or transition]. In particular, I want to strengthen [capability or outcome], so I can [describe the difference in your work or team].

I'm considering working with Myles Morgan at Leadership Coaching Detroit. His engagements are designed with the client and, where relevant, an organizational sponsor, with agreed goals and ways to review progress.

Could we talk about whether this aligns with our development priorities, whether funding might be available, and what you'd need to consider a request? I haven't committed to an engagement; I'd like to understand the possibilities first.

03 / FOR ORGANIZATIONAL SPONSORS

What would make coaching a worthwhile investment?

Whether you're exploring coaching for an employee, a group, or yourself as an owner or executive, begin with the leadership outcomes you want to support, not a requirement to have a complete program designed.

- **The opportunity:** What are these leaders being asked to do, and where would greater effectiveness matter most?
- **The leader's interest:** What do they want to work toward? Are they willing to reflect, practice, and try new approaches?
- **Evidence of progress:** What changes in behavior, relationships, or effectiveness could the leader and sponsor recognize and review?
- **Practical support:** Who approves funding, and what time and support can the organization make available?

Organizational priorities inform the engagement, but the person being coached must help shape the goals and genuinely want to pursue them.

What do we agree on before coaching begins?

Myles works with the client and sponsor to clarify desired outcomes, each person's role, and how progress will be reviewed. Confidentiality is part of that conversation: we agree on what may be shared, with whom, and when. Sponsorship does not mean access to the content of private coaching conversations.

Standard individual engagements run for six or twelve months, with assessments, a regular coaching cadence, and structures for accountability. The scope, fee, and arrangements are discussed before anyone commits.

You don't need to have it all worked out.

Bring your goals, your questions, and what you know about the funding process. We can explore the fit and what a conversation with your sponsor could look like.

**Myles Morgan**

Master's Clinical Psychologist
Board Certified Coach · Certified Executive Coach

Start a conversation → myles@mindblown.life