

EMPLOYER REIMBURSEMENT TOOLKIT

Dunholm Leadership Programme

March 2026

Dunholm Leadership

SECTION 1

Your ready-to-send email — Copy, add names, send

Email Subject: Request for L&D Funding - Dunholm Leadership Programme

Hi [Manager's name / HR Team],

I'd like to request funding for the Dunholm Leadership programme, created by Dunholm Leadership Academy Ltd.

What it is

An online, self-paced programme grounded in peer-reviewed leadership science and world-leading research. 20 modules, 4 core stages, personalised growth plan, lifetime access. The 4 core stages cover: the science of leadership, workplace wellbeing, building productive teams, and resolving workplace tension.

Why it works

It's the only known online leadership programme with evaluated results that shows its impact and effectiveness. In the pilot study:

- 100% of participants reported increased practical leadership knowledge
- +167% improvement in ability to apply leadership science to real situations
- 4.82 out of 5 satisfaction rating

Their full efficacy report can be found on their website dunholmleadership.com.

The programme is designed by Natalie Brown, an award-winning researcher from Durham University (world top 2% university) who has studied 85,000+ managers across 48 organisations at local-, national- and international-levels.

The investment

£1,500 per seat (no VAT charged). An interest-free payment plan of 3× £500 is also available.

For context: this is less than one day at a typical business school leadership course (~£1,650+), and a fraction of a university leadership programme (£5,000-£10,000+). It also carries CPD accreditation from June 2026.

I'd welcome your support and view on this. Happy to answer any questions.

Thank you,

[Your name]

✓ Using an L&D request form?

Key fields: Provider — Dunholm Leadership Academy Ltd · Course — Dunholm Leadership · Format — online, self-paced · Duration — 20 CPD hours · Cost — £1,500 · Accreditation — CPD (from June 2026)

SECTION 2

What your employer gets back *(FYI)*

Dunholm Leadership programme is the only online leadership programme with robustly evaluated evidence of measurable improvement. Your employer doesn't have to take our word for it — the data speaks for itself.

Pilot results — what the evidence shows

100% of participants reported increased practical leadership knowledge	4.82/5 satisfaction rating from pilot programme completers	24 measured indicators — all showed significant, large improvement
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+167% improvement in applying leadership science to real situations	+155% improvement in knowledge of servant leadership impact	+130% improvement in confidence understanding servant leadership
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What leadership investment returns — industry research

Independent academic research consistently shows that investing in quality leadership development generates measurable financial returns for organisations.

£7 returned for every £1 invested in leadership development (industry average)	£11 returned for every £1 in higher-quality programmes (academic research)	70% of team engagement is explained by management quality (Gallup)
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82% of new UK managers have had no formal training before their first role (CMI)	33% of all UK managers have never received any formal training (CMI)	17% more productive — what engaged teams deliver vs disengaged (Gallup)
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Tax note: Employer-funded work-related training may qualify for Corporation Tax relief and is generally exempt from employee Income Tax and National Insurance — meaning the real cost to your organisation could be lower than the headline price. We recommend your employer confirms their tax position with a qualified accountant.

Why this investment is safe

Designer	Natalie Brown — Award-winning researcher with a decade of experience at Durham University
Research experience	10+ years · 85,000+ leaders studied · 48 organisations
Academic background (graduated from and employed by)	Durham University Business School — World Top 100 (QS Rankings)
Evaluation evidence	Pre/post scientific evaluation — significant improvement across all 24 measures
Satisfaction results	4.82 / 5 rating from programme completers
Key endorsement	Verified by eminent Leadership Professors

The cost in context

Dunholm Leadership Programme	£1,500 per seat — no VAT — lifetime access — CPD accredited from June 2026
Typical business school leadership day	£1,650+ per day — no evaluation data — no lifetime access
Typical university leadership programme	£5,000–£10,000+ plus VAT — more expensive — high time commitment
Executive coaching (monthly)	£300–£500 per session — no structured curriculum

Find out more

To enquire about the Dunholm Leadership Programme for your organisation, a trainer licence, or individual enrolment, visit:

<https://www.dunholmleadership.com/>

Dunholm Leadership Academy Ltd · Lead with Impact. Grow with Science.