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
A CPD-accredited, self-paced programme grounded in peer-reviewed leadership science and world-leading research, including 20 modules, 4 core stages, personalised growth plan, lifetime access. The 4 core stages cover: the science of leadership, workplace wellbeing, building thriving teams, and resolving workplace incivility.

Why it works
It has 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 22 CPD hours.

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

Thank you,

[Your name]