

How to get support and funding for the Strategic Inclusion Practitioner Program and CSIP™ Certification

If you're ready to enroll in the Strategic Inclusion Practitioner Program and earn your CSIP™ certification but need buy-in and financial support from your organization, this guide will help you craft an effective case. Organizations, budgets, and the projects you support vary widely, so your justification must be tailored. What matters most to your organization? Use the appropriate content to help substantiate your unique case.

Start With the Immediate Organizational Benefits

Does your manager know that a strategic approach to inclusion helps you save money and time, and increase return on investment (ROI) on your initiatives and projects? When budgets are tight, it's more important than ever to achieve the measurable outcomes that strategic inclusion delivers.

Here's why completing the Strategic Inclusion Practitioner Program now will help your organization:

- **Increased Organizational Capability:** The Strategic Inclusion Practitioner Program and CSIP™ certification equip you with frameworks and tools to apply a strategic lens to inclusion, ensuring your organization's initiatives drive measurable impact.
- **Efficiency and ROI:** With a structured approach to inclusion, you will avoid common pitfalls and wasted resources, leading to more effective and efficient projects.
- **Reputation and Competitive Advantage:** Organizations with inclusive practices are seen as leaders in their industry, attracting top talent and diverse markets.
- **Risk Management:** Applying inclusion strategies minimizes legal and reputational risks by proactively addressing gaps in equity and fairness.

Make Your Case with Specific Alignment

To strengthen your funding request, align the program's benefits with your organization's specific goals. Consider these steps:

- **Link to Current Initiatives:** Show how the program supports existing inclusion, talent development, or leadership strategies.
- **Use Data:** Reference inclusion gaps or engagement survey results that indicate a need for strategic intervention.
- **Connect to Business Goals:** Highlight how enhanced inclusion practices contribute to innovation, productivity, and market success.



Offer a Return on Investment (ROI) Perspective

Frame your request as an investment rather than a cost. Provide examples of how you will bring back value to the organization:

- **Knowledge Sharing:** Commit to sharing key learnings with colleagues through workshops or presentations.
- **Project Application:** Apply the frameworks directly to a current project for immediate impact.
- **Ongoing Benefits:** The skills gained from the Strategic Inclusion Practitioner Program and CSIP™ certification will continue to benefit the organization long-term.

Align with Organizational Values

Ensure your request highlights how the Strategic Inclusion Practitioner Program and CSIP™ certification align with your organization's core values, mission, and long-term vision for inclusion and equity. To reinforce this alignment:

- **Reference Core Values:** Explain how the certification supports the organization's stated values and culture.
- **Link to Long-Term Goals:** Show how the program helps advance broader inclusion and equity objectives that the organization may have set.
- **Demonstrate Cultural Fit:** Emphasize how strategic inclusion supports a positive and collaborative work environment, including the employee behaviors valued by the organization.

Practical Steps for Requesting Support

1. **Prepare a Written Proposal:** Outline the program details, including an overview of the curriculum, the certification process, and how it aligns with both your professional growth and the organization's goals.
2. **Clarify Costs and Budget Impact:** Detail the program costs and offer suggestions on how the budget can be managed, such as using professional development funds.
3. **Identify Alignment with Organizational Priorities:** Emphasize how the program contributes to current business priorities, such as inclusion initiatives, leadership development, and risk mitigation.
4. **Schedule a Meeting:** Request a dedicated meeting with your manager where you can present your case clearly and concisely.
5. **Provide Supporting Materials:** Share the program overview and testimonials from the website to further demonstrate the program's value.
6. **Anticipate Questions:** Prepare to address potential concerns around budget, time commitment, and measurable outcomes.
7. **Follow Up:** After the meeting, provide any additional materials or clarifications needed and follow up on next steps.



Email Template for Requesting Formal Approval

Be sure to follow conversations with the key decision maker/s a formal request. You can personalize this template to tailor and send as an email.

Subject Line: Approval Request for Strategic Inclusion Practitioner Program Enrollment

Dear [Insert Approver's Name],

I would like to enroll in the Strategic Inclusion Practitioner Program by Dr. Liz Wilson and Include Inc. This program is delivered as a 14-module online learning experience designed to build the strategic skills, tools, and frameworks needed to drive measurable, lasting inclusion outcomes within organizations.

By participating, I will gain a comprehensive understanding of how to align inclusion efforts with organizational goals and develop practical strategies that create sustainable, positive change. The program offers the opportunity to work toward earning the Certified Strategic Inclusion Practitioner™ (CSIP™) credential, a recognized industry distinction that highlights expertise and leadership in the field of strategic inclusion.

The program will provide:

- Proven Inclusion Frameworks: Including the 8-Inclusion Needs of All People® and the Include Change Method™ for structuring inclusion initiatives that deliver results.
- Practical Tools and Templates: To design, measure, and track the success of our inclusion strategies.
- Enhanced Leadership Skills: To guide, influence, and engage teams in inclusive practices effectively.
- Connection to a Global Inclusion Community: For ongoing collaboration and learning with other professionals driving meaningful change.

I propose enrolling in the [Insert Tier Level] as it aligns with both my development needs and our organizational goals of enhancing inclusive leadership and driving measurable change. The investment for the [Insert Tier Level] is [\$Amount], which includes [Insert inclusions from the tier description on the website].

Enrolling in this program will directly support our goals by:

1. Increasing our capacity to create effective, data-driven inclusion strategies.
2. Strengthening leadership capabilities around inclusion and engagement.
3. Providing tools and templates that can be applied immediately to our current initiatives.

I'm confident that completing this program will not only enhance my ability to contribute to our inclusion goals but will also position our organization as a leader in creating meaningful, measurable inclusion outcomes.

Thank you for considering this request. I would be happy to discuss how this program can further support our strategic goals.

Best regards,
[Insert Your Name]