

Guide to getting your employer to sponsor your enrollment in equityXdesign courses & workshops

P.S. Does your organization issue Personal Development (“PD”) funds? If so, this process might be a lot easier than you think – maybe start there first! (And yes, we totally put a “P.S.” at the very start of the document 🗑️.)

What is this guide and why do I need it?

Many folks say they would love to enroll in our courses and/or workshops and would use the content heavily in their work, but don’t know if their employer would sponsor the cost of their enrollment, and so that’s why we’ve put together this step-by-step guide (for you) and [employer FAQ](#) (for your boss)

Why would my employer consider paying for this?

We’ve received tons of feedback from people who take the courses/workshops and use the framework/content/skills/tools in their day-to-day role, and their equity design knowledge and skills make them much more effective at defining and solving problems, meeting needs, and achieving goals for their organization. Those are pretty well-spent Employer Dollars™ if we do say so ourselves! 🍀👏

Additionally, many organizations have funds set aside for personal development/continuing education and they’re usually budgeted yearly -- in that case, you gotta use ‘em or you’ll probably lose ‘em.

Ummm...I feel weird/guilty about asking my job to cover a training for me.

Asking employers to spend money on training and development can feel hard because of internalized ideas we may have about our worth/deservingness (#ThanksCapitalism 🙄)

To that we say: an investment in your equity design skills, be it with us or with a different org, is a worthwhile investment in a more equitable reality, so Employer Dollars™ going towards collective liberation efforts should be ✨guilt-exempt✨. Also true is that you are worthy of the investment into your growth and skill-development -- your role isn’t just about an exchange of labor for dollars, it’s also about expanding your awareness, competencies, and going deep on your interests, values, and purpose.

Onwards 🖐️

Ok, so what do I do now??

1. Get the facts:

- Talk to your HR department or look in your employee handbook to find out if there's a personal development and/or continuing education budget that you can tap into and what the process is for doing so
- If you need our input for any of the paperwork, please email sayhello@equitymeetsdesign.com for a rapid response
- If there's no explicit budget or process, continue to step 2.

2. Schedule/prep for the conversation

- Arrange a short meeting with your manager for a time when they sufficient mental bandwidth (so, maybe not during a stressful post-lunch Friday afternoon 😊). If that feels like overkill and not quite the way things work at your specific org., that's ok -- you can send an email instead. Trust your judgment.
- Whether you're having a sit-down conversation or sending an email, use your intuition about which benefits and potential outcomes to emphasize as a result of your participation in the courses. For example, if your organization has a broad goal to invest more in equity initiatives this year, it can help to echo that. If your organization has specific challenges -- for example, inequitable hiring or ineffective strategic planning -- it might be useful to emphasize the benefit of taking an equity design approach to those issues
- Go with your gut, don't overthink it, and state your case loud and proud. Don't forget about the [employer FAQ](#) you can send to the decision-maker before your meeting and/or use to guide the conversation itself.

3. Know your options:

My organization is tax-exempt.

- Our online shopping cart calculates tax based on your location -- if it is charging you tax and your organization is tax-exempt, please email sayhello@equitymeetsdesign.com and we'll get back to you swiftly with a tax-free invoice.
- Additionally, if you need us to collect your payment over the phone, please email sayhello@equitymeetsdesign.com.

Do you offer discounts for institutions/organizations/non-profits?

- We offer a 10% discount for institutions/organizations/non-profits purchasing three or more enrollments to our asynchronous online courses (that's Intro to

equityXdesign, Problems with Problems, Meta-Empathy, and Getting to Solutions) at once. Email sayhello@equitymeetsdesign.com.

My entire organization and/or department would like to purchase multiple enrollments.

- How exciting! Please email [sayhello@equitymeetsdesign](mailto:sayhello@equitymeetsdesign.com) and we'll get you squared away ASAP.