



# Certified Human-First Motives Leader

## Get Your Certification Approved

Everything you need to confidently ask your employer to fund your enrollment.



### YOUR EMPLOYER IS MORE LIKELY TO SAY YES WHEN YOU MAKE IT EASY.

We've created everything you need to build a strong business case. Simply follow these four steps to request approval with confidence.



#### 1. SEND A READY-TO-USE EMAIL

We've already written the email for you. Simply personalize it, attach the Employer Approval Guide, and send it to your manager or budget approval.



#### 2. ATTACH THE APPROVAL GUIDE

Include the Employer Approval Guide from the webpage with your email so your manager can quickly understand the program, business value, and expected impact.



#### 3. ANSWER QUESTIONS WITH CONFIDENCE

Use the suggested talking points to address common questions around budget, time commitment, and return on investment.



#### 4. SHARE WHAT YOU LEARN

Offer to bring the framework, tools, and leadership strategies back to your team so the investment benefits more than just you.

### BEFORE YOU HIT SEND



Personalize the email



Attach the Employer Approval Guide



Send it to the appropriate budget approver



Include the cohort dates and investment



Mention you'll share what you learn with your team

## EMAIL TEMPLATE

### Subject:

### Request to Fund My Leadership Certification

Hi [Manager's Name],

I'd like to request approval to enroll in the Certified Human-First Motives Leader program. It's an 8-week leadership certification built on the research behind what truly drives people to stay, thrive, and perform at work.

This isn't simply professional development. The program includes a comprehensive team assessment (a \$2,500 value on its own) that provides real data on what motivates and engages our team, along with a personalized 90-Day Leadership Roadmap built around our team's unique insights.

I'll leave with practical tools to strengthen engagement, retention, communication, and leadership effectiveness-not just another certificate.

### Program Details:

- Investment: \$3,500 (Founding Cohort rate-save \$1,500)
- Format: 8-week virtual cohort with live sessions and on-demand learning
- Dates: September 17 – November 5, 2026
- Credential: Certified Human-First Motives Leader, plus SHRM and HRCI credit eligibility
- Time Commitment: Approximately 3–4 hours per week

I've attached an overview with more information. I'm also happy to share the framework, assessment insights, leadership tools, and key learnings with our team so the value extends well beyond my own participation.

Please let me know if you'd like to discuss it further.

Thank you,

[Your Name]

## COMMON QUESTIONS



### WE DON'T HAVE BUDGET.

Many organizations have professional development or leadership budgets that often go unused each year. It may be worth checking with HR before ruling it out. Flexible payment plans are also available if spreading the investment over multiple payments would help.



### HOW MUCH TIME WILL THIS TAKE?

The program is designed specifically for busy leaders. Most weeks include one live virtual session along with self-paced learning that can be completed on your own schedule. It is designed to fit around your work-not pull you away from it.



### WHY THIS CERTIFICATION?

Unlike traditional leadership programs, this certification is built around real data from my team-not generic leadership advice. I'll leave with practical tools, assessment insights, and a personalized action plan I can immediately apply to improve how our team works together.

## Have Questions?



Reach out to us at [theteam@motivesmet.com](mailto:theteam@motivesmet.com) if we can help support your funding request or you have additional questions.

**Want to connect with us and discuss the certification?**  
**Book a time here for a complimentary call.**