



## PREPARE TO MAKE YOUR CASE

### A Guide to Negotiating Your Cornell EMBA Employer Sponsorship

**Preparing for your conversation about program sponsorship is important. You may have only one chance to make your case and help your employer understand why sponsoring your MBA will benefit you and the organization.**

**Knowledge and enthusiasm will be your greatest assets, but there are some tips and resources you certainly do not want to be without during your negotiation dialogue. To ensure your preparation, consider the following tasks before beginning your conversation:**

- ❑ **Understand what type(s) of sponsorship you are requesting.** This is the first step in your negotiation process. Many companies are offering financial support for professional education, while others may provide time sponsorship. Speak with a member of your HR team or research your company's support options on their website before scheduling a conversation to request sponsorship.
- ❑ **Know who to ask.** You may wish to ask a trusted supervisor or HR professional for guidance on whom to start the conversation with before you schedule your meeting. Having an advocate and making your sponsorship request with the right person within your organization is important.
- ❑ **Become familiar with the program.** Research your program's unique value points and advantages, time away from work, and cost, and be prepared to speak in an articulate and enthusiastic manner. Have handouts and links to resources on hand. It's important that you do the work for them — don't make them dig for information. Be prepared to help your employer navigate our [program website](#) and [Employer Sponsorship page](#) to allow them to immerse themselves in the benefits and next steps of sponsorship.
- ❑ **Be prepared to promote yourself and your network.** Our Cornell MBA students and alumni are a proud and plentiful group. Don't hesitate to [ask our admissions directors](#) to put you in touch with current students and recent graduates who share life and career circumstances and values that are similar to yours. All of this detail will help your employer understand why Cornell University is your desired MBA destination.
- ❑ **Anticipate difficult questions and don't be afraid to ask your own.** Some difficult questions may arise during your discussion. Being prepared will allow you to field any inquiries or concerns from your employer. This is also a good time to seek to understand your employer's expectations of you during and after the program. Making the negotiation conversation a dialogue is critical to helping your employer remain engaged. And, at the end of the conversation, they will be informed and motivated to support you and your professional education journey.
- ❑ **Tell yourself "I AM READY!"** Now that you have the tips and tools you need to start a sponsorship dialogue with your employer, don't hesitate to reach out to us to help you along the way. **Contact our admissions team** at any time for support or for more information at [emba@cornell.edu](mailto:emba@cornell.edu), with the subject "Help me with my sponsorship negotiation."

***Good luck! You can do this!***