

# How to convince your boss to pay for the Community Accelerator

Five approaches to get  
to a "yes"

# 1. Start with the value to your community

- Communities are one of the hottest trends in business right now. According to the CMX 2021 Community Industry Report, 69% of organizations are increasing their investments in the community this year, and a SWOOP Analytics study found that 93% of senior leaders said their workplace communities are even more important now in response to the pandemic.
- Communities are proven levers for employee engagement. According to Gallup, 71% of executives say employee engagement is critical to their organization's success, and companies are on average 21% more profitable when they have high employee engagement.
- Communities can't just thrive on their own. They're hard to build and easy to kill. The progress you've made in your community so far is likely due to your passion and hard work. To take it to the next level, you need best-practice tools, frameworks, templates, and models to support your community's strategic development.

Cultivate is the premier company that works with dozens of companies on their workplace communities. One of our course designers and facilitators built an [award-winning workplace community at J&J](#).

# 2. Offer up value to other communities at your company

What you will learn as part of the Community Accelerator won't just be applicable to you and your community. You'll be able to share these insights and approaches with other communities inside your organization as well. You can become the resident expert on community building practices.

## 3. Reinforce the ongoing benefits

Beyond the six-week program, you'll be connected for life to your fellow participants. Having an ongoing connection to 15-20 other workplace community leaders from different companies is tremendously valuable because you'll always get to share what you're working on, what you're experimenting with, and how you can help each other.

You'll gain cross-industry perspectives, and you'll be invited to join our online community of 450+ global changemakers from companies like Facebook, Intuit, Microsoft, Merck, Alcon, and more.

## 4. Tie it to your company's mission, goals, or OKR's

Crafting a compelling narrative is critical! Revisit your organization's mission or your 2022 business objectives. How can you take our [program objectives](#) and align them with what your organization is trying to accomplish this year (& beyond)?

## 5. Show your passion and be a little bit selfish

You are a passionate community leader.

Our Accelerator will support you to become a better leader. And leadership skills are critical! Bloomleader found that 77% of corporations experienced leadership gaps, so it's critical to provide opportunities for employees to develop into better leaders.

Learning about effective strategy, stakeholdering, empathy, and mobilization are all skills that will serve you well not just for your community work, but also for your day-to-day job.

Make a clear link for how you being a better leader will help your team.

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Ready to apply?

Join our Community Accelerator program alumni from all over the world.



## Here's an email template to help you get started:

Hi \_\_\_\_\_,

I'd like your support to join an Accelerator related to the work I do with [existing or future workplace community]. Some of my goals this year for [community] are \_\_\_\_, \_\_\_\_, and \_\_\_\_, and this program will help me be successful.

[Cultivate](#), the premier company that supports workplace community building, has designed this Accelerator, which includes:

- 6 live virtual sessions filled with hands-on practice, high-quality content, and expert facilitation.
- Online discussions, individual activities, and community collaboration opportunities between each live session.
- A comprehensive community strategy guidebook that I'll complete throughout the program and use as a reference forever after

The course estimates a total of 12 hours of course load. The program meets for 6 live online sessions – one day a week for two hours each session.

Being part of this Accelerator will allow me to accelerate the development of our community, support the development of all our communities at <company name>, fulfill our organizational commitment to <x goal>, connect with peers from other industries, and build my leadership skills.

The cost is \$2,500. If I apply before [insert early bird date], we'll get a 50% discount.

I'm hoping we can discuss my participation in this upcoming cohort.

Thank you.