CFO Connect Pro: How To Get Reimbursed By Your Company

Step 1: Check Your Benefits
Review your employee handbook or ask HR about professional development, L&D budget, or continuing education allowances. You may have funds available you didn't know about.

Step 2: Use the Email Template Below
Customize the template above with your specific situation and goals. Be clear about how CFO Connect Pro supports your role and the company's objectives.

Step 3: Submit & Follow Up
Send your request to your manager or HR. If you don't hear back within a week, follow up. Many approvals happen quickly when the request is well-framed.

Email Template (Copy & Customize)

Subject: Professional Development Request – CFO Connect Pro

Hi [Manager/HR Contact],

I'd like to join **CFO Connect Pro**, a professional community and leadership development program for finance executives.

What's included:

- Hand-matched 1:1 introductions with CFOs solving similar challenges
- Monthly expert-led workshops on strategic finance and leadership
- Quarterly mastermind groups (5-10 CFOs facing similar problems)
- Access to 600+ CFO private network and searchable knowledge base
- In-person dinners and networking events across Europe

Investment: €625/year

Why this matters:
This membership will help me develop [choose relevant areas: strategic planning capabilities / leadership skills / peer network / operational finance expertise / board communication] that directly support my role and contribution to [Company Name].

Value comparison:
For context, comparable professional development options cost significantly more:

- Executive coaching: €5,000+ for 6 months
- Industry conferences: €1,500-€3,000 for 2-3 days
- CFO consultant: €500-€800 for 1 hour

CFO Connect Pro can be expensed through our professional development or L&D budget as "Executive Leadership Training" or "Professional Coaching Program."

Can you approve this investment in my professional growth?

If you have any questions please feel free to hello@cfoconnect.eu.

Thanks,

[Your Name]

Key Talking Points

Frame as Leadership Training

Position CFO Connect Pro as executive leadership development, not just networking. This aligns with most L&D policies and makes approval easier.

Show the ROI

€625/year for unlimited access vs. €5,000+ for limited coaching or one-off conference attendance. The math is compelling and easy to justify.

Emphasize Business Impact

Faster problem-solving, better strategies, and proven frameworks directly benefit the company's financial performance and strategic capabilities.

Highlight Peer Learning

Access to 600+ CFOs means learning from leaders who've already solved the exact problems you're facing—from fundraising to team scaling.

Note the Longevity
Year-round access vs. one-time events. Continuous learning and support throughout the year, not just a 2-day conference.

What If Your Company Says No?

1. Propose a Pilot

"Can we try this for 3-6 months and evaluate the impact on my performance?" Many companies are more comfortable with a trial period they can assess.

2. Split the Cost
"I'll cover 50%, would the company cover the other 50%?" Showing personal investment often makes approval easier.

3. Use Multiple Budgets
Combine L&D budget (€300) + Wellness budget (€325) to cover the full cost. Many companies have multiple pots of money available.

4. Time It Strategically
Resubmit at fiscal year start or during your next review when new budgets are available. Timing can make all the difference.

5. Note the Longevity
Year-round access vs. one-time events. Continuous learning and support throughout the year, not just a 2-day conference.