



Sponsor's Section: General Management

Name of applicant	
Applicant's job title	Company name
Programme name	Programme date

Your Name..... Dr/Mr/Mrs/Ms.....

Your Job Title.....

Your Company Name.....

Your Business Address.....

.....

Postcode/Zipcode..... Country.....

Telephone No (including area and country code).....

Email.....

Did you select this programme for the applicant? Yes No

If yes, how did you hear of the programme?.....

If no, who initiated this development?.....

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Our aim is to support each candidate in achieving maximum personal and organisational benefit from our programmes. It is therefore helpful for us to know the specific reasons that have led to the nomination of the applicant for the programme. Please comment specifically on the following:

The challenges they face in their current role.

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Your view on their personal development needs, and what you would expect them to gain from the programme.

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What business/organisational benefits do you expect to gain?

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Have you discussed these objectives with the candidate? Yes No

(Our experience has shown that both participants and organisations gain more from a programme such as this when the participants have a clear understanding about why they were selected to attend and what learning objectives are particularly important.)

Do you have any organisational plans for the candidate's future? If so, what are they?

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Would you like to discuss this application with the Programme Director? Yes No

Please Note:
As the Sponsor one of your roles is to support the participant whilst on the programme to enable them to fully immerse themselves in the experience.
A copy of our Booking Conditions is printed on the reverse of the Participant's Application Form. We would specifically draw your attention to our *Late Cancellation and Transfer Policy*.
Signature..... Date.....

DATA PROTECTION

We take your data privacy very seriously and will only use your information to provide the products and services you have requested from us.
We will not sell, license or trade your information without your consent.
For more information about how your data will be processed, please see our privacy policy at www.cranfield.ac.uk/privacy
Where required, we may share your information across the University and with our commercial subsidiaries.
You can opt out of marketing communications from us at any time.

Notes for sponsors

As you will be aware, a participant from your organisation is applying to attend one of our General Management Programmes. The following notes are offered as guidance to help you prepare the participant for their experience of the programme and, post-programme, to help you get maximum organisational benefit from their attendance.

The programmes in the General Management Portfolio are designed to represent a substantial development experience for those who attend them. It is our experience that maximum benefit to the participant and organisation can be achieved where both parties share a clear and common view of the personal and organisational objectives in attending the programme. To this end we would suggest that conversations take place between the participant and the organisational sponsor, both prior to and after attendance on the programme.

The Sponsor's Section of our application form gives some guidelines as to the pre-programme conversation, and sponsors often complete their section of the application form following their conversation with the participant.

By the end of the programme, all participants will have completed a comprehensive action plan which will identify and describe personal and business development initiatives. This action plan will be re-visited at the Progress Review which takes place three months after the last module of the programme.

A further Action Plan will then be drawn up for the following year. We know from experience that it is often helpful for the sponsor to have a conversation with the participant shortly after module three, and shortly after the Progress Review. The following questions are suggestions that may help both the company sponsor and the participant to get the most out of these follow-up conversations.

- **What was the participant's overall impression of the relevance of the programme to him or her?**
- **What aspects of the programme were particularly helpful and why?**
- **What did the participant learn about himself/herself?**
- **What can the company expect the participant to do differently?**
- **What does the participant require in the form of continued personal development? (Examples often include mentoring, coaching, job-exchange, regular development conversations with sponsor, further training or development.)**
- **What business initiative(s) does the participant intend to implement?**
- **What would be the benefit to the business of the initiative(s), and in what time frame?**
- **What resources and support will the initiative(s) require?**
- **What measurements need to be put in place to judge the success of the initiative(s)?**
- **What is the first step and what are the subsequent milestones?**
- **Would it be valuable for the sponsor to have a conversation with the Cranfield Programme Director about the participant and the experience he/she had of the programme? These conversations, for example, frequently touch on the continued support the participant may now need, and on how the business can most benefit from the investment in the participant.**