



Employer Sponsorship Guide

Additive manufacturing processes - an overview

Congratulations!

– You can already give yourself some credit for taking the first step towards completing this expert development program. Education is one of the best investments you can make for your career and personal growth. An investment that will not only help to secure your future competitiveness but one that will have a tangible impact on the success of your professional environment.

We at TUM Institute for LifeLong Learning are well aware that company support is a key aspect for professionals in their pursuit of further education. In order to help you find balance between the demands of work and private life, we would like to equip you with good arguments for your further education plans. In this guide, you will find useful tips on how to secure company sponsorship and make a case for how your further development can support your team, company and industry.

We are always happy to provide you with personal consultation to help answer your individual questions. Our Program Managers are experienced Learning & Development professionals, who are happy to support you with your personal training decisions.

We warmly welcome you to lifelong learning at TUM!



Bernhard Kraus

Managing Director TUM Institute for LifeLong Learning

This guide provides:

- 1. How to secure Company Sponsorship
- 2. Industry Facts
- 3. Company benefits
- 4. How to overcome company hurdles
- 5. Guidance for a self-paid participation

1. How to secure Company Sponsorship

By talking to your employer about your further education interests, you are showing that you keep track of industry trends and future demands and are willing to take action to improve your skills. Doing so, you might open up new career perspectives for yourself as well as the opportunity to secure your company's support – both in terms of time and finances.



With **indirect Sponsorship** your company allows you to use part of your working time or take additional holiday days to complete a continuing education course. Being able to study during your working time is a big benefit as it helps you to balance your education, private and working time and is already a strong commitment from your employer.



With **direct Sponsorship** the employer commits to paying or reimbursing your participation costs in whole or in part. Please note that it is quite common for companies to sponsor 50% or 75% of the costs instead of paying the full fee. Some companies like to see that you are also personally ready to invest in your further education as a sure sign that you are serious about the program.

Many companies have a yearly training budget allocated for their employees. By showing initiative, you could receive further training support on a yearly basis. In many cases, employers can make deductions in the company's tax burden, if they sponsor your further education.

When talking to your employer to negotiate direct or indirect sponsorship, we recommend preparing the following arguments:

- ✓ **PERSONAL IMPACT** – elaborate on how the program can help you better perform in your current role with your ongoing tasks and projects.
- ✓ **TEAM IMPACT** – offer to share key learnings from the program with your manager and the team on a regular basis.
- ✓ **BUSINESS IMPACT** – explain how knowledge from the program will help the organization to make better business decisions, win new clients, improve your operations, act more sustainably etc.
- ✓ **CAREER IMPACT** – elaborate how this program can help you to step into a future role or to take over additional projects and responsibilities that are strategically important for the organization.



2. Industry facts

Industry facts about Additive Manufacturing that must convince every employer:

- 1. The additive manufacturing market is estimated to reach USD 76.16 billion by 2030 ^[1] and 6,5 billion USD in Europe by 2029 ^[2].
- 2. 3D printers are now capable of printing building walls and processing cement and the technology is now administered for more ambitious construction purposes than building scale models ^[1].
- 3. The German additive manufacturing sector had a global market share of around 10 percent in 2020 and is Europe's number one market for industrial and consumer 3D printing ^[3].
- 4. The construction additive manufacturing market is expected to reach 39.6 billion USD globally in 2027 from USD 0.5 billion in 2020 ^[4].
- 5. The global additive manufacturing market is expected to shift from prototyping to mass production across sectors like industrial manufacturing ^[5].

3. Company benefits

Company benefits of TUM's Additive Manufacturing Program supporting your sponsorship request:

- 1. Further training is always more cost-effective than no training. Because outdated knowledge slows down processes, inhibits developments and frustrates employees ^[6].
- 2. Further training opportunities improve employee retention ^[7].
- 3. There is a lack of professionals in this field ^[2]. Start training your experts in the company.

Sources: ^[1] ResearchAndMarkets.com, 2022, ^[2] Data Bridge Market Research, 2022, ^[3] GTAI, 2021, ^[4] Statista, 2018, ^[5] Industrytoday, 2021, ^[6] Cornerstone OnDemand, Inc., 2015, ^[7] Bundesministerium für Arbeit und Soziales, 2019



4. How to overcome company hurdles

The two major reasons why companies hesitate to support further education needs are budget and time issues.

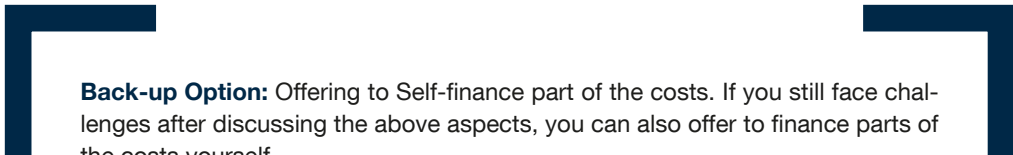
If your challenge is the price:

Price & program value comparisons - preparation is the key! Do your homework and showcase what value this specific program will bring compared to other offerings in the market. Even if the price would be higher than with other providers, you can already show why this program still better fits you and the needs of your company. When comparing prices do remember to include travel and lodging costs in your considerations.

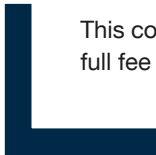
Tax benefits for the company – In Germany and in many other countries, companies can deduct further education costs from a company's tax burden. This means that your employer is likely to end up paying much less for the program in the end, after they receive tax benefits for sponsoring you.

Budget-year thinking & personal agreements – If you do not get support in one tax year, you could already start negotiating about the training budget and related opportunities for the upcoming year. Companies usually have more money for training needs at the beginning of the tax year.

What are the alternative costs for not participating in the program? If you do not pursue further education, your company will lose the learning that you could have accumulated in this program. Every decision has also a trade-off cost: you might lose a chance to improve your productivity, a chance to help your company to win new clients and to help your company to create efficient processes.



Back-up Option: Offering to Self-finance part of the costs. If you still face challenges after discussing the above aspects, you can also offer to finance parts of the costs yourself.



This could still help you to get some sponsorship instead of ending up to pay the full fee yourself, in case you do not get any support.

If your challenge is the time commitment:

Further education programs are designed for full-time working professionals – Most of our further education programs are split into separate modules that take place over a course of several weeks or months, are short or conducted in a hybrid form, meaning that you only need to attend a physical training in some parts of the program. The average time requirement per week varies usually from around 2 – 10 hours per week, depending on the course. Nothing impossible to organize!

Flexibility from holidays & hour banks – If your employer is still concerned about your absence - especially due to on-site trainings - do not forget the option to invest personal hour banks or annual holiday days. If you conduct the biggest blocks of your program during your personal leave days, your employer has even less reason to worry about the program's impact on your work performance.

5. Guidance for a self-paid participation

In case your company is not able to support your educational plans, there are other monetary benefits to consider:

Personal income tax benefits – up to 30-50 % of the fees, travel & lodging

In Germany as well as in many other countries, employees as well as self-employed entrepreneurs can deduct further education costs in their annual taxation. This means that you can **get back up to 30-50 %** of the program costs by claiming them in your annual tax return. In addition to the program fees, you can usually also claim occurring travel and lodging costs.

Please note that we are not official tax advisors and the tax benefits are subject to changes. Therefore, we do strongly recommend discussing these options in detail with your personal tax advisor.

PRICE DEDUCTION MODELS

The Bavarian State Ministry of Science and the Arts supports the program development and piloting of this certificate program within digital.ING. Therefore, we are pleased to offer this unique program in 2022/2023 for the reduced pilot price of 2,850 EUR. From 2023 on, the program fee will be 4,100 EUR.

Please do not forget to check if one of the following price deduction models applies to you:

- For TUM Alumni
- For employees of corporate partners



Contact

Please, do not hesitate to reach out to us for any further questions or requests. We are happy to help you in realizing your further education plans.

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