



MAKE THE CASE TO ATTEND

**HOW TO CONVINCe YOUR
BOSS TO SEND YOU**

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If you are looking to attend the Annual Administrative Professionals Course, but you are not sure how to convince your manager to let you go? Help is here!

Virtually all companies and government agencies pick up the tab for their employees to attend outside courses and conferences, however, getting time off and permission to spend some of your organization's precious training budget on a course isn't always a "slam-dunk" proposition.

Remember that the cost of attending a course or conference is considerable - fees, travel costs, and time-away-from-work. It is likely your manager will want some serious justification for you to attend a course. Getting approval to attend our course, or any educational course is a two-part endeavor. In addition to highlighting the benefits of the course itself, you will also want to show that you are the best person to attend - that you are the best person for the organization to invest professional development dollars with.

There are many reasons to attend a seminar. One is simply a change of pace and the chance to get out of the office. However, that is not going to sell the idea of paying for a seminar to your boss.

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- Remind the boss that you are a good employee. It's may sound obvious, but in today's organizations, as you likely know, it is far than always the case.
- Suggest that your organization, like most, demands more and more from its Administrative Professionals. Indicate that by acquiring new cutting-edge skills, knowledge, and increased confidence you will better meet the fast-changing challenges of today's leaner organizations.
- Stress your goals - what do you expect to gain from the course. Write down your goals and list any problems you're having or questions you need answered.
- Discuss any issues that exist or have existed recently where training may have helped you deal more effectively with the situation.
- Tell your boss about the seminar leaders. Stress that they are leaders in the field with outstanding academic credentials and many years of experience training administrative professionals.



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- Highlight the fact that The Annual Course for Administrative Professionals is the ORIGINAL and it an advanced program, and that constant revision and improvement keeps it at the cutting-edge.
- Provide the boss with testimonials from prior attendees and a list of organizations that have sponsored participants in the past.
- Offer to share materials and experiences with the rest of the team upon your return. Perhaps hosting a session to spread the new techniques around and review relevant content you learned at the course. From the boss's viewpoint, that means that everyone gets training for the cost of sending one person.
- While a simple verbal request is sometimes all it takes, a written request is better. Write a memo to your boss outlining the program's features. Attach the brochure and highlight parts that show how you and the company will benefit. You might also want to have your manager view the attached PowerPoint presentation, "Making the Case for the Annual Administrative Professionals Course."



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