

# How to Convince Your Manager to Approve Training for You!

You've got a great opportunity to get away for a really good training class but you're worried your manager might put the kibosh on it.

## What can you do?

Begin by thinking from your manager's standpoint. Why do you think she resists sending you? Things like travel costs, not sure if you're really going to get that much value, you might come back too jazzed up and rock the boat, there's not enough people to cover you... there could be a number of different obstacles. Your first job is to figure out what you think are her top concerns.

According to an article on [Harvard Business Review](#), an analysis of over 1200 young achievers (30-something managers) revealed that employers generally satisfied their need for increased responsibility and promotion opportunities. But *"they're not getting much in the way of formal development, such as training, mentoring and coaching"*.

Next, take a look at what you'll get from attending this training. What are the objectives and how do they fit into your role? For example, in our leadership training one objective is you learn to connect and communicate more effectively, which ultimately saves time and money!

Consider these tips to help your manager see the value!

### ❖ **Look at it as an Investment - show how much you can save by this proactive measure.**

- Compare your desired training with a couple other sources to show the benefit to your manager.
- Consider the cost, training objectives and take-aways, and look into the credibility of the facilitator. Your manager will appreciate that you've done this research.
- Lay out the ROI; show the math. Investing \$3,500 in this may seem steep, but consider what this will reap for us.
  - Clearer communication and less misunderstandings
  - Faster and more efficient making decisions
  - Deal with issues proactively instead of letting them fester

\* This could easily save us \$10,000 in the first couple of weeks in otherwise wasted time, being quicker to market and getting much more creative and practical ideas from people! The long term ROI is much greater!

- ❖ **Get a meeting on the calendar with your boss, and send an email prior to the meeting with your ROI analysis.** This will give her some time to consider it, and, it makes it easier for her to see it laid out in writing.
- ❖ **Volunteer to share what you learn with others back on the job.** Give your boss details as to how and when you'll share it. For example, you might recommend a lunch and learn, or an hour during a staff meeting.
- ❖ **Let your manager know one or two leadership best practices you really want to master and why.** Then ask what else would be most beneficial from his perspective. Have a development plan for yourself started and get your manager's input to help finish it.
- ❖ **Have a list of your [High Value Activities \(HVA's\)](#).** Get your manager's input on it. Link your training to your HVA's. And/or refer to your job description, responsibilities, performance review.
- ❖ **Research statistics for off-site live learning benefits versus online learning and what you get from reading books.** Some topics work well online, especially technical topics. Soft skills, such as leadership, team building, communication skills are much better suited for the classroom. People need the face time to experience and practice real interactions. Not all training is created equally so having a facilitator who can answer any question posed, and get a real-time discussion going based on need is invaluable. This way participants get to work on real problems, not just hypothetical ones, or only listening to motivating stories. Online support after the training is very beneficial. Below are a few classroom rather than online benefits:
  - Better focus, attention, retention
  - Much more interactive and engaging
  - Opportunity for dialogue, clears the air, breaks down silos, helps people practice effective communication
  - Learn from others in the class
  - No distractions - way more efficient because each distraction takes time, which costs money
  - Practice that actually occurs because you are in a room of people who are all engaged in it
  - Building personal relationships, good practice for emotional intelligence and it builds your network

If you help your manager to clearly see the ROI, most managers are eager to invest in your development. They can see how it will help you to be even more engaged and productive. They realize the support it will provide for them and the team. And they connect the dots to the bottom line for their department and organization!