



# GETTING **APPROVAL**

FOR TRAINING AND  
DEVELOPMENT

Points To Consider + The Power Of Persuasion

# A MESSAGE FROM **JOAN** **BURGE**

ADMINISTRATIVE  
TRAINING PIONEER  
& VISIONARY

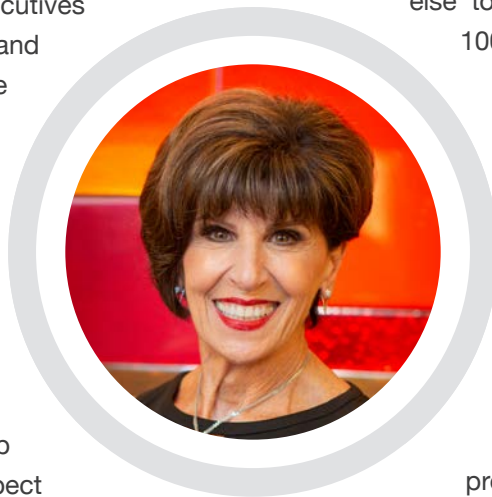


## Dear Administrative Professional,

I'm providing this advice after being on both sides of the desk. For 20 years I was an assistant and I often had to persuade my executives to let me attend seminars and conferences. Since 1990, I've been on the other side of the desk as the CEO of Office Dynamics International. I see the executives' perspective. There has to be a return on the investment (ROI) in an employee. As an employer, whether one of my staff is attending a oneday workshop or a four-day conference, I expect them to come back to the office with ideas and to become better at their job. I take training and education seriously.

I have been providing training to administrative professionals since 1990. Organizations hire me to

train their assistants and expect behavior change as a result. They not only invest financially in education for their assistants, but they are giving their administrative staff time away from their desks for the training. Before you can "sell" someone else to support you, you have to be 100% convinced that you need and deserve training and educational resources. If you are not convinced of your own value and need to grow, you will not be able to persuade anyone else. I say this from 42 years of experience.



Use the guidelines to help you gain support for your professional development whether for a conference, onsite workshop, online course, or books. Help your executive see why it is beneficial to invest in your education and how your executive will also win as a result.

**Joan Burge**

## POINTS TO CONSIDER

# If you want to continually **learn** and **grow**.



In today's competitive marketplace and at the pace this profession is changing, if you do not continually enhance your skills, build new ones, and have a strategy for your career, you will get left in the dust.

Don't feel guilty about being out of the office to attend a program or conference that will make you better equipped, faster, smarter, and sharper.

Get your executive to see the long-term payoff. Often executives think about the number of days you will be out of the office. You need to help them see that while you may be gone three or four days, you will gain skills and knowledge that will If you want to continually learn and grow.

I'm sure you receive lots of information on seminars, conferences, and workshops for administrative and executive assistants. You need to be selective. Some things to consider are:

**Who is the speaker?** What qualifies them to speak on the subjects covered? If they are going to speak on how to thrive in your profession, do they understand the administrative profession? Did they ever work for any length of time as an administrative office professional? And did they work in various positions and organizations so they can share a broader perspective?

**What is the value of the program?** In other words, what are you getting for your money? Any extra events such as a welcome dinner? What meals are included? Of course, the content should always be the most important but when you are comparing one seminar to another and can only attend one, you need to consider these other aspects.

## Executives travel all over the country.

# — Why shouldn't you?

Some assistants tell me they can only attend seminars that take place in their city or state. That is not 21st Century thinking.

Assistants should be a business partner to their executive, so start acting like a business partner and convince your manager why you should be allowed to travel out of state.

**Inquire about the quality of the workshop materials?** Will you be able to use them as a reference guide after the training? Do they provide robust information? What about post-class followup activities for ongoing learning? Is this a lecture or will you be actively involved in the learning process?

# THE POWER OF PERSUASION

## Know Exactly What You Want To Accomplish

You should list your objectives alongside each topic in the curriculum and how that will tie into your current job or prepare you for the future.

## Consider The Buyer's Viewpoint

Try to put yourself in your executive's position. What key selling points would be important to your executive? How will your executive benefit from you attending training or a seminar?

## Learn What Motivates Your Executive

Is your executive motivated by ROI (return on investment), the skills you will develop, or you learning from an acclaimed expert in the field?



I STILL  
GOT A  
"NO"

If your executive still says no to the training or seminar, sincerely ask your executive why he or she believes this is not a good investment. You may be able to counter that perception.

**Offer options.** Say, "Would you rather I attend the conference in May in California or the seminar in September in Atlanta?" It always helps to let your executive know that you will share what you have learned with other assistants in your organization. But be absolutely cognizant of copyrights.

Does your executive believe in personal development and growth? If not, it will be a harder sell but don't give up; be persistent.

Keep in mind the format you will use to present your case. Try to gauge your receiver's communication style preference. Does your executive prefer information short and to the point or does your executive like details? Is your executive a visual learner? If so, provide graphs or charts to make your point.

Show your executive how what you will learn will help you in specific areas of your job. For example: Let's say one of the topics covered will be learning and understanding communication styles.

Tell your executive you will use that information to be a better communicator by tapping into the receiver's style; build rapport with internal and external customers; and complement your executive's and his or her staff's communication styles.

**Emphasize the benefits** of networking with peers and learning from others in the field. Negotiate if necessary. Ask your executive to pay the registration fee and hotel and you'll pay your airfare. Or you pay for your hotel stay and ask your executive to pay for registration and airfare. Be creative!

If all else fails, maybe you need to make the financial investment in yourself. Most of the time assistants tell me they can't attend our programs because of budget cuts.

Sometimes it really is a budget issue. I understand that perfectly as a business owner and CEO. But often, it's just a lack of knowing how to sell the program to the executive. Have the courage to go after what you want. That in itself is a learning experience.

# DISCOVER THE **POSSIBILITIES**

Choose what's next for  
**you** in your career.



**The Star Achievement Series®** is an elite training program for administrative and executive assistants, secretaries, and administrative support staff. It has a proven track record since 1990, and has been continually revised and enhanced (16 times!) since its inception. It is a philosophy-based program that teaches a way of life, a way of being and thinking to elicit success.



**The World Class Assistant™** certification and curriculum-based designation program is a time-tested, industry-proven powerhouse of learning. Designed to polish administrative professionals for upward mobility and current-level stellar performance, this course was the first to recognize assistants as "strategic business partners".



**Executive Support Series** is a comprehensive online series that teaches the skills and nuances that will transform assistants into the successful partners that executives yearn to have! This video-based course covers 16 main topic areas. Attendees gain confidence and competence while mastering key skills.



**The Conference for Administrative Excellence** is one of the most sought-after conferences for administrative professionals and executive assistants from around the world. The conference's unique format combines compelling speakers, interactive programs, and a welcoming environment that fosters effective learning as well.

*Enlighten*

**Enlighten** is the brainchild of administrative training legend Joan Burge, Founder and CEO of Office Dynamics. This multi-track, live, virtual training event shines a light on the skills and training administrative assistants need to finish their year strong.



## INVESTING IN PROFESSIONAL DEVELOPMENT AND TRAINING IS **ESSENTIAL**

for administrative professionals  
to advance in their careers  
and contribute to their team's  
and organization's success.  
Securing training may be  
challenging, but there are  
resources and strategies  
available to help. Be proactive  
and persistent, and your  
investment in your professional  
development will pay off in the  
long run. **Take action now!**

**OfficeDynamics.com**

OfficeDynamicsConference.com | 800-STAR-139