

HOW TO CONVINCE YOUR BOSS TO PAY FOR YOUR COURSE?

IN THREE SIMPLE STEPS



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The most **impressive investment** your company can make in your career.

You will be surprised just how many organisations are more than willing to invest in their employees professional development - over 50% of Fudgelearn's customers have their training paid by their employer.

So what are the benefits to your employer?

- Improved employee performance
- Improved employee satisfaction and morale
- Consistency
- Increased innovation in new strategies and products
- Reduced employee turnover
- Enhances company reputation and profile

Step 1

Do your homework

If you're going to ask your boss to fund your professional development, make sure you've done your research first. You need to be able to justify exactly why your selected course is the best option for you and how this will improve your performance at work or positively impact the organisation and/or the department.

Put together a list of relevant courses, then prioritise them in order of how they improve your performance and impact the organisation.

Next, check if your company has any tuition assistance policies or training funds available. Your HR department should be able to help you out with how to go about applying for funding support. If not, you'll need to present your boss with a persuasive argument as to why the company should contribute to your studies.

BASED ON YOUR RESEARCH, WHAT ARE THE TOP 3 REASONS YOU THINK THESE ARE THE RIGHT COURSES FOR YOUR CAREER?

1

2

3

Step 2

Explain the benefits to your organisation

Do some thinking about how the skills you would learn via the courses will directly impact a process or aspect of your organisation that clearly needs improving. Ask yourself the following questions:

- **How will the course you choose compliment your current role?**

- **How will learning these new skills positively influence your performance?**

- **What are the long-term benefits these skills will have on your ability to make a meaningful impact within your company?**

At the end of the day, **it is all about the bottom line**. Think of how this educational experience will result in a direct impact on processes and probability through higher quality output.

Make a list of the tangible ways your organisation (and more importantly your team) will benefit from your new skills:

1. You will add increased value by being able to drive a more innovative approach to your work.
2. You will empower and inspire those around you with fresh insights and updated knowledge.
3. You will be able to take on more responsibility and/or new projects.
4. You will generate additional revenue for the organisation, either by diversifying your offering or increasing workflow efficiency.
5. You will introduce up-to-date methodologies and adopt the latest industry tools and techniques to ensure the company is operating in line with best practices.
6. You will be able to take on a strong leadership or management role, where and when needed.
7. You will mentor new employees, and train up your team members.

Briefly outline your action plan to share what you will learn with your colleagues, to support the growth of your team:

Step 3

Start the conversation with your boss

After you have completed your research, send your boss an email and set up a meeting to discuss your professional development opportunities.

Here's a handy email template to help you promote this subject:

Dear [REDACTED]

Our recent **{discussion/work/research}** around/on/for **{project xyz}** inspired me to reach out to you today to start a conversation around my professional development.

I am extremely dedicated to the growth of my career here at [REDACTED] and I'd like to discuss the opportunity to strengthen my abilities and make a more meaningful impact within our organisation.

I've done a substantial amount of research around potential training and development options for someone in my position, who aspires to [REDACTED]

and I've been thinking about the most valuable way to add to the pool of skills in our team.

I have identified an short course that I feel would impact both my career and the organisation positively and would like to discuss the possibility of our organisation assisting with the course fees.

The name of the course is [REDACTED] and I believe it's the best option for me because:

- I strongly believe that the skills it will equip me with - most notably [REDACTED], and [REDACTED]

are aligned to my current responsibilities, and training in this area is guaranteed to improve my performance and output.

- The course is highly practical and industry-relevant, which will allow me to have an immediate impact on the work that I do on a day-to-day basis.

- I want to master the most up-to-date tools and practices in the field of [REDACTED], so that I can foster an innovative and competitive approach to our work.

• I'd like to bring forward recommendations and suggestions to our work processes to ensure continual improvements that and boost our organisation's performance in the longer-term.

This short course is completed entirely **{online/virtually/class days}**, and has a very flexible schedule, so it will in no way interfere with my usual work pattern and performance.

I'd be happy to keep you updated with what I am learning throughout the course and share my knowledge with our team, perhaps in a series of presentations, to ensure the whole team receives maximum benefit from my new learnings.

Please let me know when would be a convenient time to discuss.

Kind regards,
YOUR NAME

Be confident
Be committed
Be assured of success
Be prepared to back up your words
Be prepared for objections

Good luck!



info@fudgelearn.com

+44 203 900 1186

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