



Careers in Action: Leadership Foundations

Talking to your manager and proving you're worth the investment

Obtaining support for the program requires both financial and moral support from your management team. Effective communication requires both a written and verbal "presentation" by you. While our Program Overview can provide you the necessary written presentation, you must be prepared to verbally introduce the program and advocate as to why your management team should sponsor you!

Here are some tips and ideas for making this happen:

- Frame the conversation:** Asking for financial sponsorship can be difficult, but asking for help is much easier; People want to help, they desire to help, it makes them feel good to help. **By bringing this program to your manager's attention, you're asking for help, but making it easy for him/her to give you that help.**

Example:
 "I'd like to talk to you about a program that will help us both meet our performance objectives around leadership development. Can I have 20 minutes of your time this week?"
- Understand your listener:** Is your manager someone who is pro-training? Are they focused on budgets and numbers? Are they a life-time employee of your company? **You will need to customize your pitch according to what is important to them.**

Example:
 "I'd like to talk to you about a program that will help us both meet our performance objectives around leadership development."
- State the objective:** Why do you want to be in this program? What will it do for you and why is that good for your company? Does it tie into management objectives already set by your manager? Has he/she challenged you to think of ways to advance your career?

Objective: Advance my career opportunities

In order to advance my career in management at ABC Co, I have researched several training programs focused on leadership skills and have found the WIT Careers In Action program provides hands on coaching and positive interactions with other women in similar career paths. I will learn tools, techniques and tactics to become a better leader for the organization, thus advancing my career opportunities.
- Finally, if you are going fishing, don't forget your hook.** A hook grabs attention, places your audience at ease and entices the listener to want to learn more.

Two examples of hooks for WIT Careers In Action

Humor
 "I was going to join the National Guard to get more hands on leadership training, but I found the WIT Careers in Action program instead. Would you mind taking a look at it with me to see if it is a program is one that can be endorsed and supported by the company, where I don't have to go to boot camp?"

Ask a question
 Remember when we reviewed my annual goals and we were looking for the right classes to attend? Well I have found THE answer, WIT Careers in Action, let me show you...

Some additional things to keep in mind.....

Increasing the odds, in your favor - Preparation is your friend

- Find the path of least resistance to your goal and take steps to prepare.
- Having a purposeful conversation is a planned event.
- Plan your approach so that it is logical and concise and know your audience.

30 Second Message Preparation Checklist: Have a clear cut objective; understand the listener; clearly state the approach to achieving the objective

Good Luck!