



# Convince Your Boss to Make Leading Easier for You



Define **Strategy** + Design **Culture** + Develop **Leadership**

[MahoneyPerformanceInstitute.com](http://MahoneyPerformanceInstitute.com)

## Do you need this?

A program to make leading easier for first-level managers, leaders or supervisors like you is critical to your company. Your company knows it but may not be proactive in pursuit of it. So, you can help your boss or upper management at your company understand why you (and maybe others, too) need to learn about making leading easier ... to benefit you, your team, and the company.

As a first-level manager, it is unlikely that you control the training budget that covers you learning what to do and how to do it right as a leader and manager of others. This document intends to guide you as you put together your pitch to convince your boss to spend precious company funds on improving your leadership and management knowledge and skills.

If you need help, then you use one of the approaches described below. We present two approaches to help you convince your boss to pay for your participation in Mahoney Performance Institute's "Make Leading Easier" program. The first approach is a simplified way to create an email to send to your boss. The second approach is more work, where you gather some information and then create a more personalized email to send to your boss.

You may want to read over the two approaches before picking the one that works best for you.

Sections below include:

- Description of Approach #1
- Questionnaire
- Fill in fields email template
- Description of Approach #2
- Information gathering guide

## Approach #1: Fill in fields to create your email

This is the easier approach to creating an email to send to your boss, requesting support to pay for your participation in MPI's "Make Leading Easier" program. Follow the steps listed below.

1. Answer the questions in the Questionnaire
2. Create a draft email to your boss
3. Copy and paste the "fill in fields" email template as your email text
4. Replace field markers in the email text with your corresponding questionnaire answers
5. Adjust the email text as needed to personalize it or add your own emphasis
6. Send the email
7. Follow-up in person with your boss in a couple days if you don't get a response

## Questionnaire

Answer each question as best you can. Note the field name in brackets for each question. This field name marks where to insert your answer in the email template.

What is your boss' name? [BOSSNAME]

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What is your name? [MYNAME]

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What is your title or role? [MYROLE]

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Why is it important to you to get leadership and management training? [IMPORTANCE]

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What strategic goal for your company is most likely to be impacted by your improved leadership? [STRATEGICGOAL]

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Which training session do you intend to attend? [STARTDATE and DEADLINE]

- Start: January 6, 2020     Deadline: December 20, 2019
- Start: June 6, 2020         Deadline: May 28, 2020

Which approach to leadership learning do you prefer? [LEARNINGOPTION]

- group learning that costs \$1,197
- do-it-yourself learning that costs \$897

Which way do you want to point your boss to additional information on the program? [MOREINFO]

- see the attached fact sheet
- go to this sales page link (<https://managersmarket.clickfunnels.com/mle-sales-page>)

## “Fill in fields” Email Template

For each named field in this email, copy and paste your corresponding answer from above to replace the field marker. For

### **BOSSNAME:**

I’m eager to do my best as a **MYROLE** and to guide my team to be successful. Given my new leadership role, my team and I would benefit from me getting appropriate leadership training. Getting leadership training is important to me because **IMPORTANCE**. I looked for a program that will be appropriate for me and I found one that combines time-efficient online training with rich person-to-person support in live, virtual sessions.

Mahoney Performance Institute offers the “Make Leading Easier” program and their next session begins **STARTDATE**, and registration ends on **DEADLINE**. The best option for me is **LEARNINGOPTION**.

Our company’s strategy is focused on achieving **STRATEGICGOAL**. My team and our department will play an important role in making that happen. Improving my leadership skills will help my team execute more efficiently and effectively. In addition, some research I found indicates that improving my leadership skills will also improve my team’s engagement (90% of organizations say frontline managers’ lack of leadership development impacts employee engagement – from Deloitte Consulting’s 2016 Human Capital Trends).

MPI’s “Make Leading Easier” program includes four modules that present foundational concepts, practices and tools for managers to use. The program is spread over 12 weeks with five live, virtual Q&A sessions mixed in around online learning. An important differentiator for this program is how it teaches you to create a leadership system to help ensure effective application of what I will learn. This program has a group-learning option and a more independent do-it-yourself learning option without the live Q&A sessions. If you want to see more details, **MOREINFO**.

I especially like the way this program works to give me knowledge and tools that I can use to create a leadership system. That system will ensure I can put the training to immediate use, getting the right work done well and helps the company, my team, and me.

Please let me know what you think.

### **MYNAME**

## Approach #2: Gather information to create your email

This approach is more comprehensive and takes more work on your part. You need to gather information so you can create a more specialized and personalized email to your boss, requesting support to pay for your participation in MPI's "Make Leading Easier" program. Follow the steps listed below.

### 1. Gather the facts

- Make sure you know the facts about the "Make Leading Easier" program
- The "Make Leading Easier" sales page contains all the information you need
  - See [www.managersmarket.com/mle](http://www.managersmarket.com/mle)
- You need to know these things so you can answer your boss' questions:
  - Cost for you to participate (there are options)
  - Topics to be covered (this is the curriculum defined by the modules)
  - How much time you will spend participating in the program (hours, days, ...)
  - Deadline to sign up for the program (when does a decision need to be made)
  - Why you feel this is important for you and the company
- MPI's "Make Leading Easier" program is time efficient ... online and on your own time
- MPI's "Make Leading Easier" program is cost effective ... multiple cost options; no travel
- Make sure you know who Shaun Mahoney is and about Mahoney Performance Institute
  - Shaun is CEO of MPI and has taught this material for several years
  - Testimonials show that many others have benefited from this material
  - The company website is [www.mahoneyperformanceinstitute.com](http://www.mahoneyperformanceinstitute.com)

### 2. Gather supporting data

- Determine if your company has any training and development guidelines
  - If there are no guidelines, check with HR for how other training has been done
  - If there are guidelines, learn how they would apply to you
- Check on alternatives so you can give your boss options
  - What else did you consider? And, why is "Make Leading Easier" better for you?
  - MPI's "Make Leading Easier" program offers different payment schedules
  - MPI's MLE program offers full do-it-yourself or learning with a group
- Use statistics to support your pitch and its claims (not just your opinion)
  - 77% of companies say frontline managers are important to achieving business goals
  - BUT only 12% say frontline managers are getting enough leadership development

- 90% say frontline managers' lack of leadership development impacts employee engagement
- The average leader doesn't receive any formal leadership training until they have been a leader for 10 years
- Unemployment rate is lowest in 10 years ... harder to retain talent

### **3. Explain the ROI for the company ... more attention here**

- Consider the business strategy
  - What are the top 3 to 5 challenges the company is addressing?
  - Can you align the MLE program and benefits from it with your strategy?
  - How will what you learn and do after that help with those challenges?
- How will you do your job better ... and benefit the company?
  - Pick items in the curriculum that resonate with you and how you can improve
  - Point to potentially better outcomes for your team's results
- What is the cost to the company if it does not fund training? What consequences may be faced if this funding for training is denied?
- Offer to share what you are learning with your boss, your peers and your team
- You can offer to do a post-program presentation (brown-bag lunch) to share
- Suggest that the company consider having multiple managers like you learn together (MPI offers discounts for groups from a company attending at the same time)

### **4. Explain the ROI for you ... less attention here**

- Career development is important to you and being a better leader advances your career
- If you are a better leader, then you will add more value and contribute to getting more, better work done
- If you are a better leader, then you will enjoy your job more and be more engaged
- You will get many tools to use to make your leading better (and easier)

### **5. Create your pitch**

- Compose an email to make your pitch (see the email template above for a start)
- Start with your request to attend, including key facts
- Follow immediately with expected ROI for the company
- Use statistics if your boss is into data-based decisions
- Point out options to give your boss room to maneuver (less likely to just say "no")

- Point to previous benefits of training if they exist at your company
- Prepare your elevator pitch for a face-to-face discussion

#### **6. Convince your boss**

- Send your email first ... don't ambush your boss; give them time to think
- Follow-up on your email in person ... this is where you can negotiate or answer questions
- Consider potential objections and have answers ready
  - Will this impact your work time?
  - Will this impact your ability to get your work done?
  - Will you stay at the company after getting training?
  - This costs too much
  - What's in it for the company? Or me (the boss or his/her department)?
- If rejected, ask nicely why, so you can improve your pitch in the future