Sometimes it’s hard to convince the boss to invest in development. Here are some common questions and suggested answers to help you during a conversation with your manager.

Q: Why this program?
A: Traveling Coaches has delivered successful technology training to law firms for more than two decades. Their clients number over 1,000 law firms and corporate legal departments including UK Magic Circle firms and 82 of the Am Law 100. They are the first company ever honored as Consultant of the Year, Vendor Thought Leader, and Innovative Solution Provider by the International Legal Technology Association. They know training and they know legal.

Q: What are the credentials of the authors?
A: The program authors are experienced not only with law firm training but also with best-in-class corporate training and development. One of the course creators was the training manager for a global law firm, has a Master’s degree in Organizational Psychology and won the ILTA Technology Advocate of the Year award. The whole team was honored with the 2016 ILTA Consultant of the Year award.

Q: Don’t you already know this stuff?
A: I would like exposure to new ideas that can take our training program from good to great. This is the only forum in which I can not only learn about cutting-edge adult learning theories and advanced delivery technology but also network with peers from other firms around the country and around the globe.

Q: Can’t you just do some research yourself?
A: Traveling Coaches has distilled the most relevant information from dozens of programs, theorists, authors and practitioners and combined it with their successful law firm experience. It would take me years to replicate the research, if I even knew where to begin.

Q: Isn’t that what ILTA and ATD are for?
A: ILTA is a great forum but lacks programs specifically designed for trainers. ATD is too general and the information too broad to be applicable. This program includes the latest trends in adult learning, but filtered for effective implementation in a law firm.

Q: Who else goes to this?
A: Trainers, instructional designers and managers from the most forward thinking law firms are getting certified. By attending, we can benefit from the collective experience of these firms as well.

Q: How will this benefit the firm?
A: I will learn how to align our training programs with the needs of our customers and the strategic goals of the firm. I will learn to provide real value that people can see and the firm can measure.

Q: How will it benefit our clients?
A: If our lawyers and staff are more competent and efficient, they will provide better service, faster and with lower cost to our clients. Everyone wins!

Q: How much does it cost?
A: Your investment for this 6-week program is only $7,500. Traveling Coaches is offering special discounts if we register now and then pay when we attend. Similar programs for corporate trainers cost upwards of $2,000 per day.