



# Professional Development Investment

ea  
exceptional  
admins™

# GAINING BUY IN

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Congratulations, you are reading this packet because you want to invest in your future and request resources from your employer.

- Before we dive in, let's address the elephant in the room: hearing a "No", when asking for company funds, can be discouraging; don't give up.
- The million-dollar question: "Is all the effort attached to asking for funds worth it?" Absolutely!
- Here's the deal: If you aren't being stretched, you aren't growing, so get after it.

**"YOU GET IN LIFE WHAT  
YOU HAVE THE COURAGE  
TO ASK FOR."**

**— OPRAH WINFREY**



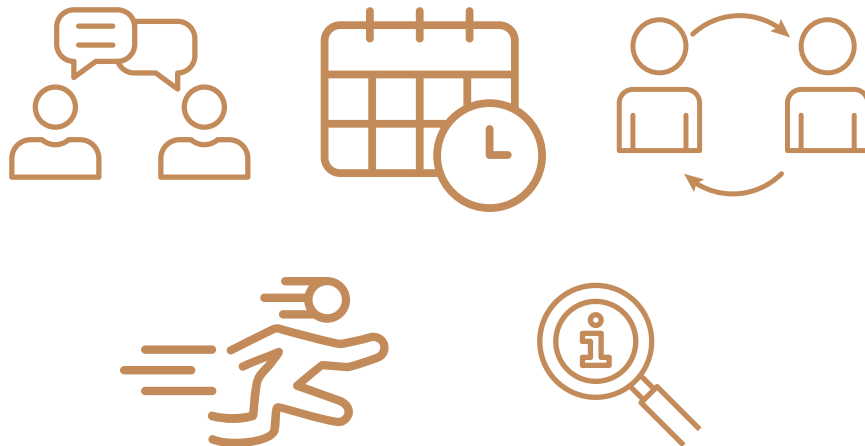
# FOCUS

The following pages offer 5 simple steps to help you request support when looking to develop professionally.

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## STEP ONE: IDENTIFY PAIN POINT(S)

The examples below identify common company pain points. At ea University, the curriculum covered lends a variety of tactics that help a driven professional (and team) move these pain points to efficiency advantages.



Examples:

- Too many meetings
- Lackluster workflow(s), chasing down answers
- Communication gaps
- A culture that is reactive vs. proactive
- Information overload
- Codependency on others causes productivity hurdles
- and so on

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## STEP TWO: CONSIDER OPTIONS

**What development workshop activity is the right fit?**

**To be prepared, include on your list your preferred workshop (ea University), then a back-up plan (Building Your Personal Brand Course).**

- Niche or general curriculum?
- Group or on your own?
- In-person or virtual?
- Duration, days and hours, fit?
- Is there a post-event accountability layer with the workshop?

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## STEP THREE: LIST PROS AND CONS

**For your preferred and back-up plan, write out a list of pros and cons for each (you'll use this in your request letter). When executives are asked to make decisions they weigh options and think about risk-reward.**

**PROS**

**CONS**



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## STEP FOUR: IDENTIFY RISK-REWARD

What is the risk-reward if you engage in a workshop?



**Risk:** 5-times you'll start your work day late (but for a good reason).



**Risk:** you become sick and can't attend a session.



**Reward:** you are exposed to tested workflows that would have taken you months to discover on your own.



**Reward:** each week, you return to work with a personalized plan on what to deploy and how.



**Reward:** specialized coaching and access to your peers who are eager to evolve in their work.



**Reward:** you have tools to strengthen your impact and feel more excited about your work.



**Reward:** you show up to work with a reboot to your energy; others notice and begin to feel energized too.

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## STEP FIVE: CRAFT LETTER

**Crafting your letter (or email) / executive voice.**

**The examples shared below are supportive of you asking for funds to attend ea University.**

### **Best writing practices:**

The below may not sound at all like you, please be sure to tweak appropriately. Also, if the request needs to go through HR, and not your executive, tweak accordingly. Here at Exceptional Admins, we try to avoid TLDR (too long, didn't read). Be cautious if you wish to expand. The brevity of the letter is to also help you build your voice (executive composure) on the request. The learning has already begun and you haven't even attended yet. ;)

### **Opening option #1:**

I want to stay current in my role and prepare for the work of the future, so I did some online research. My time online focused on specialized professional development options for assistants, I stumbled upon a unique resource that has a workshop coming up.

### **Opening option #2:**

I want to stay current in my role and prepare for the work of the future. I follow a company called Exceptional Admins on \_[social channel]\_, and their upcoming workshop offers unconventional tips that will help us gain more time and efficiency in the way we work.



**“AN INVESTMENT IN YOURSELF PAYS THE BEST INTEREST.” –  
BENJAMIN FRANKLIN**

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## STEP FIVE (continued):

### Body of the Letter:

My professional development desires are to elevate how I'm adding value. After looking into the details of the workshop, and others to compare curriculum and pricing, I conclude that attending this workshop will offer us several valuable resources.

1: Curriculum that grants me access to current trends and best practices. Conducting research for this kind of information would take several weeks if not months.

2: The opportunity to hear from others who do what I do each day is of great value to us.

3: The curriculum was curated by a specialized administrative resource who engages with hundreds of admins each year. She gives the attendees access to her library of trusted best practices and greatly used tips that transform the way admins create value.

Considering the schedule, we'll have minimal disruption to our workflow, and the workshop price is within market. The expense is \$ \_\_\_\_\_, and it will require me to start my day later than normal 4 mornings from \_\_\_\_\_ to \_\_\_\_\_. There's also a 30-day post-program check-in.

I look forward to the potential,

*Your Name*

*Note: You can insert your own pros to replace the information in 1 - 3. If there's hesitation, be ready to speak about your back-up plan.*

### In conclusion:

As mentioned earlier, you don't know if you don't ask. Increase your sense of purpose by making an investment in your company's future by elevating your suite of strengths.

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# RETURN ON INVESTMENT

## TAKEAWAYS WITH ATTENDING EA UNIVERSITY:

- Time allocation trusted practices
- Real-life application conversations
- Enhance the way meetings are coordinated and run
- Elevating communication both verbal and written
- Strengthening problem-solving and anticipating skills
- Project management hacks
- Stakeholder management
- Learn about technology features to save time
- Executive presence and mindset tips
- Connecting with other like-minded professionals
- Rich conversations granting access to the [Google for Admins], aka Hilani, and more...

## EXIT SURVEY DETAILS (short list):

### What was your biggest takeaway?

- Prioritization method
- Vocabulary, confidence, commiseration, leadership
- How to take a smart risk
- Motivational- 3 B's, What's my brand

### Did ea University meet expectations?

- “Yes, this class was above and beyond what I expected. Loved the networking.”
- “It sure did. I am learning what I want my brand to be and this workshop has guided me.”
- “Yes! It was so beneficial for me. I have so much more knowledge in my toolbox now!”
- “So much fun! So much to learn! Hilani's energy is contagious and that made the day all the better! I met some awesome ladies and did a little networking.”



**YOU'RE  
WORTH  
THE ASK**

**ea**  
exceptional  
admins™