

YOUR CEO MENTOR



HOW TO DISCUSS  
**YOUR DEVELOPMENT  
WITH YOUR BOSS**



# 1. DO THE PREP WORK

If you want your boss to invest in your professional development, you need to go to them with a **well constructed plan**. Doing your homework and all the research before you chat with your boss is the first step to getting a yes.

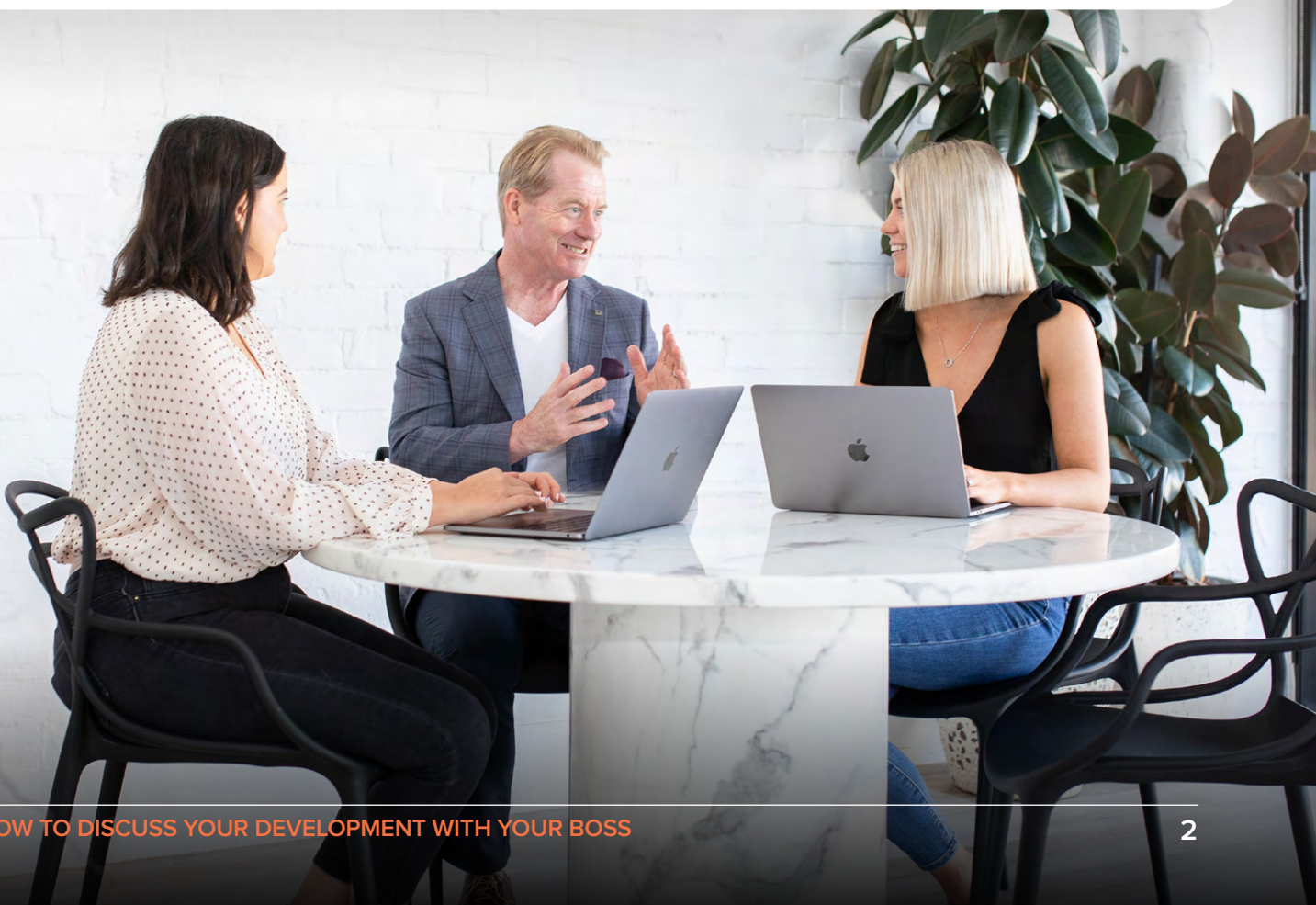
Your boss is going to want to know exactly why this program is the right one for you, and how this will **positively impact the organization**.

A good place to start is working out which program you want to do, and why.

You'll need to form your argument, so start with 3-5 key reasons **why** this course is the one for you. Let's use *Leadership Beyond the Theory* as our example:

1. It provides real world, practical strategies that will enable me to improve my leadership performance, and immediately deliver results
2. It's taught by a successful CEO with a track record of success, not a consultant, academic or professional teacher
3. I get weekly live access to him through Q&A webinars to help me work through any roadblocks I might come up against
4. The course is designed to cover holistic disciplines: getting high value outcomes through better leadership, driving better execution and making better decisions etc.
5. It's designed so that I can do it without taking time away from my work priorities

Additionally, if you're going to commit to doing a course or program, you'll need to come up with a plan on **how you will implement what you've learned** within your team or organization.





## 2. GET CLEAR ON THE OUTCOMES YOUR BOSS CAN EXPECT

If your boss can see that you doing this program will benefit the organization and produce results, they will be much more likely to invest in your development!

There are three main questions we recommend you address while putting your business case together. This will help you to write your pitch and have the conversation face to face.

At the end of the day, your boss really just wants to know how this educational experience **will directly impact the organization, its profitability and value outputs**. You need to be able to talk your boss through how you'll implement your learnings, and naturally, they'll expect a rise in your performance!

We've done the hard work for you and worked out the answers relating to *Leadership Beyond the Theory*.

### HOW WILL LEADERSHIP BEYOND THE THEORY COMPLEMENT YOUR CURRENT ROLE?

It will give me personal strategies to drive better outcomes through influencing and enabling my people to improve their performance - there is a multiplier effect that returns many multiples of value.

### HOW WILL LEARNING THESE NEW STRATEGIES POSITIVELY INFLUENCE YOUR WORK PERFORMANCE?

I will learn immediate techniques for changing focus to deliver greater value for the organization, make better decisions faster, and get the most out of my people.

### WHAT ARE THE LONG-TERM BENEFITS THESE SKILLS WILL HAVE ON YOUR ABILITY TO MAKE A MEANINGFUL IMPACT WITHIN THE ORGANIZATION?

The strategies I will learn in *Leadership Beyond the Theory* can be learned and applied in real time, within two months.

I will be able to achieve **accelerated leadership development** that I couldn't get anywhere else. This will enhance my ability to get results from my people, and multiply the effectiveness of my team members.





### 3. LIST THE BENEFITS

Making a list of specific ways in which your organization will benefit from your training will make this decision easier for your boss. Your new skills will have a ripple effect on all those around you, so this is your time to highlight that.

We've put a few points together, outlining your action plan to share your learnings with your colleagues, to support the growth of your team.

By doing the *Leadership Beyond the Theory* program, I will:

1. Get better results from my team by **eliminating non-value adding activity**
2. **Reduce staff turnover**, and build a high performing team
3. Enhance my **decision making capability**
4. Increase my ability to lead an **increased tempo and momentum** for change and progress
5. Have better execution discipline and outcome delivery through a **stronger accountability culture**

## 4. GET YOUR PITCH RIGHT

Our sample email template (written by Martin from a CEO's perspective) is below. Copy and paste this into your email then tailor it to suit your tone, the organization and the relationship you have with your boss.

Dear [Boss],

As you know, I am constantly looking for ways to improve my performance, and to deliver greater value for [our organization], while developing my career path as a future senior leader.

There are a vast number of education options available, and I know that we already have access to a number of those within [our organization].

In order to build on these programs, I feel that a course that will give me additional practical strategies that I can immediately apply to accelerate my leadership performance, is what I need to tap into my full potential and drive better results for the company.

The program I have researched is called [\*Leadership Beyond the Theory\*](#), and is delivered by Martin G. Moore, a CEO who successfully turned around the performance of a struggling multi-billion dollar energy business.

I'm an avid subscriber of his weekly podcast, *No Bullshit Leadership*, and have already learned an enormous amount from him. I've also completed his free *Leadership Level Up Masterclass* which was a great insight into his teaching style and expertise.

The content in *Leadership Beyond the Theory* is focused on broadening my leadership capability, covering holistic disciplines such as: handling conflict, delivering value, driving accountability, making great decisions, working at the right level etc.

It is delivered online over a 8-week timeframe, and doesn't require me to take any time out of the office.

Given my continual focus on improving my leadership skills, and the additional value that I know this will enable me to bring to [the organization], I'd really like you to consider [the organization] investing in this course for me (\$2,750 AUD inc. taxes).

Although I expect a huge range of performance improvements, just one of the benefits of better leadership is reduced staff turnover. If we could save one talented person from leaving the organization this year, it would conservatively save around \$50,000 in direct costs [calculated using the Drake International Turnover Calculator, based on a salary of \$100,000].

I've also attached a PDF that Martin has created that will help you to track and support my growth throughout the program. There are some great ideas on how to help me get the most out of the learnings as they apply to our context, which will ultimately maximize the ROI for [our organization].

I'd love to discuss this with you further, so please let me know a time that suits you best.

Cheers,

[Your name]

[CLICK HERE TO DOWNLOAD THE PDF MENTIONED IN THE LAST PARAGRAPH AND ATTACH IT TO THE EMAIL](#)



Are you ready to become an exceptional leader?

**Leadership Beyond the Theory** is the no regrets way to build your leadership confidence and skills, fast

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[www.leadershipbeyondthetheory.com](http://www.leadershipbeyondthetheory.com)