

How to Garner Support for Your Professional Development



Did you know:

- Employees who participate in professional development are more engaged, loyal, and committed to meeting their company's challenges.
- Employees who apply new skills and knowledge to their work help their company become more competitive.
- On the other hand, employees who feel underappreciated disengage from work. Disengaged employees are less productive and more likely to quit.
- [74 percent](#) of employees felt they weren't achieving their full potential at work due to lack of development opportunities.

More tips on how to make a case for your personal development:

- Tie professional development to strategic, departmental, or position goals.
- Do your research. Present options. Include testimonials from others who have taken the program

Write the perfect email:

Feel better sending your request in an email format? Follow the below tips:

- State the name of the course and that it will be critical for you and the organization
- Describe the course offerings and what you will learn / what actions you will be able to take as a result of the course
- Share the price and why that price is worth it / offer an ROI for the course (e.g., if just one person is saved from quitting, the course will have paid for itself)
- Describe the qualifications of the instructor or company offering the course
- State your case about how investment in the course will pay off
- Offer to meet with your boss during or after the course to discuss everything you're learning and how you will apply it directly to your organization