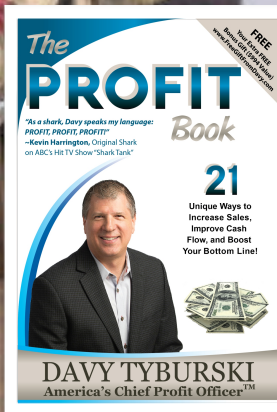


Cutting Edge Strategies to Maintaining (and Growing) Your Professional Development and Continuing Education Budget



Congratulations for Being Here!

You Won't Hear Me Until You Know Me...



Write Down Your Top 3 Training and Development Challenges

1. I wish I could...
2. If only...
3. If I could change...

3 Myths You've Been Led to Believe About Training and Development

1. “There are no dollars available, no budget”
 - Self Funding
2. “We don't have time to send you...”
3. “We're too busy running the business...”
 - This is the problem, which is why we need T&D

Friendly Reminder



“Minds are like parachutes—
they only function when open.”

~ Lord Thomas Robert Dewar

3 Common Mistakes

MISTAKE #1

**Selling the Ingredients-
NOT the Cookie (PROFIT)**



PROFIT is Your Chocolate Chip Cookie

Ingredients:

1. Policies
2. Procedures/Processes
3. PEOPLE-most important asset
 - Training and Development
4. Performance Measurement/Management



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**“Common sense is not
common practice”**
- Davy Tyburski

3 Common Mistakes

MISTAKE #2

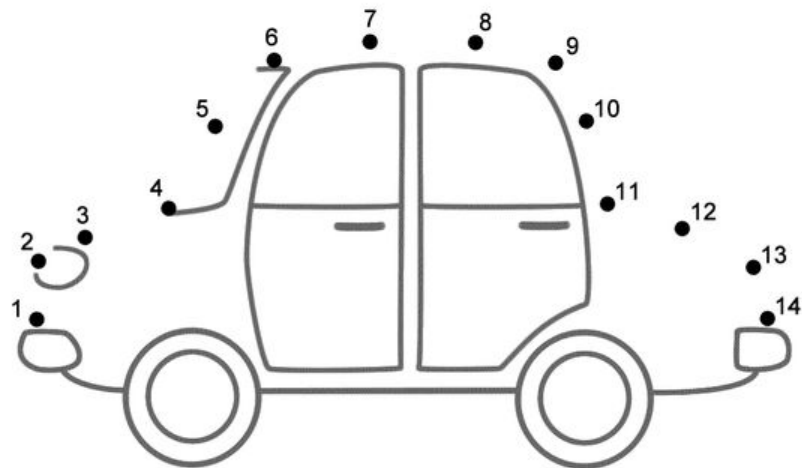
Positioning Training as a Project NOT a PROGRAM



3 Common Mistakes

MISTAKE #3

Not Connecting the Dots From Company Goals to Training and Development



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3 Words You Should Never Use...

1. COST
2. EXPENSE
3. PRICE
4. PURCHASE (bonus)

Replace With Investment...

Warren Buffett

"Invest in Yourself Before Anything Else"



"Investing in Yourself is ***the best thing You can do-*** anything that improves Your own talents."



Don't Get Mad...Get Data!

PRE-

1. Who Gets Selected to Attend?
2. What Topics are You Selecting?
3. How Will They Help You IMPROVE xyz (Company Goals)?

Don't Get Mad...Get Data!

DURING-

1. Prioritize to Get Your 3 Drops
2. Who do You Want to Meet and Why?
3. Get “Them” a Thank You Gift

Don't Get Mad...Get Data!

AFTER-

1. Calculate the ROI of Your 3 Drops
2. Share the Love, Teach Others
3. USE it or LOSE it!

Warren Buffett

"Invest in Yourself Before Anything Else"



"Investing in Yourself is ***the best thing You can do-*** anything that improves Your own talents."

