



Talking Points Of Persuasion

Submitted by Arlena Fitch-Gordon, National Vice-President for Training

As you are aware, one of the goals of the National President Sue Webster is to make Federally Employed Women (FEW) the organization of choice for leadership, equity and the advancement of women.

FEW is now actively involved with the registration for attendance at the National Training Program (NTP) 2009 in Orlando, Florida.

Have you ever voiced these words to yourself? “I wish that I had some words of persuasion to assist me when I approach my manager for funding to attend the upcoming FEW NTP 2009.”

Outlined below are a few points of persuasion that you should provide to your manager when you are requesting funding:

- Provide a copy of FEW’s training curriculum, which is constructed around the five Office of Personnel Management (OPM) Leadership Competencies.
- Encourage them to view FEW’s website at www.fewntp.org.
- Expand upon how FEW’s training program fits in with your agency’s training plans for career development.
- Provide a copy of FEW’s Talking Points that are used for Agency Visits. You can obtain a copy of FEW’s Talking Points from your Regional Manager.

Taking this direct approach can assist you in helping to persuade your manager to fund you to attend the NTP 09. It will assist you in addressing the questions that are asked regarding why you should be funded.

Maximize the Return on Your Agency's Investment

Help get the maximum return on the time and money your Agency invests in sending you to training conferences.

Submitted by Patt Franc, NTP 09 Publications Chair

Attendance at any training program or conference is a significant expense and more and more organizations are limiting the number of folks they will send to any single event. If you want your office to continue approving your attendance year after year, consider the following recommendations to get the most bang for your employer's buck—and the greatest return on your professional development.

Put advance thought into the sessions that you will attend. Make sure that the sessions you elect will benefit both your employer and your own professional development.

Take advantage of the expo. Conduct product searches on the convention's website and map out the booths that you want to visit. Make sure that you use the trade show as an opportunity to get up to date on the latest technologies and service providers as well as to strengthen existing supplier relationships. Set up advance appointments to connect with suppliers crucial to your business.

Show up for sessions five minutes early. Get a seat so that you will be engaged, and sit next to someone that you haven't met before. Meeting new contacts and networking with folks with similar interests is one of the key benefits of attending a conference. Be sure to add to the interactivity of the session by posing questions or sharing experiences that help others.

Divide and conquer. If other employees from your organization are attending, make sure to split up and attend different sessions and expand your ability to network. Sit next to a stranger in a workshop or at lunch. Try to make it a personal goal to evenly split your time between making the acquaintance of those you haven't met before and reconnecting with those you have.



Stay in touch with your office. Periodically check your voice and email messages, especially if you have fires burning that need to be tended to by others. Keep conversations with the office focused on the educational and networking value of the conference—not on the lavish parties, great entertainment, and the host city’s attractions.

Complete a trip report within a week of returning. By documenting the value that both you and your employer will receive because of your attendance, you will help communicate the Return on Investment (ROI). Make recommendations to share appropriate session content, handouts, or other information picked up during the trade show that will benefit your co-workers.

Build your network. Send follow-up notes and contact information to people you met with whom you would like to keep in touch. Expanding your sphere of contacts puts you in a better position to improve your performance and increase your value to your employer.

Follow through. Make your involvement in the organization that held the training conference more than a one-time event. Take an active role at the Chapter level, to continue your professional development and networking throughout the year. This will also help you gain approval for attending National events.

Finally, take your own advice. Use these suggestions to maximize your own or a member of your staff’s professional development when attending professional conferences.