



## Learn to Speak Exec-ese!

We get several calls a month asking us for coaching on how to “sell” executives on a much-needed training program.

It’s always the same scenario:

*Our employees REALLY need this training, only the executives feel we don’t have the budget right now to invest in training.*

**REALLY, NOW?**

The key to getting executive support is to speak their language...

**Talk about the MONEY!**

Execs are all about saving money, making money, and bottom-line money.

How do you do this?

Whenever you’re trying to convince upper management on the need for a training program or other performance intervention, the first thing to do is identify the **performance indicator** that will be impacted.

A **performance indicator** is a hard-number measurement of the impact on performance such as turnover, productivity, sales, etc., that will inevitably impact the bottom line.

In other words, **WHY** are you doing the training? What is the business need that it will address?

Once you have identified the performance indicator, you are able to calculate the cost of doing training vs. the cost of NOT doing the training.

This is called the **return on investment** or **ROI**. You are comparing the cost of the training vs. the return on investment of training dollars to the company.

And, trust us, in most cases it is in your favor!

For more information in calculating ROI, please click on the resources we have crafted especially for you:

**ROI: Measure the Impact of Training**

Training Essentials Virtual Minis

May 22, 2019

Noon ET/ 9 am PT

**Certified Performance Consultant (CPC)**

Four, 3-hour VILT sessions

October 16, 18, 22, 24, 2019

**Certified Instructional Systems Designer (CISD)**

Four, 4-hour VILT sessions

November 6, 8, 12, 14, 2019

So join us in this, your first lesson of Exec-ese!

Cheers,

Team M&M

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Managing Partners



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