

# 3 TIPS TO GAIN SENIOR LEADER SUPPORT FOR MANAGER DEVELOPMENT



**Know  
Your  
Audience**



**Tell the  
Story**



**Connect  
It to the  
Strategy**

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# TIP 1: KNOW YOUR AUDIENCE

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**Schedule brief one-on-one meetings with each senior leader whose support you need.**

**Gain their perspective. ASK:**

- How do you think managers are performing today?
- How do you feel about the results they are getting?
- How effective are they at delivering on the strategy?

**Craft your elevator speech.** Make sure your message is compelling, clear, and concise. Use the “And, But, Therefore” technique.

1. Begin with one short declarative sentence about manager development at your company today.

2. AND

3. BUT

4. THEREFORE

**ASK: What else?** End each one-on-one with this question to give senior leaders the opportunity to provide their feedback and give you insight into anything else that is important to them.

**Next, prepare for your group meeting by connecting what you heard to your solution.**

How does my recommended program connect to what I heard is important to my senior leaders?

*Hint: If you can't answer this question easily, you may not have the right solution.*

## TIP 2: TELL THE STORY

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**Find a data point that works for you.**

**Humanize it.** What person or role can you use to illustrate the story?

**Extrapolate.** What real impact can you show related to the person you've chosen?

**Over-achieve.** Invite the person to the meeting to tell their story for you.

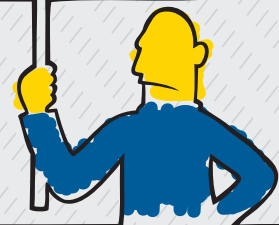
## TIP 3: CONNECT IT TO THE STRATEGY

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**Show senior leaders how managers can accelerate results when they have the right foundational leadership skills.**

**69%** say their leadership doesn't see an extremely strong link between effective manager training and business performance.

69%





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