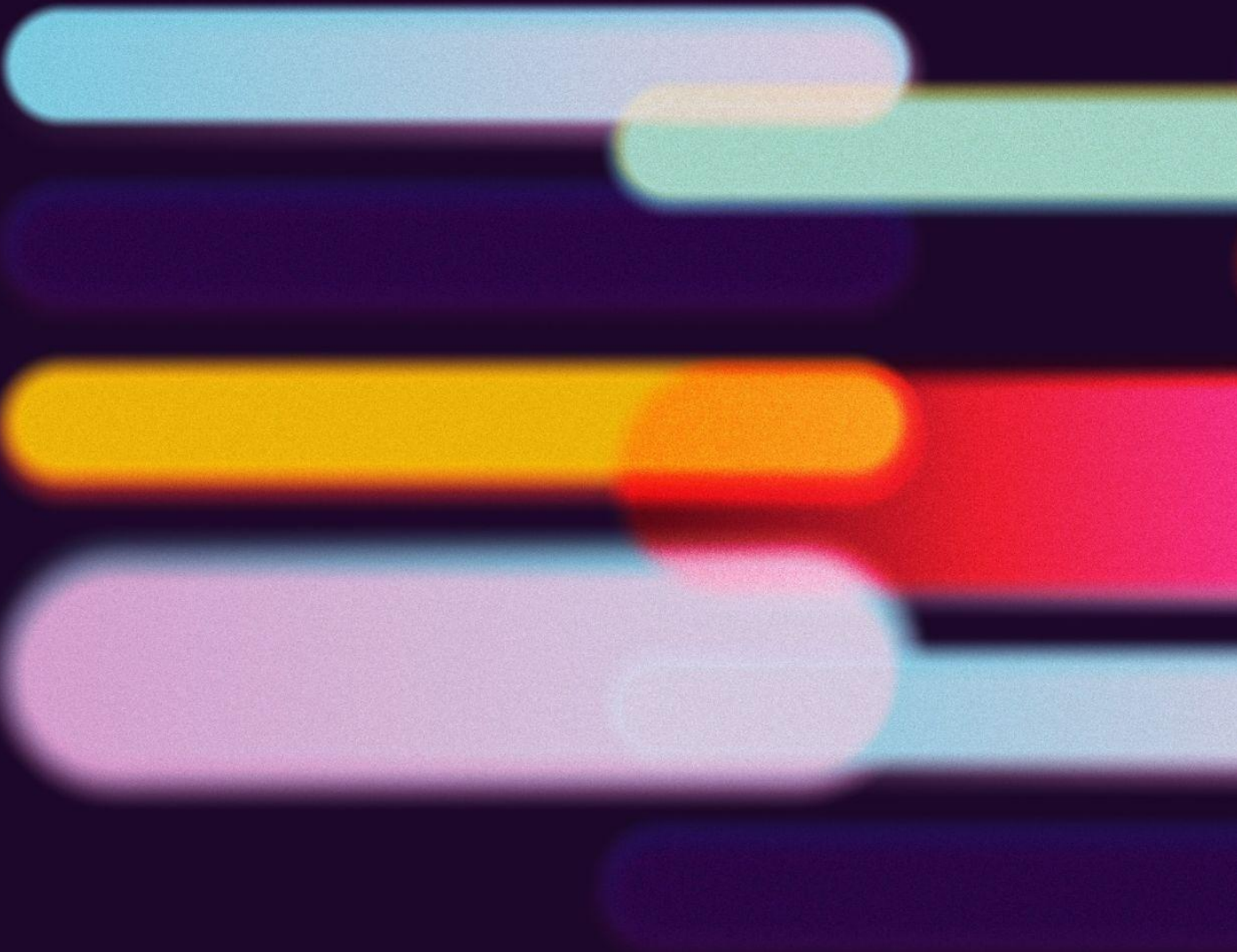




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# Convince your company about directors' training

How to convince your company about directors' training



Convince your company about directors' training, and you will find it far easier to unlock your professional potential - that's the reality.

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These days, governance training matters more than ever.

It could be [lawmakers getting tougher](#), customers getting wiser, investors getting stricter, or all three and more. Whatever the case, people want to know that a company is in good, *qualified* hands.

[Courses exist and are ready to welcome you](#), but remember that having your company behind you is a huge advantage. Aside from their financial support, both parties benefit from integrated goals.

Here's why and how you should convince your company to support your corporate governance training.

### **Why you should convince your company about directors' training**

- You'll align your personal goals with corporate goals, bringing you helpful attention and support.
- Any financial support from your company will offset the personal expense of doing the course.
- You'll highlight the importance of training to colleagues who may benefit from it too. Within a year or two, the level of expertise in your boardroom could skyrocket.

### **How you should convince your company about directors' training**

Convincing anyone of anything works much better if you have a plan. Follow these steps to ensure success:

#### **Know the stakes**

There is enormous responsibility on directors in modern boardrooms - more than enough to warrant a dedicated qualification. Sadly, though, [a frightening few have done a course](#), even though it's right at their fingertips.

Qualified board members are becoming the new standard because they help companies stay efficient, sustainable, and out of trouble.

Keep this in mind while you're preparing your pitch.

#### **Align your needs with the company's**

You need to pinpoint exactly which parts of your skillset need attention. These should align, at least in part, with the areas of expertise your company requires from you.

Doing this establishes that you and your company want the same thing. Training is now a joint effort.

**Find the value**

People love figures; they're concrete, factual, and a clear path from A to B.

When pitching governance training, ensure you know how it benefits you and your organisation. What skills will you have that you didn't have before? How will this make your work more efficient? What avenues will this open for the business?

You'll inevitably be asked these questions, so ensure your answers are ready.

**Ask, don't wait**

It's rare that anyone will approach you and offer to finance your governance training. You need to start that conversation.

**Is there a corporate policy on professional development?**

If so, ensure you're pitching the training within that context.

Professional development is vital for all levels of a business - especially in the boardroom. If you see a course that offers real potential to your career, it may be something your company can get behind from the start.

**Negotiate if you need to**

Compromise can easily be necessary in discussions like this. Be prepared to negotiate around this when the time comes.

Maybe you and the company will split the bill. Perhaps you'll take on extra responsibilities once you're qualified. Maybe you'll act as a mentor to other board members. There are many possibilities.

**In summary**

Board member training is rapidly becoming crucial for the modern director. You can do it alone, of course, but if your company is on your side with financial support, you may find it far easier to complete.

→ [Check out our Diploma in Corporate Governance](#) today and see how you can unlock new potential in your career.



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Thank you

