



# **Your Employer Sponsorship Guide**

## **WHAT YOU NEED TO GET STEPS APPROVED**

A resource for Administrative Professionals



# You did something most people don't

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You found a program that was built for you. You did the research. And now you're getting ready to make the case for your own development. That is not a small thing.

This guide is here to make the conversation easier. Inside you'll find language you can use, an email draft, questions you can expect, and answers that are ready to go—so you don't have to build the case from scratch. All you have to do is have the conversation.

You're ready for this.



# You have two documents

Here's how to use them together.

## STEP 1

### Read this first

This guide walks you through the conversation before you have it, so you can show up prepared. Review the questions your boss might ask and spend time with the sample answers.

The email draft on the third page is started for you. Make any edits that feel right for your relationship and situation.

## STEP 2

### Make it yours & deliver it

We have drafted an email (on the next page) that you should edit with your employer's name, your name, and any other edits that feel right for your relationship and situation.

You can use this example as a template for your email to your employer.

## STEP 3

### Make the ask

Send the email with the attached Pitch PDF. You're not asking for a favor—you're making a case for a mutually beneficial investment.

## STEP 4

### Give them time

You don't need an answer on the spot. Let your boss think it over and follow up within a few days.

## We drafted an email to get you started

Hi [Leader's Name],

I have an opportunity that I believe is an investment in our partnership—not just in my professional development.

I'd like to participate in STEPS (Success Through Empowering Professional Support), a leadership development program created specifically for Executive Assistants. The skills I'll gain will help me support you more strategically through better communication, sharper prioritization, greater business acumen, and an even stronger ability to anticipate what's ahead.

Created by Doug Conant, former CEO of Campbell Soup and Nabisco, STEPS was designed to help Executive Assistants become trusted strategic partners who create greater impact for the leaders and organizations they serve.

I've included information about the program in the attached PDF. Thank you for considering this investment in our partnership; I believe the return will benefit both of us.

[Your name]

### REMEMBER

Be sure to attach the [STEPS Pitch PDF](#) along with your email!

## Here's how to answer them

Q1

**"We don't have the budget right now."**

Do we already have a professional development budget for staff? STEPS is \$499—less than the average cost of an executive coaching session, and an investment that pays for itself in the quality of support I'll continue to bring to the role.

Q2

**"Will this take time away from work?"**

STEPS is virtual and self-paced—about 8 to 12 hours total, in small modules taken on my own schedule. No travel, no time out of office, no blocked calendar days.

Q3

**"What makes this course special?"**

STEPS is the same leadership framework ConantLeadership teaches senior executives, built specifically for the people who support them. Other roles have access to coaching while Administrative Professionals have fewer options. This makes leadership training accessible to people like me.

Q4

**"What does the company get out of this?"**

A more confident, clear-headed strategic partner who needs less direction and brings more to every conversation: someone who anticipates what you need and holds context without being managed through it.

Q5

**"Can't you just take a free course?"**

Most other courses for EAs, across price-points, are purely tactical. They focus on software and spreadsheets. This is the only leadership course built specifically for administrative professionals, reviewed by a Global Advisory Council of senior EAs, and taught by a Fortune 500 CEO.

WHEN YOU'RE READY TO ENROLL

## Enrollment takes five minutes

Visit and enroll at [conantleadership.com/steps-program-for-executive-assistants](https://conantleadership.com/steps-program-for-executive-assistants).

### CELEBRATE YOURSELF

You advocated for your own growth and career development. That's already a win. Onward!