

Exercise: Persuading Your Boss to Attend an Industry Conference

Objective: To build a credible case for taking one week off to attend an industry conference, with the aim of enhancing your industry knowledge and expanding your professional network.

Instructions:

1. Reflect on the benefits of attending the conference for both you and your organization.
2. Anticipate three potential concerns or objections your boss might have regarding your attendance at the conference.
3. For each concern, develop a persuasive response that addresses the objection and highlights the benefits of allowing you to attend.