

HOW TO ASK YOUR EMPLOYER TO PAY FOR YOUR DMAA CERTIFICATE

1 RESEARCH

Research whether your employer funds professional development by checking with HR, talking with colleagues, etc. and understand what they will cover. If they have funded others' development, it helps set a precedent for your request.

Also gather specifics on the program, such as the cost, time commitment, and time to completion.

2 IDENTIFY

Identify key areas of growth and skills you can achieve from the DMAA certificate.

3 PREP

Prepare a strong pitch for your employer by emphasizing the skills you will learn and how those skills will make you more productive, add value to the team and their goals, and benefit the organization.

Also be prepare to discuss how you will maintain job performance while enrolled.

4 TIME IT

Decide when and how is the best time and way to ask for financial assistance, such as during an annual review, a meeting about your role, or via an email.

5 CLARIFY

Once your employer agrees, make sure to clarify the terms of the assistance, such as payment process (e.g., direct pay or reimbursement), whether minimum grades are required, and if you need to stay at the organization or in your role for a set time after completion.