

# Executive MBA Council

*Worldwide voice of the Executive MBA industry*

## Guide for EMBA Conversations

<b>Do your research</b>	Learn all you can about Executive MBA Programs and narrow down the list of EMBA Programs that you are considering. See if you can find some EMBA alumni in your own organization to talk about their experiences and answer your questions.
<b>Define your goals</b>	Know what you want from an Executive MBA Program and how you think it will help improve your performance on the job and your ability to assume greater responsibilities.
<b>Understand your organization's reimbursement policies and philosophies</b>	Check on your organization's tuition reimbursement policies and procedures. Your human resources department may be able to help explain your options. Depending on your situation, it may make sense to first speak with your boss.
<b>Include as part of your development plan</b>	Even if you aren't yet sure when you might want to pursue your education, including an MBA degree as part of your professional development plan signals your interest and commitment to your employer.
<b>Start your discussions early</b>	It may take some time to talk through all related issues, such as corporate sponsorship, time commitment, and value to the organization, and gain approval. Starting early also will help you address questions and concerns that may arise in enough time to ensure that you can start the program when you want.
<b>Identify the ROI for your boss</b>	Consider the ways that you might apply knowledge from the degree. Understanding the potential value of the EMBA investment not only helps you maximize your experience, it also helps you explain the value to your boss. For example, if your organization depends on your negotiation skills to secure the best deals, you can begin to weigh the value of improving those skills.
<b>Clarify the commitment</b>	Be sure to think through the time commitment and its impact; think about the possible objections and ways to respond to those objections. Most significantly, remember that students in EMBA Programs bring tremendous value to the organization while they are in the program.
<b>Prepare well</b>	By doing your research and thinking through your goals and the return on investment for the organization, you will be able to present a clear case to your boss and to others in the organization.
<b>Explore all options</b>	Due diligence is a hallmark of good business, and it pays to explore all your options, whether that means identifying adjustments to your work schedule or looking at other solutions.
<b>Keep negotiations open</b>	It might not be possible to immediately reach agreement on sponsorship, time, and other arrangements. First acknowledge the initial points of agreement, and determine what additional information you might need to gather for the next conversation. Be sure to understand your priorities.
<b>Be creative</b>	Look for non-traditional solutions that address both your needs and your organization's needs. For example, you may be able to spend time in your EMBA Program focusing on a specific work project or issue, helping produce on-the-job results that balance out any time away from work for classes.