



## Discussion Starters Flyer

### Making the Case for ProFM

Within the constantly evolving world of facility management, you know the benefits that earning your ProFM<sup>TM</sup> credential can bring to you and your organization. But how can you get your boss on board? We've got you covered.

This document will help you make the case for pursuing your ProFM training by helping you formulate discussion points for an in-person discussion and crafting an initial email to pitch ProFM to your boss.

### Starting the Conversation for Training Support

Before you approach your boss about additional training, consider your answers to the questions below. It will be much easier to get your boss on board with your request if you can illustrate not only how ProFM will benefit you and your career, but how it will benefit your entire organization. Use your answers to these questions as the basis for your discussion at an in-person meeting with your boss.

- 1 What are the most pressing initiatives or priorities at your organization or within your department? How can FM training help you better meet these challenges and business objectives?
- 2 What parts of the ProFM Credential Program interest you the most and how will these new skills benefit your company as a whole? Even if professional development isn't currently a high priority at your organization, discussing how ProFM can fill in your knowledge gaps to benefit not only your own role, but the company as a whole can help your supervisor justify the investment.
- 3 How much will your training cost in terms of out-of-pocket expenses? Will your training qualify for any tuition reimbursement or assistance programs, organization training budgets or state-funded training grants?

**Doing some advanced research and preparing a budget will help your supervisor make a decision. We also recommend you provide your supervisor with the Top Five Ways Our Organization Will Benefit flyer.**



## Email Template

### Getting the Conversation Started—an email template

An easy way to get the conversation started with your boss is to send an email. We've provided a sample template below with three options for the opener. Simply copy and paste the text into your email, choose an opener that best matches your situation, and customize the email so it resonates with your manager.

Subject: FM Training Opportunity

Dear <<insert supervisor name>>,

#### *Alternative 1: Help Meet Corporate Goals*

I've been thinking about <<insert organization name>>'s commitment to <<insert company strategy/goal>> and how our team can be a proactive player in its achievement.

I've found a great training program that teaches <<key topics addressing strategy/goal>> which I feel are vital knowledge areas and skills that can help me and others on our team make a difference.

#### *Alternative 2: Help Meet Personal/Team Goals*

I know you're always on the lookout to find great training programs that will help our team stay at the forefront of FM's best practices. I've found a program that will help me <<and the rest of the team>> meet <<our/my>> 2018 training goals while building our credibility within the organization and beyond.

#### *Alternative 3: Value of Training/Credentials*

I'm writing you in hopes that you will support my goal of advancing my FM knowledge and practical skills. The return on investment in professional development can be exponential, both from an individual and organizational standpoint. I've found a program that is proven, practical, and extremely relevant to my position.

The ProFM<sup>TM</sup> Credential Program is the most current and inclusive facility management training program on the market. ProFM's extensive Body of Knowledge contains 19 functional knowledge areas and 5 cross-functional competencies the FMs of today need to succeed. The topics covered in the program are based on input from the ProFMI Commission, which is made up of some of the most well-known and respected names in the industry, as well as more than 3,300 FM professionals and organizations worldwide.

By participating in the training and earning my ProFM credential, I can make a positive impact on our organization in many ways, including:

1. My knowledge will be current and relevant.
2. My knowledge and skills will be globally applicable and universally recognized.
3. I will learn practical skills I can incorporate into our practices right away, while also becoming more comfortable with creating and supporting the strategy behind our FM practices.
4. I'm choosing a program that was developed with employers in mind, ensuring I have the knowledge and competency to be a leader in this organization.
5. This training is backed by leading names and organizations in the industry including BOMI and NFMT.

Thanks for considering this educational opportunity. I would be happy to discuss it further in person.

Sincerely,

<<insert your name>>

# ProFM™ Elevate Your FM Team to Today's Global Standard

[www.ProFMi.org](http://www.ProFMi.org)

## The Top Five Ways ProFM Will Benefit Our Organization

Facility management as a profession is in the midst of a dynamic change as it adapts to new technologies, increasing globalization and significant retirement gaps. Today's facility professionals need knowledge and skills that go far beyond what is often considered to be traditional FM responsibilities, as roles expand to include strategic business skills.

The ProFM™ Credential Program was created with the help of top FM thought leaders, leading FM organizations and facility professionals themselves to help bridge this growing gap. ProFM's comprehensive Body of Knowledge will ensure our staff has the right knowledge and skills to take on any FM task.

Here are five specific ways ProFM will benefit our organization:

**1 Helps us build our FM knowledge & skills:** The ProFM Credential Program is the most current and inclusive program on the market, bringing together 19 functional knowledge areas and 5 cross-functional competencies that all FMs must know to keep up with a changing industry.

**2 Ensures we are aligned with the new global standard:** The ProFM Body of Knowledge sets a global standard for the profession, uniting facility professionals around the world to elevate the profession and realign on the skills facility professionals need to succeed.

**3 Offers a comprehensive and convenient way to train staff:** ProFM's comprehensive Body of Knowledge offers a way for our organization to confidently evaluate staff against global standards and identify any knowledge and skill gaps.

**4 Backed by leading FM experts and practitioners:** The ProFM Body of Knowledge and corresponding credential training materials were created with the help of, and vetted by, the ProFMI Commission and a team of subject matter experts, including some of the most recognized and respected names in the industry.

**5 Applicable for any career stage:** The ProFM Credential Program can help a facility professional learn the broad range of traditional and new FM knowledge and skills required to meet the challenges they face every day. Whether staff members are new to the industry and need a crash course, or have been in the industry for years and need to fill in a few knowledge gaps, ProFM has us covered.



To learn more about the ProFM Body of Knowledge, visit [www.ProFMi.org](http://www.ProFMi.org)

### ProFM Simplifies Corporate FM Training

- All-inclusive program for training and credentialing
- Customized implementation with Self-Study and Instructor-Led options
- Online performance tracking for managers
- Volume savings on groups of two or more

To learn more, visit [www.ProFMi.org/groups](http://www.ProFMi.org/groups)



## The ProFM Credential Program Includes Everything You Need to Earn the ProFM Credential

Reading Materials ■ Online Study Tools ■ Online Final Assessment

To learn more or take a guided tour, visit [www.ProFMi.org](http://www.ProFMi.org)