



How to Convince Your Boss to Attend

Forward Together isn't just another conference. It's a women-centered professional and personal growth accelerator designed to strengthen leadership, elevate wellbeing and expand strategic capability in the areas that matter most right now: **women's health, trust and AI leadership, personal growth and financial empowerment**. This guide helps you present your case to your boss so it's aligned with both organizational value and your own development trajectory.

1. Anchor the Conversation in Organizational ROI

Emphasize that Forward Together directly strengthens skills that improve team performance, decision quality and long-term retention.

Key ROI Points

- **Women's health awareness** → Earlier health advocacy, fewer preventable absences and a workplace culture that supports wellbeing.
- **Trust and AI leadership** → Practical frameworks for building trust in AI adoption and driving change with or without formal authority.
- **Identity, confidence and resilience** → Stronger self-leadership, reduced burnout and renewed focus that shows up in day-to-day performance.
- **Financial literacy and investing** → Greater confidence in long-term planning, resource advocacy and financial decision-making.

Suggested Framing

"Forward Together gives me targeted development in areas that directly impact our team's efficiency, our ability to adopt AI responsibly and our long-term talent and wellbeing strategy."

2. Connect the Conference Themes to Your Role

Translate each conference pillar into a concrete benefit for your current responsibilities.

Women's Health

- A dedicated session, **Know Your Lemons**, uses the globally recognized Know Your Lemons® framework to teach the 12 signs of breast cancer and how to advocate for your own health.
- Insights can inform policy recommendations, wellness initiatives or culture improvements.

Trust & AI Leadership

- Two **Trust Before Tech** sessions unpack the Four Pillars of Trusted AI and introduce an AI Communication Strategy Framework for building trust, addressing concerns and leading change.
- You'll return with practical, non-technical language for communicating AI adoption with clarity and confidence, and for leading it without needing formal authority.

Identity, Confidence & Personal Growth

- Sessions like **Break the Cycle** and **Reclaim Your Story** help identify patterns that keep you stuck, quiet the inner critic and rebuild a clearer, more confident leadership identity.
- A body-positive styling session, **It's Not You, It's Your Sad Pants**, connects wardrobe and presence to confidence and energy at work.

Financial Empowerment

- **Money With Meaning** demystifies investing across impact, income and long-term wealth, building financial confidence at every stage.

3. Highlight the Personal + Professional Growth Intersection

Forward Together is intentionally designed for women who want to grow holistically—not just in their careers, but in their wellbeing, confidence and leadership presence. Built-in mindful movement and breathing sessions keep attendees regulated and focused throughout the day.

Why This Matters to Your Boss

- Employees who invest in personal growth show higher engagement and retention.
- Conferences that address whole-person development reduce burnout and increase long-term performance.
- You'll return with renewed energy, clarity and strategic focus.

Suggested Framing

"This conference supports both my leadership development and my long-term sustainability. It strengthens the skills I use daily while helping me show up as a more grounded, energized leader."

4. Present a Clear Plan for Applying What You Learn

Show that you're not just attending—you're bringing value back.

Commitments to Offer

- A short debrief presentation or one-pager summarizing key insights.
- Recommendations for building trust around AI adoption or improving communication during change.
- Ideas for integrating women's health awareness into team culture or wellness initiatives.
- Sharing session notes with colleagues who can benefit.

5. Address Cost and Time Concerns Proactively

Make it easy for your boss to say yes.

Strategies

- Highlight early-bird pricing or the option to buy a table of tickets as an organization.
- Emphasize that the agenda is tightly curated—no filler sessions.
- Offer to adjust your schedule to ensure coverage while you're away.

6. Provide a Concise, Compelling Ask

Wrap your request in a confident, professional statement.

Sample Ask

"I'd like your support to attend Forward Together, a women's leadership and growth conference focused on trust and AI, women's health, personal growth and financial empowerment. The content aligns directly with my role and our strategic priorities and I'll return with actionable insights we can apply immediately. I've outlined how I'll share learnings and ensure full coverage while I'm away."

7. Optional: Add a Personal Note

If appropriate, share why this matters to you.

Example

"This year I'm focused on elevating my leadership, my wellbeing and my financial confidence. Forward Together aligns perfectly with that growth path."

Final Tips for the Conversation

- Keep the tone confident and strategic.
- Lead with organizational value, then connect to personal growth.
- Bring a one-page summary of benefits to make the decision easy.
- Treat this as a leadership moment—your advocacy is part of the story.

This framing positions Forward Together as a high-impact investment in your leadership, your wellbeing and your ability to drive meaningful change inside your organization.