BUILD YOUR CASE

ASBO INTERNATIONAL’S
LEADERSHIP FORUM

FEBRUARY 23-25 | SAN ANTONIO, TEXAS

A guide to help you present to your supervisor why you should attend Leadership Forum in San Antonio, Texas, and how this investment will benefit you and your school district.

asbointl.org/LeadershipForum | #ASBOLF23
WHY ATTEND
ASBO INTERNATIONAL’S LEADERSHIP FORUM?

• **World-Class Networking**—Global and local perspectives from colleagues and experts around the world.

• **Quality Leadership Training**—Two and a half days of hands-on, active learning in small- and large-group settings (cohorts) led by trusted industry experts.

• **Personalized Leadership Assessment**—Uncover deep insights to identify natural characteristics, motivations, and tendencies to better understand how to leverage natural strengths and recognize which instincts might hinder progress.

SIMPLE STEPS
TO BUILD YOUR CASE

Clearly communicate 1) how specific training will help you develop your leadership skills and 2) how you intend to put together a personal development plan post-forum.

1. **Think about your role** as a school business official and how leadership skills are imperative to you and your team.

2. **Write down three leadership skills** you would like to further develop.

3. **Share why** the cohort you’ve selected is relevant to your success.

4. **Personalize the sample justification letter**, outlining how your attendance at Leadership Forum will uncover your inner leader.

aspointl.org/LeadershipForum  #ASBOLF23
SAMPLE JUSTIFICATION LETTER:

Rising Leaders & Luminaries

Dear _____,

With the goal of strengthening my own leadership skills and contributing to the improvement of the team dynamic within District Name’s business office and throughout the district, this letter is a request for permission to attend ASBO International’s 2023 Leadership Forum, February 23-25, in San Antonio, Texas.

In addition to broadening my professional and personal perspective through networking with leaders and colleagues on different school business teams from around the world, this event offers top-quality leadership education and an individualized assessment exercise that will help reveal my personal characteristics and ways of interacting with others. I will be able to use this personalized information to enhance my natural leadership strengths and better manage how instinctive tendencies can impact our group’s dynamic.

My objective is to make myself a better leader and in turn inspire our team. The new cohort-based structure of Leadership Forum affords me the opportunity to examine my own attributes and—with perspective from other school business leaders—determine how those attributes can best serve our team dynamic and the goals of our district. Specifically, I believe this is an opportunity to improve my ability to (share two or three leadership skills you hope to develop or issues within your district you would like to resolve).

The small-group learning cohort I would join is “Rising Leaders and Luminaries,” for new and seasoned individual school business professionals to share experiences and questions while learning strategies for engaging and motivating others.

A newer SBO might say:
As someone newer to my role in school business, I am interested in broadening my knowledge of school business team dynamics by learning from colleagues in other districts.

A more seasoned SBO might say:
As someone who has worked in school business for years, I have seen the role of the business office evolve to meet the needs of the district. This has changed how we work internally as well as how we collaborate with other departments. It is important to me—and I believe to the success of our district—to continue to grow as a team leader and motivator.

In addition to the focused small-group work, there will be a large-group general session and opportunities to apply lessons learned and interact with other school business leaders and district team members.

I would be happy to meet with you and more specifically discuss objectives that would serve our team. In addition, I am planning to share my takeaways with you and our team after the conference to bring the most benefit to the district.
SAMPLE JUSTIFICATION LETTER:

SBO+

Dear ______,

With the goal of strengthening our leadership skills and contributing to the improvement of the team dynamic within District Name’s business office and throughout the district, this letter is a request for permission for members of our team to attend ASBO International’s 2023 Leadership Forum, February 23–25, in San Antonio, Texas. This request applies to NAMES.

In addition to broadening our professional and personal perspectives through networking with leaders and colleagues on different school business teams from around the world, this event offers top-quality leadership education and an individualized assessment exercise that will help reveal our personal characteristics and ways of interacting. We will be able to use this personalized information to enhance our natural leadership strengths and better manage how instinctive tendencies impact our group dynamic.

The small-group cohort we would join is “School Business Officials and Their Teams,” which focuses on building a cohesive and motivated team through communication, collaboration, and team-building. There will also be a large-group general session and opportunities to use the lessons learned from our small-group work with other teams and individuals.

My objective is to develop my leadership skills and those of the team members. The new cohort-based structure of Leadership Forum affords us the opportunity to learn to understand each other better, navigate our different styles of working and communicating, and strengthen our understanding of our shared goals. Specifically, I believe this is an opportunity to improve our ability to (share two or three leadership skills you hope to develop, skills that could benefit the team, or issues within your district you would like to resolve).

I would be happy to meet with you and more specifically discuss objectives that would serve our team. Additionally, as a team, we will be willing to share our takeaways after the conference as we put our new skills and knowledge to use.

Download the full letters at asbointl.org/CaseLetter

“ASBO International’s Leadership Forum is exceptional because of the small learning groups and collaborative table discussion. I was inspired not only by the excellent presenters but also by my peers’ applicable knowledge.”

- Sara Meinders, Business Manager & Board Secretary, North Iowa Community Schools

asbointl.org/LeadershipForum  #ASBOLF23
APPLY WHAT YOU’VE LEARNED AT LEADERSHIP FORUM

The value of attending continues long after the forum has ended. Show your supervisor your time was well-spent by providing a recap of the conference.

- Take notes during the conference and reflect on specific takeaways from your training. Develop personal goals and timelines to take action on what you have learned.

- Send your supervisor a concise summary of your experience: what you learned, who you met, and how you will use the information. Don’t forget to thank your supervisor and supporters for the experience.

- Stay in touch with the new contacts you made during networking opportunities.

REGISTER NOW AT
asbointl.org/LeadershipForum