

Be a Professional Advocate—Make a Difference!

Being a Professional Development Advocate is simple and it doesn't require a time commitment—but it can make a major difference in someone else's professional and personal life.

Here's how being a Professional Development Advocate works:

- Select a colleague you believe would benefit from Institutes courses or programs
- Encourage him/her to pursue professional development
- Share your own professional development experience with your colleague

It's really that simple.

Here are some helpful tips on how to get started as a Professional Development Advocate:

- Learn about your company's financial incentives for pursuing professional development courses and programs
- Tell your colleague about the benefits of professional development
- Share your copy of the Institutes' *Succeed* course catalog with a colleague or e-mail him/her a PDF of it
- Help your colleague develop a study management plan
- Offer to be a study partner
- Encourage your colleague during exam prep
- Provide specific advice on test taking
- Help alleviate stress on exam day—offer to drive your colleague to the test site
- Send a good luck e-mail on exam day
- Find an expert to discuss a particularly technical concept

These are just a few of the many things you can do to get started as a Professional Development Advocate. Being an advocate is easy and rewarding—your colleague will thank you for it!