

# Their career

## Sponsored by you!

Catt Small · LeadDev Together 2021

Let's talk  
sponsorship.

# What is sponsorship?

The act of a tenured leader providing and advocating for direct pathways to success on behalf of a protégé with potential.

How does sponsorship  
compare to mentorship?



... sponsors and mentors believe in your potential when you are doubting yourself [and] champion your successes, to open doors for your next big career move.

**Louise Pentland**, *Mentorship vs. Sponsorship, And How To Maximize Both*



MENTORSHIP.



SPONSORSHIP. 



A sponsor's job is to unlock promotions, pay raises, new job or project opportunities, investors, and/or access to other personal advancements.

**Erin Braddock Guthrie**, *Give Us Sponsors, Not Mentors.*

# You're on the hook

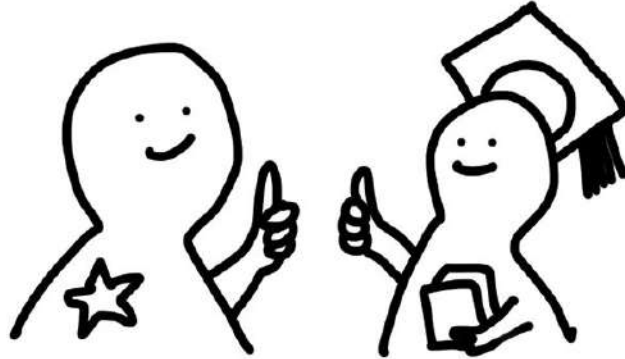
I know  
who'd be  
great for this!

I invited  
my protégé  
to participate.

That's a  
great idea,  
protégé!



# Mentorship is a mirror



As said by Katharine Mobley in *“Understanding The Impact Of Mentorship Versus Sponsorship”!*

# Sponsorship creates access



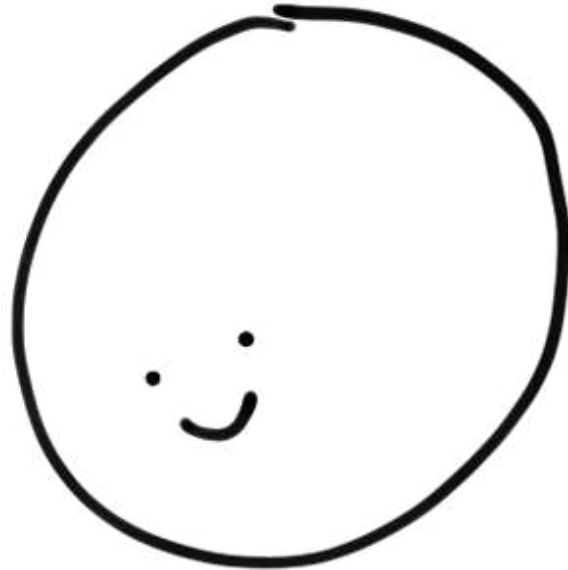
There's currently a  
sponsorship gap.



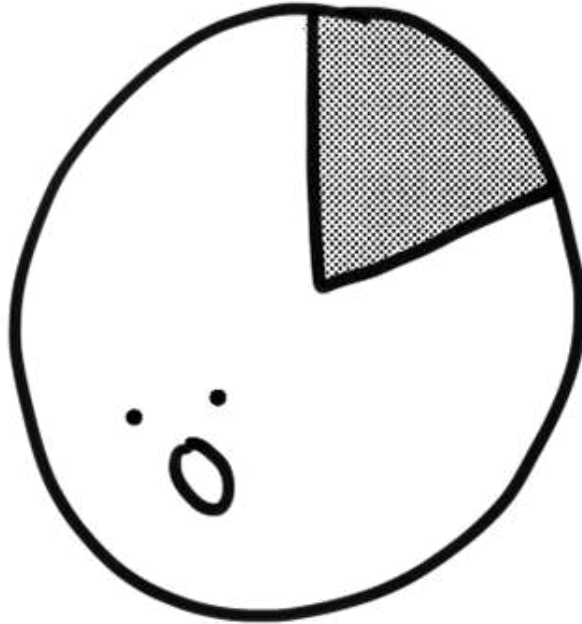
... high-potential women are overmentored and undersponsored relative to their male peers—and [they] are not advancing in their organizations.

**Herminia Ibarra, Nancy M. Carter, and Christine Silva**, *Why Men Still Get More Promotions Than Women*

If this cute lil circle is all the senior managers in the US....



24% of those roles are held by women...



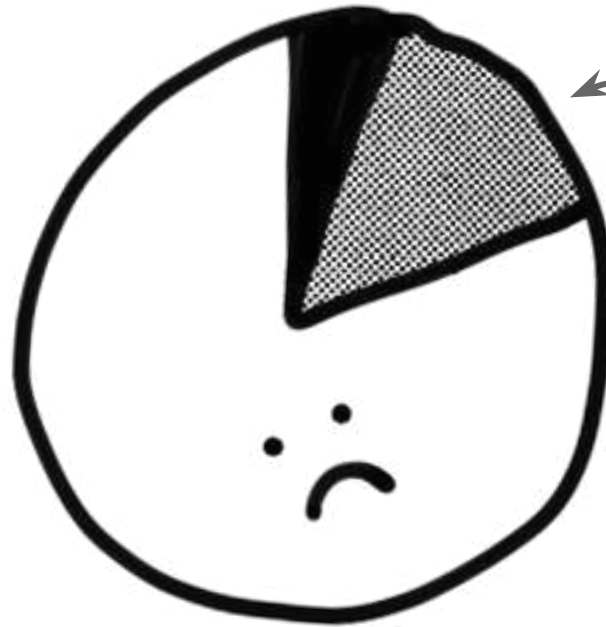
(according to the Center for Creative Leadership)

...and **23%** of sponsors look for protégés with skills or management styles they don't have themselves.



(according to a Harvard Business Review Study)

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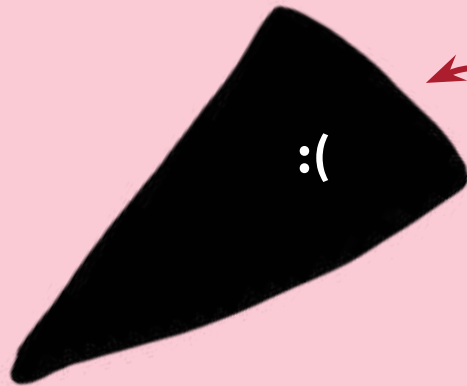


**71%** of sponsors also said their protégé shares the same gender or race. That's a pretty similar percentage as the above.

(according to a Harvard Business Review Study)



That means most sponsors  
look for similar protégés, and  
**lots of folks get left out.**



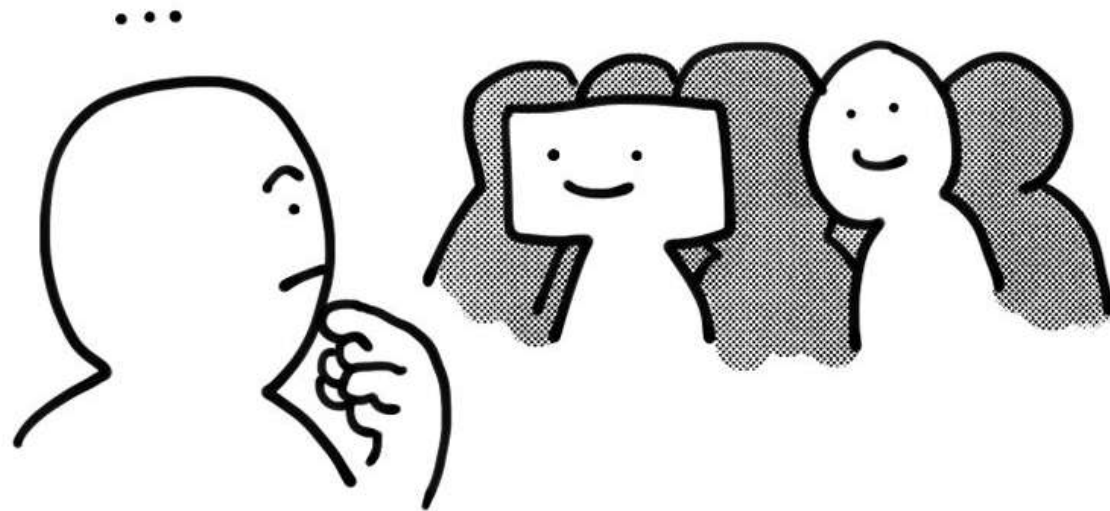
**A large, diverse group of  
people who need  
opportunities to thrive!**

Now that you know, you can  
be a part of the change!

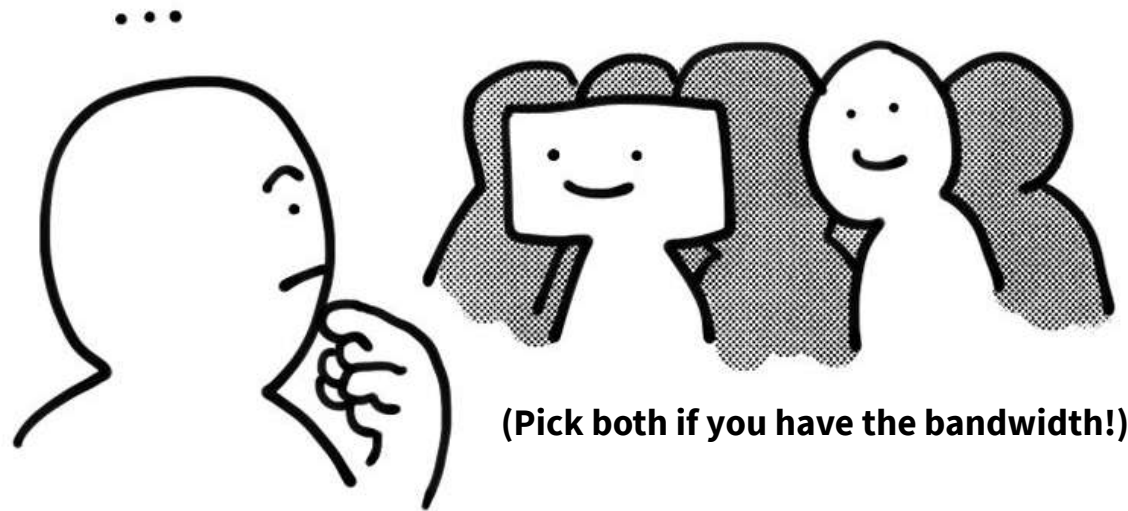
# Becoming a sponsor

# **Step 1:**

Look for those with potential  
who could use an advocate.



Who do I pick?



Who do I pick?

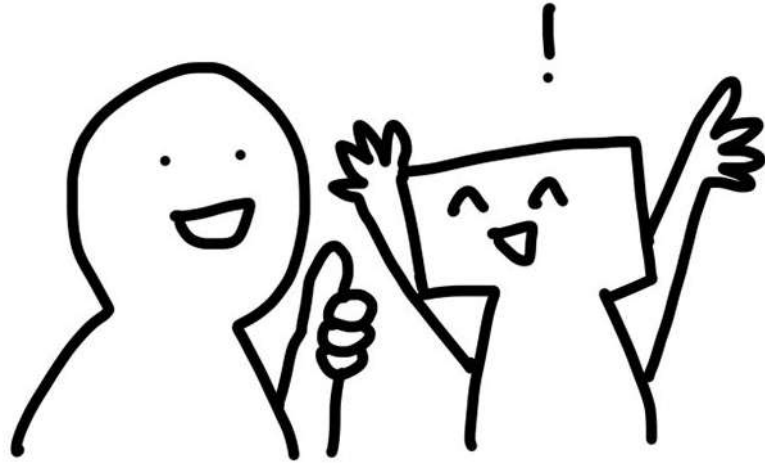
**(Pick both if you have the bandwidth!)**



When a protégé brings complementary talents to the table, they can expand a sponsor's capacity to deliver, open doors to new networks and markets, and contribute a valuable management style to the team.

**Julia Taylor Kennedy and Pooja Jain-Link**, *Sponsors Need to Stop Acting Like Mentors*

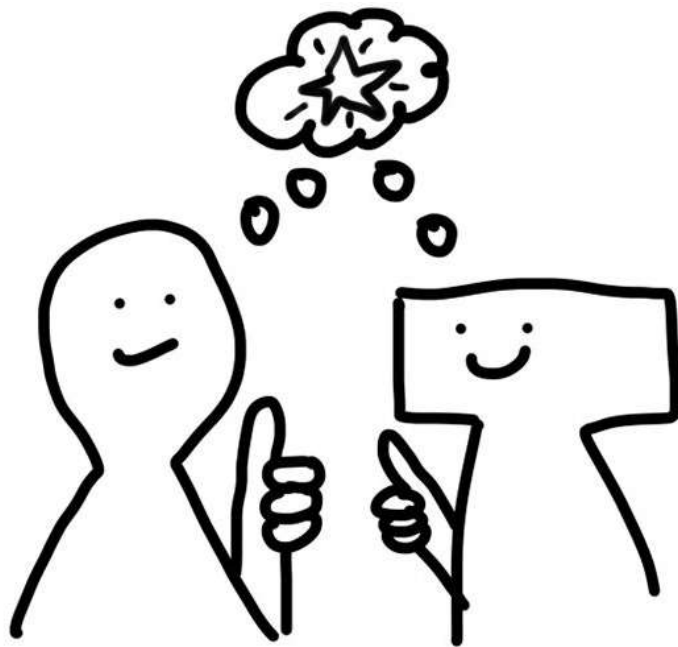
# Try someone different.



Finally, a sponsor!



Align on your values and  
career goals.

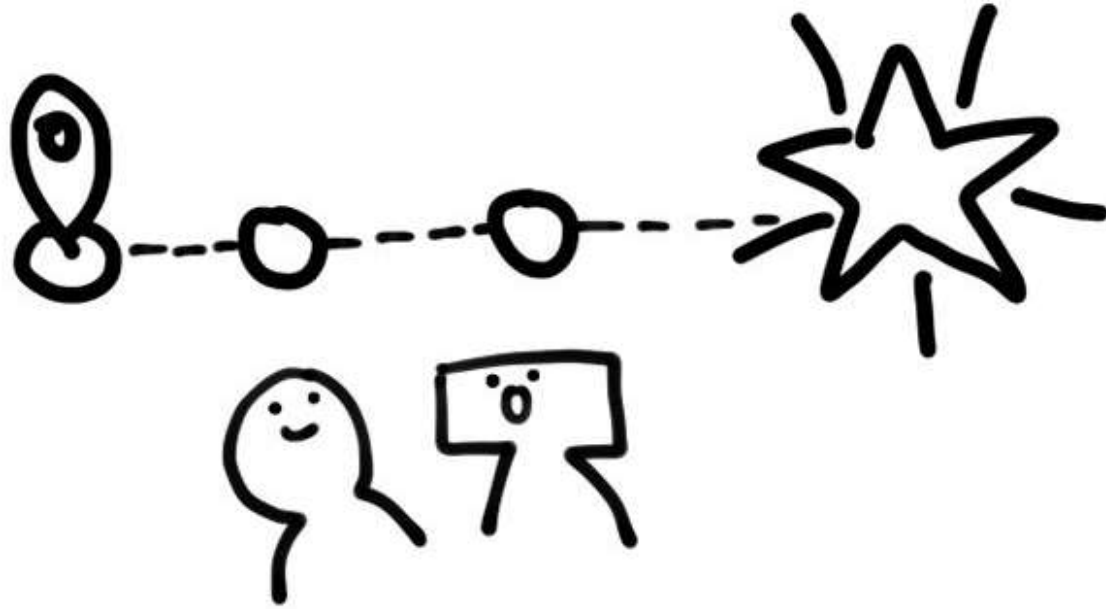


I believe in them!

I want to be them!

**Step 2:**  
Create a plan of action.

# How can they become you?





SPONSORSHIP. 

## Give them opportunities

- ◇ Speaking engagements
- ◇ High-visibility projects
- ◇ Educational opportunities
- ◇ Presence in high-visibility conversations with leaders



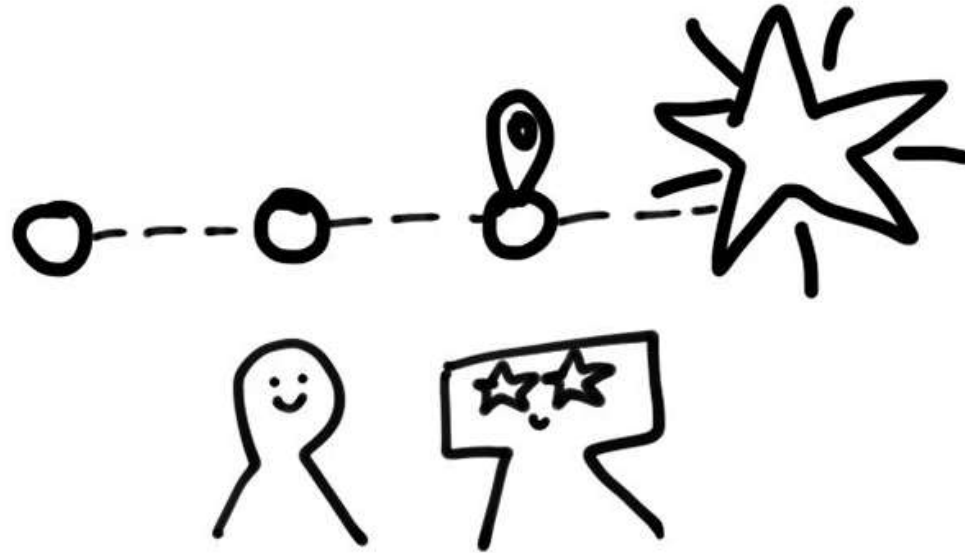
# Provide cover when needed



**Step 3:**  
Evaluate their progress.

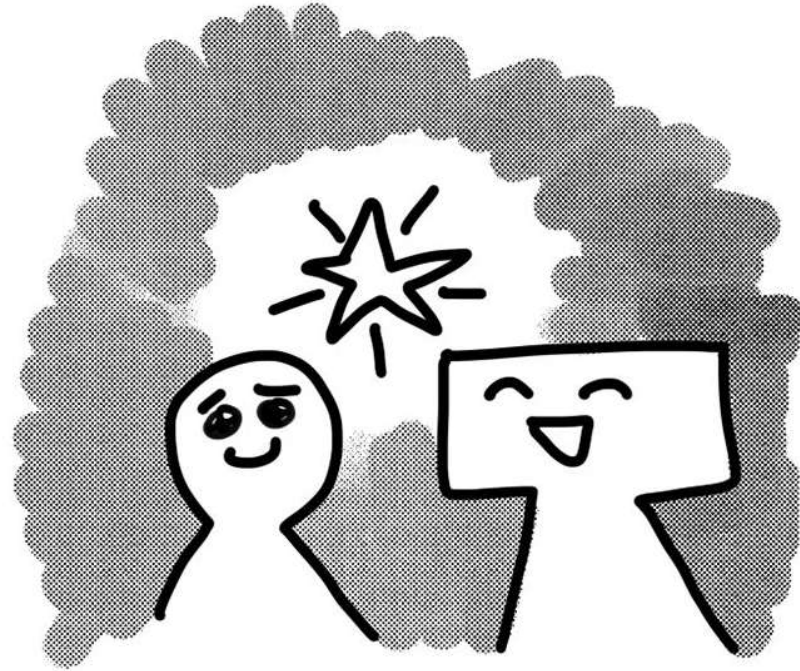


# Check-in on the plan



Give actionable feedback so  
they can correct course.

You win when they win!



The sponsorship may end at some point. That's normal.

You're making a tangible  
impact on someone's life.

Go forth and  
sponsor!