BEYOND MENTORING:
5 STRATEGIES TO FINDING YOUR PERSONAL CORPORATE SPONSOR

Erica Williams, Partner - Kirkland & Ellis LLP
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MENTOR VS. SPONSOR:
WHAT’S THE DIFFERENCE?
WHAT IS A SPONSOR?

• A Sponsor is a senior leader who:
  • Uses their influence on their protégé’s behalf
  • Opens up career advancing opportunities for their protégé
  • Provides their protégé with air cover

Sylvia Ann Hewett "(Forget a Mentor) Find a Sponsor"
WHY WOMEN AND MINORITIES NEED SPONSORSHIP
• Research by the Center for Talent Initiative (or CTI) found that men are 46% more likely than women and Caucasians are 63% more likely than professionals of color to have a Sponsor advocating for their success.

• In the legal profession, the percentage of women who are equity partners at law firms is 18%, the percentage of African Americans is 2% and the percentage of minorities in general is 8%.

• An article published in a recent Harvard Business Review noted that roughly 85% of corporate executives and board members are white men. And the percentage hasn’t changed for decades, which suggests that white men are continuing to Sponsor and promote other white men.

• According to CTI, protégés of color are 143% more likely than their Caucasian peers to think that there are disadvantages to aligning themselves with a Sponsor of color.
HOW SPONSORSHIP WORKS
7 STRATEGIES (5 + BONUS 2) TO FINDING YOUR SPONSOR
STRATEGY #1:

CONDUCT A SELF ASSESSMENT
STRATEGY #2:

IDENTIFY POTENTIAL SPONSORS
STRATEGY #3:

ACT THE PART
STRATEGY #4:
DEMONSTRATE YOUR VALUE
STRATEGY #5:

KEEP BUILDING YOUR BRAND
BONUS STRATEGIES
BONUS STRATEGY #1:

RECIPROCITY ROCKS

Reciprocity is a deep instinct; it is the basic currency of social life.

Jonathan Haidt
BONUS STRATEGY

#2:

PROMISE TO PAY IT FORWARD
THANK YOU!